PUBLIC INFORMATION SERVICES THROUGH SOCIAL MEDIA IN MALANG CITY

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Abstract

Studies and research data collected by HootSuite in 2020 stated that Indonesia's population was 272.1 million, of which 175.5 million were internet users and another 160 million were active social media users. There are 130 million Facebook users and 63 million Instagram users in Indonesia. Seeing this potential, the government has made social media a platform for providing public services. This research aims to describe and analyze Public Information Services via Social Media at the Malang City Communication and Information Service. The theory used is the theory of George C. Edward (Edward III). This research method uses qualitative methods. His research focuses on strategies for designing messages, management implementation steps, management mechanisms, and ethics in managing social media. The research location is at the Malang City Communication and Informatics Service Office, with primary and secondary data sources and data collection techniques, namely observation, interviews, and documentation. The technique for collecting informants was purposive sampling and snowball sampling. Data analysis techniques, namely data collection, data condensation, data presentation, and concluding and testing the validity of the data, namely extension of participation, persistence of observation, and triangulation. As a result, the Malang City Communication and Information Service has implemented East Java Governor Regulation Number 18 of 2016 well. Due to support from the Mayor of Malang and Regional Apparatus Organizations, it is easy to access the internet in Malang City, human resources are placed according to expertise, and equipment resources are equipped.

Keywords: *Social Media, Services, Public Information, Government*

1. INTRODUCTION

The Big Indonesian Dictionary translates social media as pages or applications that allow users to create and share content or engage in social networks. According to Rulli Nasrullah (2015:13), social media is media on the internet that allows users to represent themselves by interacting, collaborating, sharing, communicating with other users, and forming virtual social bonds. Initially, social media was only used as a platform for sending letters; now, reincarnate, you can tell the news to anyone, anytime, and wherever you are. Based on studies and research data collected by HootSuite (We Are Social) in 2020, the total population of Indonesia is 272.1 million people, 175.5 million of whom are internet users, and another 160 million are active social media users. There are 130 million Facebook users in Indonesia; the details are 44.4% women and 55.6% men. There are 63 million Instagram users, the details are 50.8% women and 49.2% men. In recent years, information and communication technology has

experienced very rapid development. The development of information technology has made the internet a communication tool that is very popular with the public. That is one of the reasons behind the change in communication technology from conventional to modern and completely digital. Therefore, the presence of social media does not only require it to be a two-way communication and information tool between individuals and individuals. However, social media presence requires the government to actively disseminate and provide public information services through social media platforms, such as Twitter, Fanpage, and Instagram.

The advantage of social media as a means of providing public information is that public communication of information can be done in just a matter of minutes. The government and society can also communicate without having to physically meet directly. Ultimately, the government can reduce the amount of information through brochures, posters, billboards, and others to disseminate public information. This will undoubtedly reduce the government budget for program publication funds, policy publication, and program implementation publication. The weakness of social media is that only some Indonesian people have smartphones or internet connections, and there is still a need to understand the use of social media. East Java Governor Regulation Number 18 of 2016 concerning Guidelines for Managing Social Media for the Regional Government of East Java Province, Part One concerning Strategy, Article 7 states that social media management is carried out with a strategy of designing the right message for the target audience and disseminating it on social media that each agency has determined. Meanwhile, article 8 concerns social media management steps, which are implemented by determining the right target audience by technographic segmentation, selecting and creating social media accounts that suit the target audience, appointing the agency's official social media accounts, and appointing responsible officers and officials. Managing social media, creating and uploading messages by tagging, monitoring conversations, answering comments, input, or questions from the audience, analyzing and presenting all audience input as feedback for making/improving policies, providing recommendations for follow-up activities, programs, or policies by input and aspirations of the public, and disseminate policies and follow-up to program implementation.

As seen in paragraphs of Article 8 above, the Malang City Communication and Information Service needs to follow the regulation's mandate. For example, they are determining the right target audience according to technographic segmentation to optimize social media's presence as a public information service platform. The need to answer comments, input, or questions from the public is that government-managed social media is not in a vacuum. The regulation explains that comments on government social media will be analyzed, and all public input will be extracted as feedback for policy-making/improvement. In the comments column for Instagram content dated September 26, 2021, regarding Vaccination Dose 1 and Dose 2, there were 146 comments. On average, residents ask about the vaccination process, which has yet to be explicitly included in the infographic. Unfortunately, many comments have yet to be answered by the social media manager of the Malang City Government. This research aims to describe and analyze public information services via social media and the factors that influence the implementation of public information services via social media at the Malang City Communication and Information Service. The benefit of this

research is to develop knowledge about public information services through social media in government agencies and as a recommendation for improving public information services through social media at the Malang City Communication and Information Service.

2. LITERATURE REVIEW

Gohar F. Khan (2017:2), in his book 'Social Media for Government,' says that social media is an internet-based platform that is easy to use and allows users to create and share content (information, opinions, and interests) in various ways. context (informative, educational, satirical, critical, and others) to a broader audience. Social media has a chain effect, so the ongoing transmission process does not stop at one leading target group (multiplier effect). Many definitions of social media can be easily found online. However, if we examine further, we can find various general characteristics that a platform must have to be categorized as a social media platform. The main characteristics a social media platform must have are a user-based platform, highly interactive content creators, the ability to determine their account settings, relationships between users and communities formed, and almost unlimited connection opportunities.

Indonesian people are straightforward to adapt to various types of social media. Based on the annual digital report issued by HootSuite (We Are Social) 2020, five social media channels are most which are widely used by Indonesian people, including 88% of YouTube users, 84% of WhatsApp users, 82% of Facebook users, 79% of Instagram users and 56% of Twitter users. The benefits of using social media for individuals include as a medium of communication, namely social media helps users interact with anyone and at any time via an internet connection. It can also be used as a means of learning and self-development, as well as entertainment media such as music, comedy, and short films. Social media can also open up the fieldwork for content creators, social media specialists, social media admins, and others. Apart from that, there are also content creators, article writers, and sellers. The benefit of social media for organizations or institutions is that it is used as a digital communication channel for them with their audience as well as pervasive marketing media, making social media one of the primary means of increasing sales and digital marketing.

Grunig (2009:1) states that the presence of social media has changed the way practitioners think and carry out their practices and considers this a revolutionary force in the field of public relations. Grunig also believes that by optimizing the potential of social media, public relations practices will become more global, strategic, symmetrical, dialogical, and socially responsible. This is enough to underline that in this new era, social media can be used as a means of public relations strategies to communicate with the public. Nuning Kurniasih (2013) explained that there are several notes on the government's use of social media. Among them, social networks are intended to maintain and improve the reputation of institutions and explore public aspirations. Social networks are interactive media. Therefore, public areas should be used to be closer to the public, and social networks are online documentation. Given the open and changing nature of privacy, everything displayed is recorded by indexing machines and can be used as a test of the rule of law, and social networks reach such a broad public that it requires understanding in disseminating information and ways of communicating across cultures.

3. RESEARCH METHOD

3.1. Research Design

The research approach used in this research uses qualitative methods. This type of research is descriptive research. Bogdan and Taylor in Lexy J. Moleong (2013: 4), Bogdan, and Taylor define descriptive research as producing descriptive data in the form of written or spoken words from people and observable behavior, allowing researchers to obtain detailed information about the problem at hand. Researched.

3.2. Research Sites

This research was conducted at the Malang City Communication and Information Service and the Malang City Regional Revenue Agency Integrated Office. Apart from that, this research was also carried out on residents of Malang City in Polowijen Village, Blimbing, Malang City.

3.3. Data Types and Sources

This research is included in qualitative research. The data in this research was obtained by the author from the data sources used, namely primary and secondary data. Primary data was obtained directly from sources, and secondary data was obtained from documents or files related to the researcher's title.

3.4. Data Collection Techniques

This data collection aims to accurately collect or obtain data in the field that is in accordance with the facts in the field. The data collection techniques used were observation and recording regarding the implementation of social media management at the Malang City Communication and Information Service, interviews, and documentation obtained from existing documents or archives in the form of transcripts, books, newspapers, and others. The author used informant collection techniques with purposive sampling and snowball sampling because he wanted to obtain in-depth, precise, and expanded data based on various views and knowledge of the samples that had been selected and met the requirements and objectives of the research.

3.5. Data Analysis Techniques

Analysis data is carried out by arranging the data obtained in categories that explain the data in units, essential data that analyzes important data to assemble or present data according to the research problem in the form of a report, and the conclusions are easy to understand. Researchers use the interactive model from Miles and Huberman in Creswell (2013: 60), which consists of collecting data and condensing data by selecting, focusing, simplifying, abstracting, and transforming data obtained in the field. After that, it continues with presenting the data and finally drawing conclusions.

4. RESULTS AND DISCUSSION

4.1. Public Information Services Through Social Media

Public information is information produced, stored, managed, sent, and received by a public body relating to state administration and administration of other public bodies by this law, as well as other information relating to public interest. The consumer. The Malang City Government's social media is well-managed. This can be seen from the content and follower growth, which continues to increase rapidly. The Malang City Government's social media is also integrated with the website. The Malang City government integrates it on social media via the Linktree application. Anyone who opens the Malang City Government social media can see that they can open Linktree in the bio of each Malang City Government

social media, namely Twitter, Fanpage, and Instagram. If you open the websitemalangkota.go.id, mediacenter.malangkota.go.id, and kominfo.malangkota.go.id will see the Malang City government Twitter widget, Malang City Government Fanpage, and Malang City Government Twitter. In terms of virtualizing content that is considered necessary and very important for the public to know, the Malang City Communication and Information Department carries out advertising through features provided by social media. The aim is to reach more audiences in Malang City. Compared to social media managed by the Malang Regency and Batu City Governments, the Malang City Government's social media is more focused and active. Regarding followers, it is also superior to the two neighboring areas. In 2019, the Malang City Government's social media was nominated for the Public Relations Media Award held by the Ministry of Communication and Information of the Republic of Indonesia.

The discussion of the results of this research includes further results of data analysis, which is aimed at explaining each indicator of George C. Edward's or Edward III's theory. According to Edward III's view in Subarsono (2011: 90-92), policy implementation is influenced by four factors that influence the success or failure of policy implementation, including communication factors, resources, disposition, and bureaucratic structure. Regarding the communication factor, based on the Standard Operating Procedures (SOP) owned by the Malang City Communication and Information Service, the Malang City Government's social media management is through the People-Objectives-Strategy-Technology strategy. This means that before uploading public information content, the Malang City Communication and Information Department must determine who the target audience is, its goal, what the strategy is, and what technology is used. Communication between leadership, staff, and the public as recipients of public information is indeed carried out by regulations. Edward III in Widodo (2010:97) said communication conveys information from the communicator to the communicant. According to Edward III, information regarding public policy needs to be conveyed to policy actors so they can know what they must prepare and do to implement the policy. So that policy goals and objectives can be achieved as expected.

The Malang City Government's social media hash fulfills the rules mandated by Article 8 of East Java Governor Regulation Number 18 of 2016. The Head of Public Information and Communication, Ismintarti (2021), said that in disseminating public information, the Malang City Communication and Informatics Service does not immediately disseminate it. However, before the public received the information, the Malang City Communication and Information Service had prepared various steps before uploading it on social media. They started by selecting public information to be disseminated, analyzing the audience, compiling material, creating interesting infographic content, requesting publication approval from leadership, and uploading content about public information on social media by the admin. Apart from that, the steps are taken for social media to run well; there must be human resources that are reliable and professional in their field. The human resources directly interacting with the Malang City Government's social media are admins. Only two people are social media admins in the Malang City Communication and Information Service. Of this number, the admin still needs to focus on managing the Malang City Government's social media. Because it is still mixed with various other tasks, the Malang City Communication and

Information Department must add administrative staff focusing on managing without any other work.

As Edward III said, resource factors are essential in policy implementation. In this case, human resources is a manager or social media admin for the Malang City Government and human resources authority. Human resources are one of the variables that influence the success of policy implementation. Another resource that is quite important in determining the success of a policy implementation is authority. According to Edward III, sufficient authority to make its own decisions possessed by an institution will influence that institution in implementing a policy. This authority becomes essential when they are faced with a problem and require it to be resolved immediately with a decision. Article 8 letter (g) reads: answering comments, input, or questions from the audience. An can only do this with an ethical answer from the relevant agency and permission from the leadership.

Edward III defined disposition as policy actors' will, desire, and tendency to carry out policies seriously. So that the policy objectives can be realized. Edward III said that if policy implementation is to be successful effectively and efficiently, policy implementers not only know what must be done and have the ability to carry out the policy, but they must also have the will to implement the policy. The factors that Edward III paid attention to regarding disposition in implementing policies consisted of appointing the bureaucracy and providing incentives. The appointment of implementing bureaucracy (disposition) will create natural obstacles to policy implementation if personnel do not implement the policies desired by higher officials. Therefore, the appointment and selection of policy-implementing personnel must be people who are dedicated to the policies that have been established, more specifically to the interests of community members. This has been implemented by the Malang City Communication and Information Service, especially in the Information Services Section, which prioritizes expertise in their respective fields. For example, some are experts in social media management, experts as script editors, experts as infographic designers, experts as journalists in the field, and so on.

The Malang City Communication and Information Service does not give Malang City Government social media managers special incentives. Social media management is one of the main tasks and functions of the Public Information Services Section. The current number of social media and website management staff is 14, and each task and obligation has been adjusted to the abilities and expertise of each. Edward III said that manipulating incentives is one of the techniques recommended for overcoming the problem of attitudes of policy implementers. People move based on their interests, so manipulating policymakers' incentives influences policy implementers' actions. Increasing certain profits or costs will be a motivating factor that makes the executors carry out orders well.

The presence of Malang City Government social media is to provide understanding to Malang City residents about using social media wisely. Apart from that, the Malang City Communication and Information Department is also required to uphold the honor of government agencies; have expertise, competence, objectivity, honesty, and integrity; safeguard state secrets and carry out the oath of office; uphold applicable ethics to create the image and reputation of government agencies; respect the code of ethics of civil servants; convey and receive correct, correct and accurate public information; appreciate, respect and foster solidarity and the

good name of agencies and individuals; and carry out public information disclosure by statutory regulations. Let us look at the organizational structure, as explained by Edward III in Widodo (2010: 106). Policy implementation may still need to be more effective due to the inefficiency of the bureaucratic structure. This bureaucratic structure covers aspects such as bureaucratic structure, division of authority, relationships between organizational units, and so on. There are two main characteristics of bureaucracy, namely Standard Operating Procedures and fragmentation.

According to Winarno (2005:150), Standard Operating Procedures are a development of internal demands for certainty of time and resources and the need for uniformity in complex and extensive work organizations. Meanwhile, fragmentation is the distribution of responsibility for a policy to different bodies, requiring coordination. In this case, the Malang City Communication and Information Department has Standard Operating Procedures and Technical Instructions for Social Media Management. If analyzed, this Standard Operating Procedure does not only improve the public information service system through social media. However, it will be an obstacle to responding to questions, reports, criticism, and suggestions because each answer will go through a long process.

4.2. Supporting and inhibiting factors for the implementation of Public Information Services via Social Media

Factors influencing the implementation of public information services through social media are the results of researchers' findings while in the field and make it attractive to maintain. The aim is clearly to support the social media management of the Malang City Government, which the Malang City Communication and Information Service manages. Many factors support the successful implementation of East Java Governor Regulation Number 18 of 2016 concerning Guidelines for Social Media Management for the Regional Government of East Java Province. These supporting factors include support from the Mayor of Malang as the highest leader, support from Regional Apparatus Organizations at the behest of the Mayor of Malang, ease of accessing the internet in Malang City, human resources at the Malang City Communication and Information Service, which are tailored to their expertise, equipment resources given by the Malang City Communication and Information Service to staff.

Meanwhile, the inhibiting factor in the successful implementation of East Java Governor Regulation Number 18 of 2016 concerning Guidelines for Managing Social Media for the Regional Government of East Java Province is the lack of human resources, especially in the field ofadmin, limited authority resources for admin, communication across Regional Apparatus Organizations (OPD), and the diverse characters of netizens who follow Malang City Government social media.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

The conclusion from the results of this research based on the results and discussion of the research that has been presented is that the Malang City Communication and Information Department must provide public information, such as information that must be provided and announced periodically, information that must be announced immediately, information that must be made available at all times, and do not disseminate exempt information. Public

information services via social media at the Malang City Communication and Information Service are mandated by East Java Governor Regulation Number 18 of 2016 concerning Guidelines for Management of Social Media for the Regional Government of East Java Province. The Malang City Communication and Information Service also focuses on managing the Malang City Government's social media as the leading platform. However, the Malang City Communication and Information Service received orders from the Mayor of Malang to form social media accounts for each Regional Apparatus Organization. Based on Standard Operating Procedures, the Malang City Communication and Information Department has a People-Objectives-Strategy-Technology strategy.

These supporting factors include support from the Mayor of Malang as the highest leader, support from Regional Apparatus Organizations at the behest of the Mayor of Malang, ease of accessing the internet in Malang City, human resources at the Malang City Communication and Information Service, which are tailored to their expertise, equipment resources given by the Malang City Communication and Information Service to staff. Meanwhile, the factors inhibiting the successful implementation of East Java Governor Regulation Number 18 of 2016 concerning Guidelines for Managing Social Media for the Regional Government of East Java Province are the lack of human resources, especially in the admin sector, limited authority resources for admin, communication across Regional Apparatus Organizations, and the diverse characters of netizens. Who follow the Malang City Government's social media.

5.2. Recommendations

Based on the conclusions from the research results, suggestions can be given, including that the Malang City Communication and Information Department needs to increase human resources or admin staff. So that the Malang City Government's management of social media is not too heavy on the admin, the Malang City Communication and Information Department needs to give authority to the admin to respond to questions or complaints from the public with general sentences and the Malang City Government needs to issue a Malang Mayor Regulation regarding Guidelines for Social Media Management Malang City Government. So, the social media management of the Malang City Government has a higher legal umbrella than the Decree of the Head of the Malang City Communication and Information Service.

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