

The Extent of Social Media Coverage in Delivery of Public Service (Case Study: Regional Government of Central Java)

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ABSTRACT

The purpose of this study was to examine the Governor of Central Java Provincial Government's public service operations via social media. This study focused on the intensity of Twitter accounts connected to public services and community opinion. This research used a qualitative methodology with a descriptive approach. The data was extracted from Twitter through NCapture, and following that, the data were analyzed using the NVivo 12 Plus program. According to the study's findings, the Governor of Central Java's Twitter account's maximum activity intensity on public services for three months in 2021 occurred in February, at 12.44%. The high level of activity on Twitter indicates that the Governor of Central Java has actively and intensively supplied information and accepted public complaints regarding public services. Additionally, the aggregate public mood from the Governor of Central Java's Twitter actions was 16% good and 28% negative. This opinion is based on the people's response to public services in Central Java during the period January to March 2021.

Keywords: Coverage, Social Media, Public Service Delivery, Government.

1. BACKGROUND

The rapidly evolving field of information and communication technology (ICT) has enabled the provision of electronic-based public services [1]. The primary objective in digitalizing such services is to assist government agencies in providing superior public services. This is outlined in Presidential Instruction (Inpres) No. 3 of 2003, which outlines the country's strategic plan for establishing e-government programs [2]. This condition was then extensively adopted by various administrations, both national and local, down to the village level. At these levels, the government aims to develop and implement a variety of innovative approaches to the delivery of public services [3].

In Indonesia, the government has been sluggish in embracing social media to deliver better facilities in an era of efficient and effective bureaucratic change [4]. The use of social media has become extensively debated in recent years since the majority of institutions or facilities that serve the community must maximize their use of computer and smartphone technologies to provide the best service possible.

The issue in public services is the existence of public complaints about bureaucratic services that are not adequately addressed, to the point that many individuals turn to social media to simply submit complaints to the government and obtain particular attention from the government itself. In the modern-day, the process of technical development has advanced at a breakneck pace, affecting every aspect of life. This is due to the presence of a medium capable of generating change, notably the internet [5]. The advancements of the internet have increased its use for online activities such as social media, websites, and YouTube. The ease with which one person may engage with another will undoubtedly have a profound effect on human existence, particularly in terms of communication, both personal and communal (public) [6].

Accelerating the fulfillment of community requirements through the provision of products or services in the public service sector requires a responsive, effective, and efficient service [7]. As a result, the public service process necessitates the development of an idea or innovation that may be applied to the provision of community services. Social media is one type of service media that may be utilized as a government facility for public services. In this situation, social media becomes a medium that is often used by audiences, a wide

variety of information that can be created through the use of information and communication technology (ICT) resources [8].

Not only is social media regarded as innovative and capable of eliciting good or negative emotions, but it is also considered critical in satisfying the demands of communication and information technology, which strives to make information more accessible to the public [9]. There are several forms of social media, including microblogging, Twitter, Facebook, and Instagram. In this sophisticated day, a media that is capable of developing a system for providing information and education to the public is critical.

Twitter is one of these media. Twitter is part of one of the social media platforms that has a large following in the community. With this media, it will be easier for individuals to obtain information. To put it another way, social media Twitter is another option that may be utilized to provide information or to meet the demands of its consumers [10].

The characteristics of public trust and interest in creating a Twitter account as a frequently utilized social media platform fall into the high category. According to data from 2015, Indonesia has surpassed the United States as the country with the most active Twitter users, with the number of tweets surpassing 500 million per day [11]. These findings are also corroborated by research mentioned in the publication of Mahardika et al.'s discussion section. According to the publication, the existence of social media has evolved into an order that pervades all facets of the Indonesian people's lives. According to the Ministry of Communication and Information (Kominfo), "63 million individuals in Indonesia have accessed the internet, and 95% use social media networking sites." Indonesia is a country that has 65 million active Facebook users, making it included in the number four largest ranking in the world. In addition, Indonesia also has 19.5 million Twitter users, making it among the five largest in the world. Apart from Facebook and Twitter, Indonesians utilize blogs, Tumblr, Path, Instagram, and Line, among other social media platforms." [12].

Indonesia's ranking as the fifth-largest Twitter user country in the world, with 19.5 million active users, will undoubtedly affect changes in the cultural order and behavior patterns of people's lives [13]. Indonesia has a sizable population with a variety of cultural origins (plural) and a great deal of opportunity for social dynamics to alter. The issue at hand is that some people are unaware of the function of social media as a tool for communication as well

as a channel for linking ambitions and public expression of diverse wishes and requirements. These issues demonstrate that social media is a form of online media that may display and represent its users, as well as how to connect, cooperate, contribute, discuss, and develop virtual social bonds with other users [14].

The Indonesian government has not widely utilized social media to usher in an era of effective and efficient bureaucratic transformation [15]. Social media has been widely debated recently since the bulk of facilities or facilities that serve the community should be operated via computer and smartphone technologies to provide excellent public service. It is possible to obtain services. One of them is individuals who use social media to lodge complaints about bureaucratic services that are less than acceptable.

Ganjar Pranowo, the Governor of Central Java, is an example of a regional leader who is actively using social media to communicate information with the public. He also utilizes social media to demonstrate openness in terms of governmental services to the majority of people, particularly those who use social media. The government uses social media as an effective strategy and alternative to deliver outstanding public services to the community in order to accomplish the bureaucracy's aims.

In accordance with this, the Central Java Provincial Government partnered with Twitter Indonesia in 2016 to enhance public services and interactions amongst citizens via Kemala's Twitter account. Twitter Kemala, which stands for *Kelola Melantas Layanan* (Service Passing Management), is a provincial government-provided public service system that enables communication and real-time engagement between the government and its residents. The Provincial Government of Central Java is Indonesia's first government entity to use Kemala's Twitter to promote more efficient and transparent e-governance practices [16]. Twitter is a social media platform that is regarded as a medium for publicity and effective communication about services, owing to its large user base. Social media is also regarded as capable of successfully promoting any government agency in terms of promotion. Additionally, social media may be used to carry out public services such as complaint management and teaching information and communication technologies.

Further study is essential based on some of the facts and conclusions are given above. As a result,

the study's challenge is how Ganjar Pranowo's Twitter social media platform can serve as a public service to the community while also serving as a conduit of information and communication between the government and the community. The objective of this project is to expand on the use of social media, specifically Ganjar Pranowo's Twitter account, as a vehicle for providing high-quality public services. As such, it is intended that the knowledge gleaned from this study's findings can serve as a reference for bureaucrats and the general public, who serve as academic information audiences [17].

2. RESEARCH METHOD

This is a qualitative study. Six steps were used to accomplish the project, which included data collecting, data analysis using NVivo 12 Plus, and an understanding of the model for leveraging social media as a communication channel. NVivo 12 Plus is a qualitative analysis program (Salahudin, 2018). The data for this study were gathered from a literature review, such as from the @humasjateng Twitter account. NCapture is used to retrieve data from Chrome Web. After that, the data were analyzed using NVivo 12 Plus. This covers the collecting of data, the data coding process, its validity and interpretation, as well as the display of data. The purpose of this study is to examine communication on the @humasjateng Twitter account, which serves as a public media.

3. BASIC THEORY

One of the points that shows that the influence of social media is significantly influential as a means to criticize is the use of Twitter in the implementation of public services and government correcting, as well as reprimanding the government or agencies that manage access to quality social media [18], cost savings, and dissemination of information with a broad and rapid reach. Another advantage of social media is that concerns are communicated directly and receive a prompt and satisfactory resolution, resulting in the creation of an interactive, participatory, and information-based environment. Additionally, social media aids in the development of digital-based public sector innovation initiatives and facilitates the exchange of information [19].

Government performance and functional oversight are affected concurrently by functional supervision, public accountability, and service improvement. Accountability to the public and partial improvement of public services also affect the government's performance. The community's

efficacy in communicating with the government via social media is high or good, indicating that service delivery meets the requirement for the quality of service. 2020 [20].

Public service innovation is a novel approach or creative concept that adds value to the service in terms of both quality and quantity. Three communication methods should be used when implementing public service innovation through social media and mobile applications. In this case, representation, civil society involvement, network development, the program's innovation targets in the public service process as communicators, agents of change, and modes of interaction, as well as whether these innovations assist the government in achieving good governance, must all be considered [21].

3.1. Social Media Network

Currently, the most important media is social media, which is a technological component that affects communication technology. Both of these components can accelerate their growth process with the help of the technology that is currently still, namely the Internet, commonly known as Web 2.0. As a result, Indonesia consists of 256.2 million people in 2018, 55% of the total number which is around 132.7 million people are active internet users, this technology is changing the way people interact [22]. Java is an island that dominates the use of today's technology, accounting for 65% of internet users in Indonesia are in Java. This total exceeds the aggregate of the other five islands. Along with the Internet's broad use, social media has both positive and negative effects on society and government. Social media is seen positively by the government. Social media's mechanism may be utilized to communicate effectively with the public. Although the Indonesian government implemented information technology some years ago, this fact remains unknown to the general population.

In this era of globalization, information and communication technology has evolved into a method for governments to organize in order to achieve government transformation toward good governance. The government can effectively communicate information about local, national, and worldwide concerns by utilizing social media. Social media has a substantial influence on Indonesia's public communication practices. When political leaders and huge businesses crowd what piques the public's attention, social media helps society [23]. The advent of social media can result

in the formation of digital communities that coexist and cohabitate with physical communities. It supports the interaction and transmission of information, as well as opinion generation and the formation of public opinion about society and the system of government.

3.2. Public Service Delivery Technology

Public policy was established in response to governments' growing societal struggle to address issues of social fairness and welfare (Nyong'o, 1998). In this public policy, there is a link between social problems, how to identify government actions in handling, and their consequences as well.

Social media has the potential to transform governments into social governments. As a result, ICT and social media have altered how the public conversation between the government and the people is conducted [24]. This transformation includes program implementers developing systems, leadership, and altering cultural or organizational variables.

[1] described a social system as a boundary-maintenance system composed of three components: information, speech, and comprehension. Because information is characterized as having a broad range, how to interact by choosing what will be conveyed, related to the method and justification of communication, namely how and why it can be expressed. This new paradigm will increase government transparency and accountability, as digitalization redefines democracy as an active and participatory process. As such, this is the change that occurs as a result of governments' transformation through the use of social media [25].

Table 1. Comparison of Traditional Government and Digital Government

Traditional Government	Digital Government
Information Giver	Making Information
Service Provider Type	Requires Service Model
Policy Process Type	Policy and Negotiation Model
Types of Decision Making/Governance	Joint Government

There are several differences between social media and traditional media. The use of social media began to connect freely, one with each other, they did not interact physically, but through cyberspace. Then, because social media is based on the Internet, the distribution of material is quite broad. Second, interactions in traditional media are genuine, but

interactions on social media are possible only when people participate actively (Kholid, Husein, Mutiarin, & E.R, 2015). This social life represents a considerable departure from the traditional idea of cyber democracy. Social media is believed to be a super-efficient medium on the increase in the latest information notifications, the communication process is clearly at the same time, this then creates a free space for social media users.

Multiple levels of government have made extensive use of social media. The state also makes use of the framework for information technology development in this situation, namely objective information technology, organizational forms, and institutional arrangements. Local governments have also adopted the previously described three-point IT framework, which was dubbed Fountain's Technology Enactment. Fountain Technology Application Theory (or FTE), this theory emphasizes the effect of the form of organizations and institutions on the pattern, addition, and expansion of technology that can effectively be utilized by units in local government, FTE is commonly recognized to be technology-focused (Grafton, 2003). This FTE discusses the combination of technology, organizations, and institutions, and also describes the implementation of information technology, especially in units in local government using institutional theory. In this plan, the government speculates the regulatory authority over the communication of information as well as the technology used by stakeholders. It can be concluded that this FTE theory provides an advantage, because it facilitates the task of bureaucrats in the process of planning, designing, and implementing ICT.

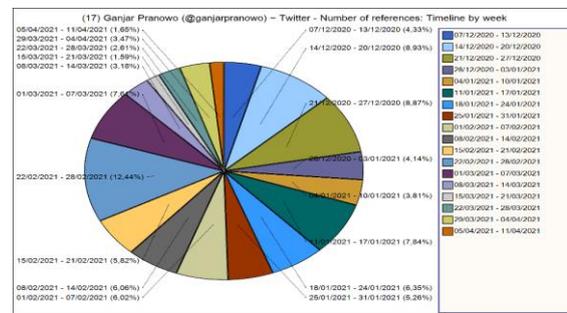
4. FINDINGS AND DISCUSSION

4.1 The activity of the Central Java Government Twitter account as a Public Sphere of Social Media

Along with the quick and widespread growth of technology and communication, several media platforms have been used for communication purposes. Social media is one of them. The rapid growth and large user base of social media are undoubtedly the primary reasons why social media is selected as a communication medium. Thus, social media may be utilized as a communication tool for the government in terms of public services and is projected to grow in importance as a means of communication between the government and the community in the future. Other than that, social

media serves as an instrument used for government communication, this can encourage a more colorful communication environment and invite its users to participate in it.

Social media with a bird logo, famous for tweets or often called Twitter, is one of the social media chosen by bureaucrats as a place to communicate electronically with the public. Similarly, what the Central Java Provincial Official has done in terms of government communication via social media via the Governor of Central Java's account. Ganjar Pranowo, Central Java's Governor, realized the government's communication through his Twitter account, @ganjarpranowo. The Governor of Central Java engages digitally with the community via the @ganjarpranowo account. The following are some of the activities that @ganjarpranowo engages in on his



social media platforms as mentioned in fig 1.

Figure 1: Central Java Governor's Twitter account activity as a public service media for the community

Source: primary data (2021)

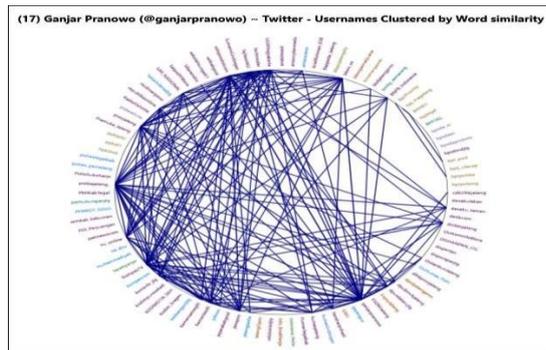
The purpose of this study is to examine public services provided via the Central Java Governor's Twitter account from January to March 2021. According to the statistics above, the highest level of activity occurred in February, as indicated by the percentage of 12.44%. In February, PR conducted a variety of official and informal events, the details of which were communicated via Twitter. The governor communicated with the community via Twitter, delivering information and responding to any public complaints. The focus is on services for COVID-19 immunization. February had the most tweets. Meanwhile, tweet activity was 5.26% in January and 7.64% in March. This discrepancy was created by the Central Java Government, which was concentrating its efforts at the time on catastrophe reporting and the steps necessary to combat the COVID-19.

4.2. Interaction of the Central Java governor's Twitter account with users on

the public sphere media

As mentioned above, the intensity of the increase in the number of tweets happened in February. Additionally, as the attention turns away from the COVID-19 epidemic and toward other public services, tweet activity on the Central Java Governor's Twitter account has dropped.

Figure 2: Word similarity NVivo 12 plus the interaction of the Governor of Central Java's Twitter account with users on public service media



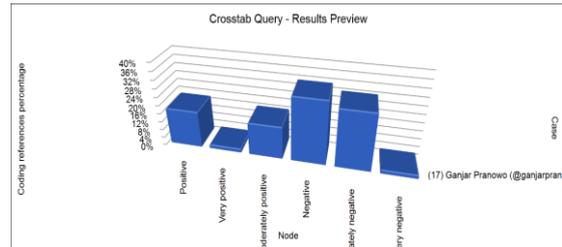
Source: primary data (2021)

The Governor of Central Java's declining intensity may be noticed in the decline in the number of tweets he sent in January and March. In this situation, the Central Java Government focuses more on how news may be distributed informatively and accurately. Similarly, the findings of Firda's (2014) research on "Utilization of Twitter as a Mass Communication Media" suggest the same thing about Twitter's efficacy as a transformational and informative communication tool for the entire community. As seen in Figures 1 and 2, the @ganjarpranowo account engages in a variety of engagements on Twitter media. However, based on the public data presentation, it is clear that the account that frequently engages in strong interaction is @tajyasin. This is in light of Taj Yasin's position as Deputy Governor of Central Java, which implies that direct engagement with the community and regional leaders about public services is greatly anticipated. The communication and interaction between the accounts @tajyasin and @ganjarpranowo demonstrated that the regional head may exert direct influence over the distribution of data and information. This will enhance public involvement and trust in Central Java's government even further.

Additionally, the account interacts and communicates with other Twitter accounts to

mediate public services, such as @setkabgoid, @poldajateng, and @kominfojtg. The communication is designed to educate relevant authorities about public service requirements. This is also mentioned by @ganjarpranowo, who believes that contacts and communication with various government agencies are critical for the community, given the importance of coordination and information exchange.

Figure 3: Crosstab Query NVivo 12 plus



Source: primary data (2021)

The findings of public services supplied directly by Ganjar Pranowo via social media accounts (Twitter @ganjarpranowo) illuminate a variety of rapid and efficient answers to the role of established public services. Social media is anticipated to facilitate access and its usage should be encouraged by the public or the people of Central Java for it to be helpful and effective. The greater the number of replies to the public reaction to Central Java, the more likely it is that the status of regional circumstances relating to current public services would improve. According to Ganjar Pranowo's Twitter account, "Kawan2 banyak yg lapor ke saya soal kondisi jalan di Jateng." – Kawan-kawan banyak yg lapor ke saya soal kondisi jalan di Jateng. Panjenengan bs melaporkan melalui aplikasi Jalan Cantik di Play store. Terima kasih atas partisipasinya. Agar kami bs memperbaiki layanan” (Translation: “Several people have informed me about the state of the roads in Central Java. Additionally, you may report it using the Jalan Cantik app available on the Google Play store. We appreciate your cooperation. So that we may continue to enhance our service.”)

The findings of the Crosstab Query revealed that diverse parties participated in public service actions, prioritizing the quality of public services to provide facilities that met the community's requirements and were delivered on time. Crosstab reported positive results with a percentage of 16% indicating that public services are adequate and on target, as evidenced by one of the Governor's direct responses, which reads: "For Central Java Province, @ganjarpranowo is implementing digital

transformation with community involvement, empowering provincial governments, maximizing services, and also transforming products.

5. CONCLUSION

Social media usage Twitter as a platform for public services is novel, particularly in the modern period. Digital-based services delivered via Twitter social media are anticipated to facilitate communication between connected parties, including the government as service providers and the community. The Governor of Central Java personally has embraced social media to foster engagement and communication regarding governmental services in the province.

According to the research findings, the Twitter social media-based public service that had the most tweet activity in early 2021 (January-March) was in February, with a proportion of 12.44%. This era provides information on public services available to the citizens of Central Java. Furthermore, the strength of public sentiment or response to public services was informed via the Twitter social media account @ganjarpranowo, which got 16% good sentiment and 28% negative emotion.

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