

Public Information Control Strategy to Increase Positive Perception of Investors in Central Java

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Abstract

Public information control strategies that can enhance positive investor perceptions in Central Java. Investor perceptions of a region are crucial in determining their investment decisions. Disseminated public information can influence investor perceptions, both positively and negatively. Therefore, an effective public information control strategy is needed to strengthen positive perceptions and encourage investment in Central Java. This research used qualitative and literature-based methods, involving interviews with stakeholders in Central Java. The results indicate that positive investor perceptions of the Central Java Provincial Government are formed through a combination of factors: maintained political stability, adequate infrastructure development, ease of licensing and investment services, government transparency and accountability, diverse regional economic potential, competitive human resource quality, and effective communication and public information provision. These factors contribute to creating a conducive investment climate and increasing investor confidence in investing in Central Java Province.

Keywords: public information control strategies, positive perceptions, investors, Central Java.

Abstrak

Strategi pengendalian informasi publik yang dapat meningkatkan persepsi positif investor di Jawa Tengah. Persepsi investor terhadap suatu wilayah sangat menentukan keputusan investasi mereka. Informasi publik yang disebarluaskan dapat memengaruhi persepsi investor, baik secara positif maupun negatif. Oleh karena itu, diperlukan strategi pengendalian informasi publik yang efektif untuk memperkuat persepsi positif dan mendorong investasi di Jawa Tengah. Penelitian ini menggunakan metode kualitatif dan studi pustaka, serta melibatkan wawancara dengan para pemangku kepentingan di Jawa Tengah. Hasil penelitian menunjukkan bahwa persepsi positif investor terhadap Pemerintah Provinsi Jawa Tengah terbentuk melalui kombinasi berbagai faktor: stabilitas politik yang terjaga, pembangunan infrastruktur yang memadai, kemudahan perizinan dan layanan investasi, transparansi dan akuntabilitas pemerintah, potensi ekonomi daerah yang beragam, kualitas sumber daya manusia yang kompetitif, serta komunikasi dan penyediaan informasi publik yang efektif. Faktor-faktor tersebut berkontribusi dalam menciptakan iklim investasi yang kondusif dan meningkatkan kepercayaan investor untuk menanamkan modal di Provinsi Jawa Tengah.

Kata kunci: strategi pengendalian informasi publik, persepsi positif, investor, Jawa Tengah.

Introduction

Introduction

The development of globalization and information technology has transformed communication patterns between governments, the public, and businesses, including investors. The increasingly rapid flow of information demands that governments deliver public information accurately, transparently, and easily accessible (Setiaman et al., 2013). Public information no longer merely serves to fulfill the public's right to information but also serves as a strategic instrument for building trust in governance (Nababan, 2020). In the investment context, the quality of public information management influences investor perceptions regarding economic stability, legal certainty, the business climate, and the government's commitment to creating a conducive investment environment. Therefore, a public information management strategy is a crucial aspect in supporting a region's competitiveness in attracting investment (Silalahi, 2004).

Enhancing positive investor perceptions requires an integrated and collaborative public communication strategy. Local governments need to build synergies with various stakeholders, such as government agencies, the private sector, academia, the mass media, and civil society, to create a credible information ecosystem (Zubair et al., 2018). The use of various digital platforms, such as official government websites, social media, public service applications, and regional investment portals, has become the primary means of conveying information regarding investment policies, economic conditions, business opportunities, and regional development progress. The availability of comprehensive, up-to-date, and easily accessible information will increase investor confidence in the government's commitment to creating a transparent and accountable investment climate (Febriani & Juliani, 2022).

In addition to utilizing digital media, a harmonious relationship between the government and the mass media also plays a strategic role in shaping public opinion and investor perceptions. The media serves as the primary channel for distributing information regarding government policies, development achievements, and various available investment opportunities (Marcelinus Muklis & Siregar, 2024). Therefore, the government needs to establish intensive communication through press conferences, media briefings, periodic publications, and field visits involving members of the press. Through this collaboration, information dissemination can be objective, accurate, and balanced, thereby minimizing the occurrence of disinformation that could potentially undermine investor confidence in a region (Lestaluhu, 2015).

Central Java Province is a strategic region in Indonesia with enormous economic potential. Its geographical advantages, human resource availability, continuously developing infrastructure, competitive manufacturing sector, and potential in agriculture, tourism, and the creative economy make Central Java a promising investment destination (Maharani & Isnowati, 2014). However, this significant potential requires support from local government efforts to build a positive image through the provision of quality public information. Investor perceptions of a region are influenced not only by its economic potential but also by the level of transparency, regulatory certainty, ease of access to information, and the effectiveness of government communication in conveying various investment policies (Rustiono, 2008).

Recognizing the importance of these factors, the Central Java Provincial Government has implemented various public information management strategies as part of its efforts to increase the region's investment attractiveness. One strategy is implementing the principle of transparency in governance through the regular publication of financial reports, development achievements, investment realization, and information on investment permits and services (Agus, 2020). Implementing the principle of public information transparency provides investors with the assurance of obtaining relevant information before making investment decisions. Transparency is also an important indicator in realizing good governance, thereby increasing investor confidence in local governments (Setijawan et al., 2021).

The implementation of a systematic public communication strategy has had a positive impact on enhancing Central Java Province's image as an investment-friendly region. Various innovations in investment services, simplified licensing procedures, the use of electronic service systems, and investment promotion through various media have strengthened investor perceptions of the region's economic stability and prospects (Fahmi & Nugroho, 2025). This is reflected in the increasing interest of investors in various strategic sectors in Central Java. This increased investment ultimately contributes to regional economic growth through job creation, increased business sector productivity, strengthened regional competitiveness, and sustained improvements in community welfare (Safitri et al., 2025).

To strengthen the effectiveness of its public information management strategy, the Central Java Provincial Government also collaborates with universities, research institutions, business associations, and various other institutions to produce studies on regional investment potential. The results of this research serve as the basis for formulating investment policies, developing leading sectors, and developing more targeted investment promotion strategies. Supported by valid, scientifically based data, the government can convey more comprehensive information to potential investors, thereby enhancing government credibility and reinforcing positive perceptions of the investment climate in Central Java Province. Based on these conditions, a study on public information control strategies to increase positive investor perceptions is important to analyze in order to contribute to the development of public communication policies and increase regional investment competitiveness.

Method

This study uses a qualitative research method. According to Bodan and Taylor (Moleong, 2018), qualitative research is research that produces descriptive data in the form of written or spoken words from people and observable behavior. In addition, qualitative research also aims to enable researchers to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and so on. Data collection is carried out through interviews, namely question and answer techniques with sources, either directly or through intermediaries, to discuss various issues related to public information control strategies to improve investor perceptions in Central Java province. This study uses a library research method by making literature

from books, journals, and related scientific articles as the main material to be analyzed and searched for connections to describe the research problem (Danandjaja, 2014). The literature used in this study is related to public information control strategies to improve positive investor perceptions in Central Java.

Result and Discussion

In the era of globalization and increasingly advanced information technology, public information plays a significant role in shaping public and investor perceptions. Therefore, it is crucial for a government to develop an effective public information management strategy to enhance positive investor perceptions. Central Java, a province located on the island of Java, Indonesia, has significant and diverse economic potential. To capitalize on this potential, Central Java needs to attract greater investor interest. One of the key factors influencing investor decisions is their perception of the region's economic and business conditions. The Central Java Provincial Government recognizes the importance of a positive image and perception among investors.

By implementing this effective public information management strategy, Central Java has successfully enhanced positive investor perceptions. The province's image as a promising investment destination has been strengthened, and investor interest in doing business in Central Java has increased.

Public Information Management Strategy in the Central Java Government

Public information management is a strategic instrument in modern governance, particularly in building public trust and increasing investment attractiveness. Information management should not be interpreted as an attempt to conceal facts or cover up problems within the government (Harahap et al., 2022). Conversely, public information control aims to ensure that information disseminated to the public and investors is accurate, objective, transparent, and accountable. Quality information regarding investment potential, economic policies, political stability, infrastructure development, licensing services, and regional economic development provides a crucial basis for investors in assessing a region. Therefore, public information control strategies must be directed at improving the quality of government communications to build investor trust and confidence in regional investment prospects.

The implementation of an effective public information control strategy has a positive impact on creating a conducive investment climate. Investors generally require information certainty before making investment decisions. The availability of comprehensive, easily accessible, and regularly updated information will reduce uncertainty, which often hinders the investment process. When the government demonstrates a commitment to information transparency and good governance, investor perceptions of its credibility will improve. This situation has implications for increased investment flows, business sector growth, new job creation, and sustainable improvements in public welfare (Hudaya & Amalia, 2025).

In an era of global competition, every region is required to have a competitive advantage in attracting investors, both domestic and foreign. Competition is determined not only by the availability of natural resources or fiscal incentives, but also by the

regional image built through effective public communication. Investors' positive perceptions of a region are a crucial factor in determining investment destinations because they reflect the level of business security, policy stability, quality of public services, and legal certainty. Therefore, a public information management strategy is an integral part of a regional investment promotion strategy. Governments that are able to convey information professionally will have a greater chance of winning the investment competition than regions that are less transparent in providing information.

Central Java Province is one of the regions that has consistently developed a public communication strategy to increase investment attractiveness. The Central Java Provincial Government recognizes that information transparency is a key indicator in building investor confidence. Various information regarding investment opportunities, strategic project developments, licensing services, and regional economic conditions is regularly published through various communication media. These efforts aim to provide a comprehensive picture of Central Java's economic potential while strengthening the region's image as a safe, stable, and prospective investment location.

One of the main strategies implemented by the Central Java Provincial Government is the application of the principles of transparency and accountability in governance. The government strives to provide broad access to information to the public through a public information disclosure policy in accordance with statutory provisions. Transparency is demonstrated through the publication of financial reports, government agency performance reports, investment realization, development achievements, and various policy documents that are accessible to the public. High accountability in governance sends a positive signal to investors that the government is committed to clean, professional, and responsible governance.

Furthermore, the Central Java Provincial Government is developing a public information portal as an integrated information service center. The portal provides a variety of strategic information, such as regional statistical data, investment opportunities, licensing regulations, development planning documents, financial reports, and other public service information. The existence of a public information portal makes it easier for the public and potential investors to obtain the data they need quickly and efficiently. The digitization of this information service also reflects the government's commitment to utilizing information technology to improve the quality of public services and strengthen government transparency.

The use of social media and the official government website is also a crucial part of the public information management strategy in Central Java Province. Through these digital platforms, the government can convey the latest information on policies, development programs, investment agendas, development successes, and clarifications on emerging issues. Social media enables more interactive communication, allowing the public and investors to obtain information in real time. Furthermore, the official website serves as a formal source of information and can be used as a primary reference by investors for information on investment conditions in Central Java.

The effectiveness of the public information management strategy is also supported by increasing the human resource capacity of government officials through various

training programs on public communication and digital media management. Officials and government officials are provided with training on information delivery techniques, social media management, public information services, and crisis communication. These competencies are crucial to ensuring that all information conveyed to the public is consistent, accurate, and factual. Furthermore, the Central Java Provincial Government is encouraging public consultations as a form of community participation in the policy-making process. Through these consultation forums, the government can obtain various input from the public while simultaneously enhancing the legitimacy of its policies.

In implementing public information management, the Central Java Provincial Government also places significant emphasis on protecting the public's personal data. As electronic government systems develop, data security is an essential aspect. The government implements various data protection mechanisms in accordance with statutory provisions to ensure that the personal information of the public and business actors is not misused. Adequate data protection will increase investors' sense of security when utilizing various digital government services, thereby further strengthening trust in the regional government administration system.

Based on these various strategies, it is clear that public information control is closely linked to fostering positive investor perceptions of the Central Java Provincial Government. Transparent communication, the provision of accurate information, the utilization of digital technology, improving the competence of government officials, public engagement, and personal data protection are all crucial elements in building investor confidence. This trust ultimately drives increased investment interest, strengthens regional competitiveness, accelerates economic growth, creates jobs, and supports sustainable regional development. Therefore, the public information control strategy serves not only as a means of government communication but also as a strategic instrument in enhancing positive investor perceptions and strengthening Central Java Province's position as a leading investment destination in Indonesia.

Positive Investor Perceptions of the Central Java Provincial Government

Central Java Province is one of Indonesia's strategic provinces, contributing significantly to national economic growth. Its geographical location in the center of Java Island makes it a key link between the western and eastern regions of the island, providing advantages in trade, logistics distribution, and investment. In addition to its large population, Central Java boasts a potential market, rich in natural resources, human resources, and a growing industrial sector. These advantages make Central Java a promising investment destination. However, success in attracting investment depends not only on economic potential but also on investor perceptions of the quality of regional governance.

Positive investor perceptions are assessments based on experience, information, and confidence in a region's conditions. Investors will consider various aspects before making investment decisions, such as government stability, legal certainty, ease of doing business, infrastructure quality, and transparency in governance. Therefore, the Central Java Provincial Government has a responsibility to create a credible regional image

through various policies that can boost investor confidence. The better investors perceive the local government, the greater the opportunity for investment, which can drive regional economic growth.

One of the main factors shaping positive investor perceptions is political stability. Political stability reflects the government's ability to maintain security, order, and the continuity of development policies. Investors tend to avoid regions with high levels of political conflict or uncertain policy changes because these conditions increase investment risks. Over the past few years, Central Java Province has been known as one of the regions with relatively good political stability. Harmonious relationships between the local government, legislative institutions, the business community, and the community provide investors with assurance that business activities can proceed safely and sustainably. This political stability is a crucial factor in increasing investor confidence in the investment climate in Central Java.

In addition to political stability, infrastructure quality is also a key indicator in building positive investor perceptions. Adequate infrastructure will increase the efficiency of production activities, goods distribution, and labor mobility. The Central Java Provincial Government continues to build and develop strategic infrastructure, such as national and provincial road networks, toll roads, ports, airports, industrial areas, and other supporting infrastructure. Good infrastructure can reduce logistics costs, accelerate distribution processes, and improve interregional connectivity. This provides added value for investors by improving company operational efficiency and strengthening product competitiveness in national and international markets.

A conducive business environment is also a key factor influencing investor perceptions of the Central Java Provincial Government. The regional government has implemented various bureaucratic reform efforts through simplifying licensing procedures, digitizing public services, and improving the quality of investment services. The implementation of an electronic-based licensing system makes it easier for investors to handle various administrative needs quickly, transparently, and efficiently. Furthermore, the government is also striving to create legal certainty by developing regulations that support investment activities. These policies provide certainty for business actors, thereby bolstering investor confidence in the regional government.

Another factor strengthening investor perceptions is transparency and accountability in governance. The Central Java Provincial Government consistently implements the principle of public information disclosure through the publication of various development data, financial reports, investment realization, and information on regional policies. This transparency provides investors with the opportunity to obtain accurate information before making investment decisions. Furthermore, accountability in governance reflects the government's commitment to good governance, thereby enhancing the government's credibility in the eyes of investors.

Central Java Province's economic potential is also a major attraction for investors. The province boasts a variety of leading sectors that continue to grow, such as manufacturing, agriculture, fisheries, plantations, tourism, trade, and the creative economy. Industrial estates spread across various regencies and cities have become

centers of economic growth, attracting investment on a national and international scale. Furthermore, various strategic national projects in Central Java contribute to the region's economic growth prospects. This diversification of economic sectors provides investors with numerous investment options in line with their chosen business areas.

The success of economic development is also supported by the quality of Central Java Province's human resources. Its large population of productive age represents a potential workforce that can support industrial and service sector activities. Regional governments continue to strive to improve the quality of human resources through the development of vocational education, job training, competency certification, and collaboration with the business and industrial sectors. These efforts aim to produce a workforce with competencies that meet the needs of the modern job market. For investors, the availability of a competent workforce is a crucial consideration, as it can increase company productivity and reduce training costs.

In addition to improving the quality of human resources, the Central Java Provincial Government is also actively building communication with investors through various investment forums, business exhibitions, regional promotions, and collaborations with national and international institutions. These investment promotion activities not only introduce the region's economic potential but also demonstrate the government's commitment to providing the best service to investors. Open communication and the delivery of accurate information can build harmonious relationships between the government and businesses. This good relationship ultimately increases investor confidence in government policies and strengthens Central Java's image as an investment-friendly region.

Based on these various factors, it is understandable that positive investor perceptions of the Central Java Provincial Government are shaped by a combination of political stability, quality infrastructure, ease of doing business, government transparency, economic potential, quality human resources, and effective government public communication. All of these factors mutually support each other in creating a safe, competitive, and sustainable investment climate. With increasing investor confidence, investment flows to Central Java Province are expected to continue to grow, driving regional economic growth, expanding job opportunities, enhancing regional competitiveness, and achieving sustainable community welfare.

CONCLUSION

The Central Java provincial government has implemented an effective public information management strategy. Proactive measures taken to manage and disseminate accurate and relevant information to investors have successfully enhanced their positive perceptions of the region's investment environment. One important aspect of this strategy is transparency. The Central Java government has ensured that information related to regulations, policies, and investment potential is openly and easily accessible to investors. By providing clear and transparent access to this information, investors can make better investment decisions and feel confident about the investment climate in Central Java. Effective public information management also involves actively promoting

Central Java's economic achievements and potential. The local government and investment promotion agencies regularly issue promotional materials highlighting the region's competitive advantages, such as its human resource potential, good infrastructure, strategic location, and strong government support. In this way, investors are provided with positive and reassuring information about investment opportunities in Central Java. Overall, by implementing a transparent public information management strategy, actively communicating, promoting achievements and potential, and utilizing social media and digital platforms, Central Java can enhance positive investor perceptions. This will have a positive impact on investment attractiveness and regional economic growth, as well as strengthening Central Java's position as a promising investment destination.

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