



## Leadership Communication Strategy of Regional Leaders Through the Implementation of Protocols and Communication of the Government Leaders of South Tapanuli

Rika Amelia Pulungan<sup>1\*</sup>, Icol Dianto<sup>2</sup>

Universitas Islam Negeri Syekh Ali Hasan Ahmad Addary

**Corresponding Author:** Rika Amelia Pulungan [rikaa0619@gmail.com](mailto:rikaa0619@gmail.com)

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### ABSTRACT

This study aims to examine the communication strategies of regional leaders through the implementation of government protocols and leadership communication within the context of the South Tapanuli regional government. Leadership communication plays a strategic role in conveying public policies, strengthening authority, and shaping a positive leadership image in the eyes of the community. This research employs a library research method with a qualitative descriptive-analytical approach by reviewing books, scholarly journals, official documents, and relevant government regulations. The findings indicate that the implementation of government protocols functions as symbolic communication that enhances the legitimacy, professionalism, and credibility of regional leaders. Furthermore, leadership communication that is contextual, dialogical, and adaptive to local socio-cultural values contributes to greater public understanding and acceptance of government policies. The integration of government protocols with contextual communication approaches is a key factor in achieving effective, authoritative, and responsive regional leadership

## **INTRODUCTION**

Communication is a fundamental element in government administration, especially in the context of regional leadership that directly deals with the social, political, and cultural dynamics of its community (Zainal, 2018). The success of a regional leader is measured not only by their ability to formulate policies but also by the effectiveness of the communication strategies used to convey those policies to the public. In an era of information transparency and increasing public participation, communication by regional leaders becomes a strategic instrument for building trust, legitimacy, and public compliance with government policies (Butarbutar, 2024). Therefore, a planned, systematic, and contextual communication strategy becomes a primary necessity in regional governance. Regional leaders' communication strategies cannot be separated from the implementation of government protocols as part of formal institutional communication (Fahlevvi & Muslim, 2025a). Protocols are not merely ceremonial rules; they are symbolic tools that reflect authority, values, and the government's image in the eyes of the public. Through proper protocol implementation, regional leaders can convey leadership messages that are structured, professional, and oriented toward public service. Government protocols also function as a communication control tool, ensuring policy messages are delivered consistently and do not lead to misinterpretation by the public. Thus, protocol implementation plays a strategic role in supporting the effectiveness of government leaders' communication.

In practice, government leadership communication does not only take place in formal settings but also through social interactions involving various layers of society. Regional leaders are required to be able to adapt their communication style and strategy to the socio-cultural characteristics of the local community (Hariadi et al., 2025). This becomes even more important in areas with cultural diversity and strong local values, such as South Tapanuli Regency. The people of South Tapanuli are known for having a social structure based on customs, kinship norms, and respect for leadership figures. This condition requires regional leaders to develop communication strategies that are not only formal and bureaucratic but also communicative, persuasive, and rooted in local wisdom.

The communication of government leaders in South Tapanuli faces its own challenges, particularly in bridging the interests of the government with the diverse aspirations of the community. On one hand, regional leaders must carry out administrative functions and policies in accordance with national and regional regulations. On the other hand, regional leaders are required to build humanistic communication and be responsive to the needs of the community. Inaccuracies in communication strategies can result in low public trust, resistance to policies, and weakened leadership legitimacy. Therefore, communication strategies that can integrate protocol aspects with a dialogic and participatory public communication approach are needed.

The implementation of protocols in the communication of government leaders also plays an important role in building the image and reputation of regional governments (Wahyu, 2024). Every activity of regional leaders, whether

in official forums, social activities, or meetings with the public, is a form of symbolic communication that is observed and evaluated by the public. The accuracy in the use of language, attitude, appearance, and procedures in official events reflects the professionalism and seriousness of the government in carrying out its duties. In this context, protocols serve as communication guidelines that ensure every leadership message is delivered effectively and in accordance with government ethics.

Regional leaders' communication strategies cannot be rigid and monotonous (Novalia, 2025a). The development of information technology and social media has changed the pattern of communication between the government and the community (Muli et al., 2024). People now demand transparency, speedy information, and broader spaces for dialogue. Regional leaders in South Tapanuli need to adapt their communication strategies to be able to utilize modern communication media without neglecting local values and government protocols. The integration of formal communication, interpersonal communication, and digital communication presents both a challenge and an opportunity to enhance the effectiveness of regional leadership.

Based on the aforementioned description, a study on the communication strategies of regional leaders through the implementation of protocols and communication by government leaders in South Tapanuli becomes relevant and important to research. This study is expected to provide a comprehensive overview of how regional leaders design and implement communication strategies in the context of local governance. Additionally, this research is also expected to identify supporting and inhibiting factors in the implementation of government leadership communication, as well as its implications for the relationship between local governments and the community.

By gaining an in-depth understanding of regional leadership communication strategies, this research is expected to provide theoretical contributions to the development of government communication studies, as well as practical contributions for local governments in formulating more effective communication policies oriented towards public service. Specifically, the results of this study are expected to serve as a reference for government leaders in South Tapanuli in improving the quality of leadership communication based on protocol, local cultural values, and the principles of good governance

## **LITERATURE RIVIEW**

Literature on government communication shows that communication is a strategic instrument in the implementation of public leadership (Muli et al., 2024). According to studies on organizational communication and public communication, government leaders act as the main communicators who bridge state policies with the needs and expectations of the public. Regional leaders' communication strategies are understood as a series of planning, message management, channel selection, and communication style adjustments aimed at creating understanding, acceptance, and public participation (Harahap et al., 2022). In this context, communication is not only informative but also persuasive and symbolic, as every action and statement of regional leaders carries broad political and social meanings.

Various studies on leadership communication emphasize that leadership effectiveness is largely determined by a leader's ability to manage both formal and informal communication (Mahmudah, 2015). Formal communication is usually manifested through official speeches, protocol meetings, press conferences, and policy documents, while informal communication occurs through direct interactions with the public. Literature shows that an imbalance between these two forms of communication can lead to message distortion and decreased public trust. Therefore, regional leadership communication strategies need to be designed integratively so that they can convey policy messages consistently while being responsive to social dynamics in the community.

Studies on government protocol in leadership communication position protocol as an important element in building the image and legitimacy of the government (Ramadhan et al., 2025). Protocol not only regulates the order of events and seating arrangements, but also reflects ethical values, power hierarchy, and the professionalism of government institutions. Several studies indicate that the proper implementation of protocol can strengthen the authority of regional leaders and enhance public perception of government credibility. Conversely, violations or neglect of protocol often create an impression of unpreparedness, disorder, and even reduce public trust in government institutions.

Symbolic communication literature explains that every action of regional leaders in official forums is a form of nonverbal communication rich in meaning (Rosita, 2024). Attitude, body language, choice of words, and the structure of ceremonial events become symbols of leadership observed by the public. In this context, protocol serves as a communication medium that helps regional leaders convey leadership messages in a structured and authoritative manner. Therefore, the implementation of protocol cannot be viewed merely as a technical aspect but rather as an integral part of government communication strategy.

Previous research also highlights the importance of the socio-cultural context in regional leadership communication strategies. Local communities have different value systems, customs, and communication patterns, so government communication strategies must be tailored to these characteristics. In communities that uphold customary values and kinship, such as in the South Tapanuli region, regional leaders' communication tends to be more effective

when combining formal protocol approaches with cultural approaches that are persuasive and humane. Cross-cultural communication literature emphasizes that failure to understand the local cultural context can hinder communication effectiveness and trigger community resistance to government policies.

The development of information technology also influences the communication strategies of government leaders (Anwaruddin, 2009). Studies on digital communication state that social media and online platforms have become new communication channels that allow two-way interaction between the government and the public. However, the literature also reminds that the use of digital media must remain in line with government ethics and protocols to avoid message contradictions. Regional leaders are required to manage digital communication professionally without diminishing the authority of the institutions they represent.

A literature review shows that regional leaders' communication strategies through the implementation of protocols and government communication constitute a multidimensional study involving aspects of leadership, public communication, institutional protocols, as well as socio-cultural context. Although several studies have discussed government communication and regional leadership, research that specifically integrates protocol implementation with government leadership communication strategies in a local context is still relatively limited. Therefore, research on the communication strategies of government leaders in South Tapanuli is important to enrich the body of knowledge on government communication while also providing practical contributions to strengthening regional leadership communication governance.

## **METHODOLOGY**

The research method used in this study is library research with a descriptive-analytical qualitative approach (Imanina, 2020). Library research was chosen because this study aims to thoroughly examine concepts, theories, and scientific findings relevant to regional leadership communication strategies, the implementation of government protocols, and leadership communication practices within a local context. This approach allows the researcher to build a comprehensive analytical framework based on credible written sources without directly collecting field data.

The data sources in this study consist of secondary data obtained from various scientific literature, such as textbooks on government communication, national and international journals discussing leadership communication, government protocols, public communication, as well as regulations related to local government governance (Pandiangan & Albina, 2025). In addition, official government documents, legislation, and publications from government institutions are also used as supporting data sources to strengthen the analysis. The selection of literature sources was carried out selectively by considering relevance, credibility, and the novelty of information, so that the data used can represent the latest developments in the study of government communication. The data collection technique was conducted through a systematic literature review, both online and offline (Hanum et al., 2025). The researchers identified

keywords relevant to the research topic, such as regional leadership communication strategies, government protocols, leadership communication, and local public communication. Each piece of literature obtained was then classified based on themes and study focus to facilitate the analysis process. This process aimed to identify patterns of thought, conceptual similarities, as well as differences in perspectives among researchers that could enrich the understanding of the study object.

Data analysis in this study was conducted using qualitative content analysis techniques. The researchers critically reviewed the literature to identify key concepts, theoretical arguments, and previous research findings relevant to the communication strategies of government leaders (Apiyani et al., 2022). The analyzed data were then synthesized to produce new insights into the relationship between the implementation of protocols and the effectiveness of regional leaders' communication. This analysis is argumentative, where the researchers not only describe the literature findings but also interpret them and relate them to the context of local government, particularly in South Tapanuli. To maintain the validity of the data, this study applies the source triangulation technique by comparing various literature from different authors and perspectives. Thus, the conclusions drawn do not rely on a single source, but rather are the result of a synthesis of various academic viewpoints. Through this literature study method, the research is expected to provide a strong theoretical foundation and serve as a conceptual reference for the development of effective, professional, and contextual communication strategies for local government leadership.

## **RESULT AND DISCUSSION**

### **The Strategic Role of Protocol Implementation in Building Authority and the Image of Regional Leadership**

Research findings show that the implementation of government protocol plays a strategic role in building the authority and image of regional leadership. Government protocol is not only understood as technical rules for organizing official events but also as a form of symbolic communication that represents the authority, professionalism, and identity of government institutions. In the context of regional leadership, every protocol activity involving regional leaders serves as a means of conveying leadership messages to the public, both verbally and non-verbally. The orderly implementation of protocols, the accuracy of event arrangements, and the appropriateness of the leaders' behavior and appearance are important indicators assessed by the public in forming perceptions of leadership quality.

The consistent implementation of protocols in accordance with government regulations has been proven to strengthen the authority of regional leaders. Leadership authority does not solely stem from structural positions, but is built through symbols of power displayed during official activities (Novalia, 2025b). Protocols play a role in regulating these symbols, such as seating arrangements, ceremonial procedures, the use of formal language, and the sequence of events that reflect hierarchy and the legitimacy of power. When protocols are carried out professionally, the public tends to perceive regional

leaders as competent, having integrity, and worthy of being role models. Conversely, the implementation of protocols that is disorderly or seemingly careless can diminish a leader's authority and create the impression of weak leadership capacity.

The analysis results also show that government protocol significantly contributes to the formation of regional leadership image. Leadership image is a public perception formed through interactions between regional leaders and the community, both directly and through symbolic representation in official events (Lupitasari et al., 2023). Protocol functions as an image control instrument by ensuring that every activity of the regional leader reflects the values of professionalism, orderliness, and governmental ethics. In every official activity, from inaugurations, working visits, to meetings with community figures, the proper implementation of protocol creates the impression that the government operates systematically and in an organized manner, thereby increasing public trust in regional leaders.

In the context of regional leadership, the implementation of protocols also serves as an effective nonverbal communication medium. Body posture, facial expressions, attire, as well as the manners of regional leaders during protocol events convey certain messages to the public (Thalib & Alkatiri, 2021). These messages are often stronger than verbal communication because they are directly observed and interpreted by the public. Regional leaders who appear neat, authoritative, and adhere to protocol norms are perceived as disciplined and serious in carrying out their duties. Therefore, protocol implementation cannot be separated from leadership communication strategies aimed at building a positive image and social legitimacy.

The results of the literature review also reveal that the implementation of government protocols has an important ethical dimension in building leadership image. Protocols regulate relationships between officials, respect for guests, as well as procedures for delivering official messages that uphold government ethics (Mauludin et al., 2025). Adherence to protocols reflects local leaders' respect for rules, institutions, and the communities they serve. From a public perspective, local leaders who uphold protocol ethics are considered to possess integrity and commitment to the principles of good governance. This strengthens the leadership image as clean, transparent, and accountable.

The implementation of protocol also serves as a tool for managing the image of regional leadership. In certain situations, such as the emergence of sensitive issues, social conflicts, or controversial policies, the proper execution of protocol can help regional leaders convey messages in a controlled and authoritative manner (Fahlevvi & Muslim, 2025b). Through official forums arranged according to protocol, regional leaders can provide clarification, calm the situation, and demonstrate decisive yet communicative leadership. In this context, protocol functions as a strategic communication mechanism that protects the leadership image from information distortion and public speculation.

The discussion also shows that the effectiveness of protocol implementation is greatly influenced by the capabilities of the human resources involved, particularly the protocol officers and the regional leaders themselves

(Simbolon, 2023). A good understanding of protocol principles, public communication, and government ethics is a determining factor in successfully building leadership authority and image. When regional leaders have high communication awareness and work synergistically with the protocol team, leadership messages can be conveyed more effectively and consistently. This indicates that protocol implementation is not only a technical responsibility of the officers but also part of a leadership strategy that must be understood by regional leaders.

In the context of regional leadership in South Tapanuli, the implementation of government protocols has strong relevance to local cultural values. The people of South Tapanuli are known for upholding norms of politeness, respect for leaders, and customary social practices. The implementation of protocols that align with local values can strengthen public acceptance of regional leadership. Integrating formal government protocols with local wisdom creates a leadership image that is not only structurally authoritative but also emotionally close to the community.

These results and discussion emphasize that the implementation of government protocol plays a strategic role in building the authority and image of regional leadership. Protocol serves as a means of symbolic communication, image control, and reinforcement of leadership legitimacy. Orderliness, consistency, and ethics in the implementation of protocols are key factors in shaping public perception of the quality of regional leadership. Therefore, strengthening the capacity for protocol implementation should be viewed as a strategic investment in enhancing the effectiveness of regional leaders' communication and public trust in government.

### **Government Leadership Communication Strategies in Delivering Policies to the Public**

Research findings indicate that government leadership communication strategies play a central role in ensuring that public policies are understood, accepted, and implemented by the public. Government leaders not only act as decision-makers but also as the primary communicators responsible for explaining the objectives, benefits, and implications of policies to the public. The success of policy implementation is greatly influenced by how policy messages are crafted and delivered. An appropriate communication strategy can reduce the information gap between the government and the public, as well as prevent resistance arising from misunderstandings or a lack of clarity in information.

In practice, the communication strategy of government leaders involves selecting clear messages, using easily understandable language, and adjusting communication channels to the characteristics of the audience. Literature analysis results show that policies conveyed in technocratic and bureaucratic language tend to be difficult for the general public to understand (Ayudia & Wulandari, 2021). Therefore, government leaders need to translate policies into communicative and contextual messages. Simplifying policy language does not mean reducing its substance, but rather ensuring that the public understands the essence of the policy and their role in supporting its implementation.

The study results also show that the credibility of government leaders greatly affects the effectiveness of policy communication. People tend to be more receptive to policies communicated directly by leaders who demonstrate integrity, consistency, and a strong leadership track record. In this context, government leaders' communication is evaluated not only based on the content of the message but also on the attitude, honesty, and exemplary behavior displayed. When government leaders can demonstrate alignment between their words and actions, public trust in government policies will increase significantly. The communication strategy of government leaders also involves the use of various communication channels, both formal and informal. Official forums such as speeches, coordination meetings, and press conferences serve as the main means of conveying policies in a structured manner (Pricahyadi & Ramadani, 2019). However, studies show that informal communication, such as direct dialogue with the public, field visits, and meetings with local figures, has a strong influence in building public understanding and support. Direct interaction allows government leaders to hear the aspirations of the community, explain policies in a more personal way, and build emotional relationships that strengthen policy legitimacy.

In the context of local government, leadership communication strategies must also take into account the socio-cultural aspects of the community. Studies show that policies delivered without considering local values tend to face rejection or are implemented suboptimally (Hubeis & Susanto, 2019). Therefore, government leaders need to integrate a cultural approach into their communication strategies. The use of symbols, local language, as well as the involvement of traditional and religious figures, becomes an effective strategy to bridge government policies with the values held by the community. This approach not only enhances understanding but also fosters a sense of ownership of the policies being implemented.

The development of information technology also affects the communication strategies of government leaders in conveying policies. Research findings indicate that digital media and social media have become important communication channels for reaching the public quickly and widely (Husein et al., 2021). Through digital media, government leaders can deliver policy information in real time, provide clarifications on emerging issues, and open up space for two-way interaction with the public. However, the effectiveness of digital communication highly depends on the ability of government leaders to manage messages consistently and ethically. Poorly managed information can potentially lead to misinformation and decrease public trust.

The discussion also shows that the communication strategy of government leaders plays an important role in managing public perception of policies that are sensitive or controversial (Alvin, 2020). In such situations, information openness and message clarity are key. Government leaders need to explain the policy background, legal basis, and the expected long-term benefits. A defensive or closed communication approach can actually increase public resistance. On the other hand, transparent and dialogical communication allows

the public to understand the rationale of the policy and provide constructive feedback.

The study's findings also reveal that the success of policy communication strategies depends not only on government leaders but also on coordination between regional agencies. Policy messages must be delivered consistently by all levels of government to avoid causing confusion among the public (Syarif et al., 2021). In this regard, government leaders act as communication directors who ensure the alignment of messages across work units. Good coordination will strengthen the effectiveness of policy communication and increase public trust in local government.

In the context of government leadership in South Tapanuli, leaders' communication strategies face unique challenges and opportunities. The diversity of social backgrounds and the strong value of kinship require government leaders to prioritize a persuasive and humanistic communication approach. Studies show that government leaders who actively engage in direct communication with the community tend to be more successful in conveying policies and gaining public support. This approach strengthens the relationship between the government and the community, as well as creates a conducive communication climate for policy implementation.

These results and discussions emphasize that the communication strategy of government leaders is a key factor in the successful delivery and implementation of public policies. Clear, credible, contextual, and dialogical communication can enhance public understanding, trust, and participation. Therefore, local government leaders need to make communication strategy an integral part of the policy formulation and implementation process, not merely an administrative complement. A strategic communication approach will strengthen leadership legitimacy and promote the creation of effective governance that is responsive to the needs of the community.

### **Integration of Government Protocols and Contextual Communication Approaches in Regional Leadership**

The study results indicate that the integration of government protocols and contextual communication approaches is an important strategy for strengthening the effectiveness of regional leadership. Government protocols serve as a formal framework that regulates the procedures for communication and institutional representation of the government, while the contextual communication approach emphasizes adjusting messages to the social, cultural, and psychological conditions of the community. The integration of these two aspects enables regional leaders not only to appear authoritative in a structural sense but also to build emotional closeness and public trust. Successful regional leadership is leadership that can maintain a balance between formal firmness and communication flexibility.

In practice, the implementation of government protocol is often perceived as rigid and formal. However, research findings show that protocols can be adapted communicatively without losing their core essence and values (Darlan et al., 2024). Regional leaders who have a deep understanding of protocol tend to be more capable of using it as a strategic communication tool. Official event arrangements, the sequence of speeches, and the use of government symbols can

be designed in such a way that they align with the social context of the community. In this way, protocol no longer serves as a barrier to communication, but rather as a means that strengthens leadership messaging.

A contextual communication approach requires regional leaders to understand the characteristics of the communities they lead, including cultural values, social structure, and the patterns of communication that develop. Studies have shown that government policies and messages delivered without considering the local context tend to be difficult for the community to accept (Embang et al., 2025). Therefore, regional leaders need to integrate elements of local culture into protocol communication, such as using local languages, showing respect to traditional leaders, and adjusting official event procedures to local norms (Elza, 2025). This approach not only enhances public understanding but also strengthens the social legitimacy of regional leadership.

The integration of protocols and contextual communication also plays an important role in creating inclusive government communication (Karinda et al., 2024). Protocols provide structure and role clarity, while a contextual approach opens up space for public participation. In various official activities, local leaders can utilize protocols to create regulated communication forums, while also using a contextual approach to encourage dialogue and community engagement. Research findings show that dialogical communication is more effective in building public support compared to one-way communication that only emphasizes formality.

In the context of regional leadership in South Tapanuli, the integration of government protocols and contextual communication is highly relevant. The people of South Tapanuli are known for their strong customary and kinship ties, making a humanistic communication approach that respects local values a primary necessity. Research results show that regional leaders who are able to combine formal protocols with a local cultural approach tend to be more accepted and respected by the community. This integration creates a leadership image that is not only authoritative but also close and responsive to the needs of the people. The development of information technology also influences the pattern of integration between protocol and contextual communication (Mandailina, 2024). Digital media and social media have become new communication channels that allow regional leaders to reach the public more broadly and quickly. However, studies show that the use of digital media still requires a protocol framework to ensure that the messages conveyed remain consistent and ethical. Regional leaders need to manage digital communication with a contextual approach, adapting the language style and content to the characteristics of the audience, without neglecting governmental norms and ethics. This integration becomes key in maintaining a balance between information transparency and the authority of governmental institutions.

The discussion also indicates that the integration of protocols and contextual communication plays an important role in managing conflicts and social dynamics in the region (Anggraini & Husain, 2025). In sensitive situations, such as differences of opinion among the public regarding certain policies, regional leaders need to use protocols as a means of structured and credible

communication. At the same time, a contextual approach allows regional leaders to convey messages with empathy and understanding of the community's conditions. The study results show that a combination of formal assertiveness and a persuasive approach can mitigate conflicts and strengthen social stability. This integration also impacts the effectiveness of internal government coordination. Protocol provides clear guidelines for communication among officials and local government units, while a contextual approach helps build more harmonious working relationships (Afrihadi et al., 2025). Regional leaders who are able to integrate these two aspects tend to be more successful in mobilizing the bureaucracy to support government policies. Effective internal communication will directly affect the quality of public services and the public's perception of local government performance.

The study results emphasize that the success of integrating government protocols and contextual communication approaches heavily depends on the communication competence of regional leaders. Regional leaders need to have a comprehensive understanding of government protocols, public communication theory, and the socio-cultural dynamics of the community. Training and capacity development in government communication are strategic necessities to support this integration. Without adequate competence, protocols may become mere formalities, and the contextual approach risks losing direction and consistency. These results and discussion indicate that the integration of government protocols and a contextual communication approach is a crucial foundation for effective regional leadership. This integration allows regional leaders to carry out their leadership functions professionally, authoritatively, and responsively to the needs of the community. By combining formal protocol structures with the flexibility of contextual communication, regional leadership can build public trust, enhance community participation, and create adaptive and sustainable governance.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results and discussion that have been outlined, it can be concluded that the communication strategy of regional leaders plays a very strategic role in supporting the effectiveness of government leadership. The implementation of government protocols has been proven to function not only as a technical guideline for official activities but also as a means of symbolic communication capable of building authority, legitimacy, and a positive image of regional leaders in the eyes of the public. Orderliness, consistency, and ethics in the implementation of protocols are important factors that influence public perception of the quality of regional leadership. In addition, the communication strategy of government leaders in conveying policies to the public is key to the successful implementation of public policies. Clear, credible, and easily understandable communication can enhance public understanding and acceptance of the policies that are established. Government leaders who are able to combine formal communication with a dialogic and participatory approach tend to be more successful in building public trust and encouraging community involvement in the regional development process.

The integration between government protocol and a contextual communication approach is an important foundation for effective regional leadership. Protocol provides structure and authority, while a contextual communication approach allows messages to be tailored to the social and cultural values of the community. In the context of regional leadership, particularly in South Tapanuli, this integration becomes highly relevant given the strong customary and kinship values in community life. Leadership that can combine governmental formality with a humanistic and cultural approach will be more easily accepted and supported by the community. Overall, this study emphasizes that communication is not merely a supplement in governance but is a strategic instrument in building authoritative, effective, and responsive leadership. Therefore, regional leaders need to position communication strategies and the implementation of protocols as an integral part of governance oriented towards public service, transparency, and community participation. Awareness and strengthening of the communication capacity of regional leaders are expected to help foster a more adaptive, trusted, and sustainable local government.

#### **FURTHER STUDY**

This research still has limitations so further research is needed on the topic of Leadership Communication Strategy of Regional Leaders Through the Implementation of Protocols and Communication of the Government Leaders to perfect this research and increase insight for readers and writers.

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