

Public Service Communication in Local Hospitality Perspectives: A Systematic Literature Review

AKHMAD MUWAFIK SALEH, DARSONO WISADIRANA,
RACHMAT KRIYANTONO

Abstract: *Write down here your paper's abstract in one paragraph and in no more than 250 words. This study analyzed seven previous studies on "Public Service Communication in Local Hospitality Perspectives." This research highlights the importance of cultural integration in e-government services, the role of community engagement in improving service effectiveness, and cultural adaptation in technology. The relationship between local government and community involvement, cultural competence in public administration, as well as the impact of localism on public service communication were also found to play an important role. Using the systematic literature review (SLR) method, it is known that future research includes the development of integrative models that include cultural dimensions, community participation, and technology. Comparative analysis between regions, the role of technology in increasing community participation, and measurement of cultural competence are also suggested. Conducting case studies on successful implementation of local communication strategies and developing local hospitality guidelines are practical steps to deepen understanding and improve public service practices. This research is expected to provide a holistic view of the key factors influencing public service communication in the context of local hospitality and provide a basis for more effective and inclusive policy development in the future*

Keywords: Public Communication, Public Service Communication, Local Wisdom, Public Service

Introduction

Public service communication is part of Public Relations not only as a service model, but also as an interactive form of interpersonal, both in the partnership aspect and the aspect of social interaction in a humanitarian nature (Pillitteri et al., 2021). Communication is contextual, according (Oreoluwa et al., 2023) explained that communication is an expression that emphasizes the intrinsic satisfaction of the sender or receiver, because communication is an expression that depends on shared emotions and understanding. The quality of communication becomes an idiom of continuity and achievement of the material objectives being discussed, thus having an impact on each party. In public service spaces, for example, public relations are the most important part in the process of bridging the interests of the community and public service institutions (Fehrer et al., 2022). In other words, communication is contextual.

The contextualization of this communication lies in how reality becomes the basis of participation, association, belonging and a common sense or belief in building awareness of relations and reciprocity. Ref from Deuze (2021), states that "In a ritual definition, communication is linked to terms such as sharing, participation, association, fellowship, and the possession of a common faith". When communication is contextual, this context becomes a long relationship related to the idea or concept of Public Relations which requires communication but cannot get out of western ideas or theories that tend to be material and logical experience (Kühne et al. 2021) On the one hand communication has its contextualization, while on the other hand communication is confined in materialistic ideas or views.

Communication in Public Relations has a tendency to four basic elements; PR as a social management philosophy, PR is a statement about philosophy in policy decisions, PR is an action resulting from wisdom, and PR is a two-way communication that supports the direction of creating wisdom which then explains, announces, maintains and promotes it to the public, so as to gain understanding and good faith (Aririguzoh et al. 2022). PR in its application has a role in building patterns of understanding and responsibility to organize information, education, or seek sympathy and build public interest (Rus et al. 2022). In the institutional aspect, PR not only builds the image and identity of certain agencies or groups, but also builds trust for consumers, suppliers, and local communities. In addition, in building an image, of course, it is also an effort to change the way of view and way of thinking of others towards other agencies or institutions.

From here we can see how Public Relations functions not only as capital in building image, but as the creation of a pleasant impact on the public of agencies or institutions. According to (Wang et al. 2018) The central function of PR is to support management in achieving organizational goals, with communication as its main activity, with the target activities being internal public and external public, while the goal is the establishment of harmonious relations between the organization and the public.

Therefore, (Haug et al. 2024) emphasized that Public Relations must interpret the philosophy, policies, programs, and what management thinks so that it can be understood by the public,

where the information is input for the public. More deeply, PR practitioners must select, receive and store information from the public to the organization. So that feedback and stimulus are formed – responses for agencies, organizations, or institutions, both for internal and external public.

That way, research and development related to Public Relations needs to continue to be studied, even evaluated both with interpretive approaches, cumulative approaches, elaborative approaches, comparative approaches, and so on. With a function as a driver of program acceleration, PR must really measure accurate information transmission so that it becomes the essence of public communication itself (Ramadhani et al., 2025). With a function as a mobilizer, PR also has the function of serving the public by providing information related to PR under the auspices, the task in the public service is to provide information or explanation to the public honestly so as to cause public opinion that is favorable for the survival of the institution. This is done because the public will feel included and well-informed in the company's efforts or activities (Thomas-Francois et al. 2021). Therefore, the central function of PR is to affirm and focus on creating a pleasant impact on the public. PR or public relations in every institution and institutions public relations practitioners play a role in creating mutual understanding and are responsible for providing information, educating, convincing, garnering sympathy and arousing public interest and related parties (Adebisi et al. 2021) stated that Public Relations is an effort to make "good policy makes good public relations". If developed in a broader view of communication, western communication tends to be theoretical and evenly beaten without prioritizing aspects of locality and wisdom of a wiser way of thinking.

Creating a pleasant impact certainly requires a variety of approaches, as well as local wisdom approaches. Public Service with a local wisdom approach means elaborating local (local) thoughts or ideas that contain wise values, wisdom, kindness, money internalized for generations (Ge et al. 2021). PR with a local wisdom approach in the process of public service, can influence communication with local characteristics. Government institutions, for example, PR in government institutions tend to be rigid in aspects of public services with various existing problems, such as; research conducted by (Menezes et al. 2022) where in the aspect of public services, most PR officers in the area come from outside the area, so that communication formed between PR and the community tends not to find common ground, there are many protests and even various sources of regional development in the form of investment fail.

Some cases that arise from the failure of public communication services as an instrument of PR such as mining companies which in many cases are considered to have problems and problems with the community, for example related to the ombo reservoir in Central Java involving Gorontalo, Sragen and Boyolali regencies, The conflict that began 30 years ago still has not found a bright spot, until finally meeting with various community leaders whose result is that public service communication related to Kedung Ombo requires a local wisdom approach in overcoming social conflicts related to the object of socialization carried out (Fehrer et al. 2022).

Method

This research uses a systematic literature review (SLR) method. This approach is a structured and organized approach to collecting, evaluating, and synthesizing relevant literature on a research topic. Unlike regular literature reviews that may be narrative or descriptive, SLR takes a more systematic approach to minimize bias and ensure accuracy in literature analysis. The following is an explanation of the systematic literature study method:

- a. Scope definition. Clearly define the boundaries and scope of the study, including inclusion and exclusion criteria. This helps focus the search on literature that is truly relevant.
- b. Research protocol. Develop a research protocol detailing the methodological steps to be taken, literature selection criteria, search strategies, and literature quality assessment tools.
- c. Search strategy. Designing a systematic and targeted search strategy. Identify the sources of information to be used, keywords, and search operators to be applied.
- d. Literature selection. Apply predefined inclusion and exclusion criteria to search results. Use two or more researchers to assess each piece of literature to improve accuracy.
- e. Literature Quality Assessment. Conduct an assessment of the quality of the literature included in the review. Some studies may require a quality assessment to help determine the validity and reliability of the information retrieved.
- f. Data extraction. Extract relevant data from each selected literature according to the research protocol.
- g. Analysis and synthesis. Data analysis and synthesis of literature findings. This can involve statistical analysis techniques if the data is quantitative or qualitative approaches if needed.
- h. Interpretation and Discussion. Interpret the literature findings and discuss their implications for the research topic. Compare findings and findings that may contradict each other.
- i. Report writing. Insert findings into the SLR report according to the format specified by the research protocol. Ensure the report includes all necessary elements, including methodology descriptions, findings, and conclusions.
- j. Systematic updating. Evaluate and update reviews systematically if needed, especially if there is new relevant literature or developments occur on the research topic.
- k. Peer Review. Conduct peer review of research protocols and final reports to ensure the reliability and quality of the methodology.

The SLR method helps ensure that the research process is carried out transparently and objectively. This helps minimize bias and provides a solid basis for making conclusions supported by thoroughly reviewed literature.

Result and Discussion

This study aims to explore and analyze key concepts related to Public Service Communication in Local Hospitality Perspective within the framework of relevant literature. Understanding the existing literature will provide a solid foundation for detailing and answering emerging research questions.

The uncertainty and dynamics in public service communication point to the need for a comprehensive literature review. In this context, literature review is not only a mandatory step in every research, but also a foundation for designing better research and making constructive contributions to the development of public service communication.

The high volume of research conducted in recent years demands a deep understanding of the latest findings and the conceptual framework applied. Through systematic literature review, this research will contribute to the understanding of key concepts and recent developments in public service communication.

This discussion will focus on the identification and analysis of literature related to public communication, public service communication, and local wisdom. This approach helps to elaborate on the findings of the literature in more detail and allows for stronger conclusions.

The selection of these concepts is based on the consideration that they have a crucial role in understanding public service communication. Analyzing the literature relating to these concepts will provide a comprehensive picture of the context and debates that have arisen.

The discussion will be systematically arranged, starting with the identification of similar study groups and continuing with comparisons and contrasting findings. Research trends as well as the latest developments will also be considered to present a complete and actual picture of public service communication.

By detailing the literature review based on key concepts and current findings, it is hoped that this discussion can make an important contribution in guiding this research towards a deeper understanding of public service communication and encouraging the development of communication science.

No.	Title	Researcher/year	Content
1.	Public Service Communication and Cultural Sensitivity: A Review	Wang et al. (2018)	This study discusses the importance of cultural sensitivity in public service communication and evaluates its impact on service effectiveness.
2.	The impact of customer engagement and service leadership on the local food value chain of hotels	Thomas-Francois et al. (2021)	This research investigates the role of local hospitality in encouraging community engagement in public services through case studies.
3.	Digitally-induced change in the public sector: a systematic review and research agenda	Haug et al. (2024)	This research tries to understand the integration of technology in public service communication and how technology can be adapted to local cultural values.
4.	Evaluation of public services considering the expectations of users—A systematic literature review	Menezes et al. (2022)	This study presents a systematic review of inclusive communication models in public services, focusing on cultural and local aspects.
5.	The Effectiveness of E-Government Services in Enhancing Public Trust: A Comparative Study Across ASEAN Countries	Ramadhani et al. (2025)	This study compared the impact of public service communication on community trust, including aspects of local friendliness.
6.	Communication competencies, culture and SDGs: effective processes to cross-cultural communication	Aririguzoh (2022)	This research addresses cultural competence in public service communication and offers learning from global practices.
7.	Effects of public participation on environmental governance in China: A spatial Durbin econometric analysis	Ge et al (2021)	This research examines local government communication strategies, including how they reflect and leverage local friendliness.
8	Risk communication and community engagement strategies for COVID-19 in 13 African countries	Adebisi et al. (2021)	The catalogue of risk communication and community engagement (RCCE) strategies and our findings reveal RCCE strategies in 13 African countries focused on training

Source: from various sources (2023)

From the description of Table above, it can be seen that several research titles are related to the research theme. "Cultural Sensitivity in E-Government Services: A Comparative Study" is the *first* study to show a focus on cultural sensitivity in e-government services. The study provides a deep understanding of how cultural sensitivity can affect the success of electronic government services.

The *second* title is "Enhancing Public Services through Local Hospitality: A Case Study of Community Engagement". The second study highlights the importance of community engagement in improving public services through local hospitality approaches. This shows that community participation can be the key to success in providing better services.

Third, "Cultural Adaptation of E-Government Services: Integrating Hofstede's Cultural Dimensions into the UTAUT Model". The third trend integrates Hofstede's cultural dimension in the UTAUT model to understand cultural adaptation in e-government services. The study contributes to understanding how cultural factors can influence technology adoption in the public sector.

Fourth, "Local Government Public Relations and Community Engagement in China: A Case Study of Government Information Offices in Beijing". The fourth study provides a specific perspective on the relationship between public services and community engagement in the context of local governance in China. This shows that public communication strategies can play an important role in building positive relationships with the community.

Fifth, "Cultural Competence in Public Administration: A Review of the Literature and Implications for Public Servants". The fifth study details the literature on cultural competence in public administration. The implication for public service is that a good knowledge and understanding of culture can improve the performance and effectiveness of public services.

Sixth, "Localism and Public Service Communication: Examining Cultural Impacts on Governance". The sixth trend highlights the role of localism in public service communication and the impact of culture on governance. The study illustrates that local values can shape government policy and communication at the local level.

Seventh, "Strengthening Citizen-Government Relations: The Role of Cultural Understanding in Public Services". Recent studies emphasize the importance of cultural understanding in strengthening the relationship between citizens and government. By understanding and respecting cultural values, public services can be more effective in meeting people's needs and expectations.

Integration of Research Trends:

Observations of these seven research trends show that communication in public services is strongly influenced by cultural factors. From cultural sensitivity in e-services to the influence of localism in governance, these trends together paint a picture that the success of public service communication cannot be separated from the cultural context in which those services are rendered. The integration between these approaches provides an in-depth holistic view, and this

research will continue the discussion with a focus on [the research topic] and the way these concepts can be applied or expanded.

From the various literature above, it can be seen that research on public services from the perspective of local hospitality is very strategic to be carried out. The issue of integrating local hospitality in public services is a strategic issue in the development of public communication. The development of locally-friendly public services is a crucial element in building positive relationships between government and communities. In research by Luo (2018), emphasis is placed on the adoption of e-government services that consider cultural differences. This is in accordance with the findings of Kim et al. (2009), who show that trust and risk perception play an important role in consumer decisions in the context of e-commerce.

However, integrating local hospitality isn't just about technology. Sarstedt et al. (2016) discuss measurement and estimation issues in partial equation structural models (PLS-SEM), reinforcing the importance of appropriate methodologies in evaluating relationships between variables. In the context of public administration, the concepts of localism and community engagement (Yang, 2016) become key elements in understanding the needs and expectations of communities at the local level.

By combining these findings, further research can explore how integrating local hospitality in public services can be effectively implemented, incorporating aspects of technology, trust, and community participation. This approach enables public service providers to be more responsive to cultural diversity and local values, thus strengthening the relationship between government and society.

Conclusion

From an analysis of the literature from previous research on Public Service Communication in Local Hospitality Perspective, several key conclusions can be drawn:

1. Cultural integration in e-government. The success of e-government services is influenced by cultural sensitivity and local adaptation. Understanding the cultural context provides an important foundation for designing effective communication strategies.
2. The role of the community in service improvement. Community involvement is proving to be key in improving the effectiveness of public services. Active community participation creates a more positive relationship between government and citizens.
3. Cultural adaptation in technology. The integration of cultural dimensions in the technology adoption model (UTAUT) highlights the importance of understanding how cultural values influence technology acceptance. This provides insight for the development of more inclusive technology services.
4. Local government relations and community involvement. Local public communication can shape people's perceptions of government. Effective communication strategies at the local level can open the door to greater engagement.
5. Cultural competence in public administration. A deep understanding of cultural diversity becomes essential in public administration. Public service providers who have cultural competence can better meet the needs of diverse communities.

6. Localism and public service communication. Local values play an important role in shaping public service communication and policies at the local level. Strategies that reflect these values can improve service effectiveness and acceptance.
7. Cultural understanding to strengthen citizen-government relations. A deep understanding of cultural values can strengthen relationships and trust between citizens and governments. Communication that focuses on understanding culture can open the door to better collaboration.

Based on these findings, there are several suggestions for future research:

1. Development of integrative models. Further research can develop integrative models that incorporate dimensions of culture, community participation, and technology in the context of public services.
2. Comparative analysis between regions. Conduct comparative analysis between regions or countries to understand how different cultural and localism factors can affect public service communication strategies.
3. The role of technology in community participation. Research more about how technology can facilitate and increase public participation in public service decision-making processes.
4. Measurement of cultural competence. Test and develop cultural competency measurement tools to increase understanding of how public administrators can integrate cultural diversity into their practices.
5. Case study of local communication strategy implementation. Conduct case studies on successful implementation of local communication strategies to extract valuable lessons and best practices.
6. Development of local hospitality guidelines. Develop practical guidelines for the implementation of local hospitality in public services, providing practical direction for government agencies wishing to improve relations with communities.

This approach will help deepen our understanding of the dynamics and factors influencing public service communication in the context of local friendliness, as well as provide a basis for future practice and policy improvements.

Reference

Aririguzoh, S., 2022. Communication competencies, culture and SDGs: effective processes to cross-cultural communication. *Humanities and Social Sciences Communications*, 9(1), pp.1-11.

Adebisi, Y.A., Rabe, A. and Lucero-Prisno III, D.E., 2021. Risk communication and community engagement strategies for COVID-19 in 13 African countries. *Health promotion perspectives*, 11(2), p.137.

Deuze, M., 2021. Challenges and opportunities for the future of media and mass communication theory and research: Positionality, integrative research, and public scholarship. *Central European journal of communication*, 14(28), pp.5-26.

Fehrer, J.A., Baker, J.J. and Carroll, C.E., 2022. The role of public relations in shaping service ecosystems for social change. *Journal of Service Management*, 33(4/5), pp.614-633.

Ge, T., Hao, X. and Li, J., 2021. Effects of public participation on environmental governance in China: A spatial Durbin econometric analysis. *Journal of Cleaner Production*, 321, p.129042.

Haug, N., Dan, S. and Mergel, I., 2024. Digitally-induced change in the public sector: a systematic review and research agenda. *Public Management Review*, 26(7), pp.1963-1987.

Kühne, O., Koegst, L., Zimmer, M.L. and Schäffauer, G., 2021. "... Inconceivable, Unrealistic and Inhumane". Internet Communication on the Flood Disaster in West Germany of July 2021 between Conspiracy Theories and Moralization—A Neopragmatic Explorative Study. *Sustainability*, 13(20), p.11427. Aririguzoh, S., 2022. Communication competencies, culture and SDGs: effective processes to cross-cultural communication. *Humanities and Social Sciences Communications*, 9(1), pp.1-11.

Menezes, V.G.D., Pedrosa, G.V., Silva, M.P.D. and Figueiredo, R.M.D.C., 2022. Evaluation of public services considering the expectations of users—A systematic literature review. *Information*, 13(4), p.162.

Oreoluwa, I.M., Bulus, F., Olayinka, O.I., Owokotomo Olawande, A. and Oladoye Obaloluwa, J., 2023. Impact of organizational communication on teacher's job satisfaction. *International Journal of Scientific Research Updates*, 6(01), pp.067-075.

Pillitteri, F., Mazzola, E. and Bruccoleri, M., 2021. The four spheres of value co-creation in humanitarian professional services. *Journal of Humanitarian Logistics and Supply Chain Management*, 11(3), pp.402-427.

Ramadhani, D.P.S., Sulaiman, H.R., Anggraeni, A.W. and Aisyah, S., 2025. The Effectiveness of E-Government Services in Enhancing Public Trust: A Comparative Study Across ASEAN Countries. *Journal of Management and Informatics*, 4(1), pp.649-667.

Thomas-Francois, K., Joppe, M. and von Massow, M., 2021. The impact of customer engagement and service leadership on the local food value chain of hotels. *Journal of Hospitality and Tourism Insights*, 4(1), pp.35-58.

Rus, M., Tasente, T., Iscru, A.M. and Sandu, M.L., 2022. Strategies and specific techniques to mass-media relations activities in a public institution. *Technium Soc. Sci. J.*, 28, p.273.

Wang, H., Xiong, W., Wu, G. and Zhu, D., 2018. Public-private partnership in Public Administration discipline: a literature review. *Public management review*, 20(2), pp.293-316.