Impression Management of the Environmental Office (DLH) of Langsa District through Digital Media

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ABSTRACT

The research entitled Impression Management of the Environmental Office of Langsa District Through Digital Media examines how the management of impressions through digital media by the Environmental Office regarding environmental messages as a common problem. Environmental problems are a negative effect of human activities. This problem is a multidimensional problem involving various groups. Of course, the government plays the most important role in solving existing environmental problems. This issue is important because it affects the quality of human life directly in the present and the future. The continuous development of digital technology makes the current communication process faster, easier, and more practical, although the negative impacts are unavoidable. Not only individuals or profit organizations who take advantage of the existence of digital devices in this era. Non-profit organizations, including government agencies, use various digital platforms to reach out to the public. One of the government organizations in Langsa that takes advantage of technological developments in this era of massive use of digital devices is the Langsa City Environmental Office. This qualitative research found that the Office, which was the actor behind the Adipura charter which had been obtained by this city several times, used the official website of the Langsa City Environmental Service and several social media platforms, namely Facebook Page, Instagram, and Youtube. And the impression strategy used by the Langsa City Environmental Service through the digital platform used is the self-promotion strategy and the exemplification strategy.

Keywords: digital communication, digital media, impression management, Environmental Office.

1. BACKGROUND

Environmental problems are a common problem. Environmental problems are a negative effect of human activities. This problem is a multidimensional problem involving various groups. Of course, the government plays the most important role in solving existing environmental problems. This issue is important because it affects the quality of human life directly in the present and the future.

As we know, the living environment is everything around humans and is reciprocally related, which becomes a unified system of space between living things and other abiotic (non-living) components. Then there is an interaction between the natural environment and its surroundings forming an ecological system, commonly called an ecosystem. Errors in environmental management will of course have an impact on humans and their lives. Good environmental management is a conscious effort to maintain and or preserve and improve the quality of the environment to meet human needs as well as possible. Among the various problems related to the environment, river waste, and garbage are still some of the main problems related to the environment, including in Langsa City. The Environmental Service is a Regional Apparatus implementing government affairs which are located under and responsible to the Mayor through the Regional Secretary. The basis for the establishment of the Langsa City Environmental Service is the Langsa City Qanun No. 10 of 2017, concerning the Formation of OPD.

The continuous development of digital technology makes the current communication process faster and unavoidable. Not only individuals or profit organizations who take advantage of the existence of

digital devices in this era. Non-profit organizations, including government agencies, use various digital platforms to reach the public. These various platforms are used to disseminate information as well as to build relationships with external publics whose ultimate goal is to establish good and mutually beneficial relationships between the organization and its publics. Building relationships with the public is even easier with the availability of various information technologies today. Official information through the organization's official accounts certainly becomes mandatory to be managed properly, especially information that needs to be conveyed to the public.

One of the government organizations in Langsa City that takes advantage of technological developments in this era of massive use of digital devices is the Langsa City Environmental Service. Digitalization of technology in addition to encouraging changes in the behavior of its users also allows its users to be more sensitive and critical of various issues, including environmental issues. With the current form of mass self-communication, of course, the interaction between organizations and the public is getting faster and increasing.

2. IMPRESSION MANAGEMENT THEORY

The use of impression management in an organization is like interpersonal communication by using verbal and non-verbal symbols to present the organization. One of the ideas about self-presentation was developed by the sociologist Erving Goffman to explain social interactions between individuals in his major work, The Presentation of Self in Everyday Life, which was published in 1959. Goffman made a metaphor for social life as a stage for performances. When interacting, individuals try to manage certain impressions when presenting themselves in the eyes of the audience. In the metaphor of drama performances, Goffman explains the process of self-presentation which is also known as impression management theory. This theory can be applied in the context of the relationship between an organization and its publics because it discusses three important concepts that also exist in public relations practice, namely relations, identification, and image.

Impression management theory, states that in social interactions, each individual tries to present a picture of himself or his self-concept in front of others. This effort is called impression management, in which the individual tries to intentionally use communication to create the impression that other people want of him (Johansson, 2007) in (Kriyantono, 2014). Because impression management is related to how to present oneself, Rosenfeld, Giacalone & Riordan (1994) in

(Kriyantono, 2014) call it self-presentation theory. To manage impressions, individuals use communication which according to Goffman is divided into two parts. That is the relatively easier part to manage and manipulate (verbal) while the relatively more difficult part often occurs unconsciously or unintentionally so that it is difficult to control, namely nonverbal communication.

Individuals are actors who try to control the situation (in the scene or setting) and the content of the interactions they are involved in. In interaction, verbal and non-verbal symbols produce two types of messages, namely messages that are intentionally conveyed (expression given on) and messages that are not conveyed (expression given off). Through giving on expression, individuals actively use verbal and nonverbal symbols to manage the impressions they want others to receive and see. Because verbal symbols are easier to manage, this given on expression refers more to verbal symbols. This social life, which contains all kinds of expressions given on, is called the front region or front region/front stage. While the expression given off refers to messages that are intentionally hidden from people's judgments, but the audience can accept certain meanings about the individual, even though the individual does not intentionally express it. This is because of the difficulty of controlling nonverbal symbols. The social life that contains the given-off message is known as the back region or back region/backstage.

Impression management is often cited as the key to successful communication with peers and colleagues. in organizations, especially for managers, this can help charismatic leaders to get an authentic self-representation (Fieseler et al., 2015). With an emphasis on public presentation and performance, impression management has attracted a lot of research that studies the social media accounts of an organization as a popular medium for organizations to get closer to the public (Richey & Christine, 2016).

Impression management is related to the strategy of an individual or organization to present itself during interactions with other parties. This presentation strategy uses certain attributes or symbols so that other parties know or treat the individual or organization according to the attributes or symbols used for self-presentation. The following is a typology that can describe organizational behavior in presenting itself to influence public impressions according to Edward Jones in (Kriyantono, 2014).

1. Ingratiation strategy (pleasing others)

2. Self-promotion strategy

3. Exemplification strategy (as an example)

4. Supplication strategy (self-handicapping)

5. Intimidation strategy

3. DIGITAL MEDIA

In simple terms, internet-based media that can be accessed via computers and mobile phones with the latest technology is referred to as new media. New media is also referred to as digital media. Namely, media whose content is in the form of combining data, text, sound, and various types of images that are stored in digital format and distributed through networks based on broadband optical cables, satellites, and microwave systems (Flew, 2008). Jay David Bolter and Richard Grusin (1999) in (Beverungen & Conrad, 2019) call 'remediation': 'old' media reaffirm themselves when 'new', is welcomed as 'digital media.

The main characteristics of the internet as a medium according to Flew are, computer-based technology, hybrid characteristics, not dedicated, flexible, interactive, have public and private functions, regulations that are not strict, interconnected, independent of location, each individual can be a communicator, mass self-communication.

Research by Beverugen and colleagues in 2019 entitled the organizational powers of (digital) media resulted in the finding that digital media is an organizational constituent that is pervasive, ubiquitous, and mundane. Organized life depends on the support of technology that stores, transmits, and processes data on network computing. How can we understand and explore the fundamental mediation of organizations? The article contextualizes and introduces the specific issue of 'The organizational' power of (digital) media by combining organizational theory and media theory. In analyzing the investigation of the mediating power and effects of technology in its many guises, at least in terms of digital media or computing, this encounter ushers in organizational 'medial thinking'. (Beverungen & Conrad, 2019).

The next research is a study conducted by Elbach (2017) with the title Acquiring Organizational Legitimacy Through Illegitimate Actions: A Marriage of Institutional and Impression Management Theories. leads to the support and endorsement of key constituents. This model is based on interviews, archives, and observational data on eight illegal acts committed by members of two social movement organizations. The study found that institutional fit and separating illegitimate activities from legitimate

structures facilitated spokespersons' attempts to use impression management tactics that divert attention away from controversial actions and toward socially desirable goals supported by a wider constituency. As a result, these organizations use the publicity generated by the illegitimate actions to gain support and support from these constituents. They discuss the model's implications for other types of organizations and derive testable propositions. The study also considers the implications for institutional and impression management theory (Elsbach, 2017).

4. METHODOLOGY

This study uses a constructionist paradigm that has its position and view on the media and the resulting text. The concept was introduced by sociologists Peter L. Berger and Thomas Luckman. According to (Eriyanto, 2005), the main thesis of Berger is that humans and society are dialectical, dynamic, and plural products continuously. Reality is subjective. It exists because it is presented by the subjective concept of the message creator/communicator. There is no objective reality. Reality is created through the construction of a certain point of view of the message producer.

This study will use a thematic type of analysis, namely, the use of thematic analysis allows researchers to find patterns that are not seen by other parties. Thematic analysis is the process of coding information that can produce a list of themes, complex models of themes or indicators, qualifications related to themes, and or a combination of these. Themes can be identified at a directly visible level, and a latent level, namely at a hidden level that is not seen explicitly but underlies a phenomenon (Poerwandari, 2007). According to (Bryman, 2008), thematic analysis emphasizes what is said rather than how it is said.

5. RESEARCH FINDINGS

Obtaining data obtained by coding posts based on several impression management strategies on the Instagram platform, it was found that the most widely used strategy by the Langsa City Environmental Service through Instagram was the self-promotion strategy of 36%, followed by the exemplification strategy of 28%, and the strategy of exemplification of 28%. ingratiation of 22%, as follows:
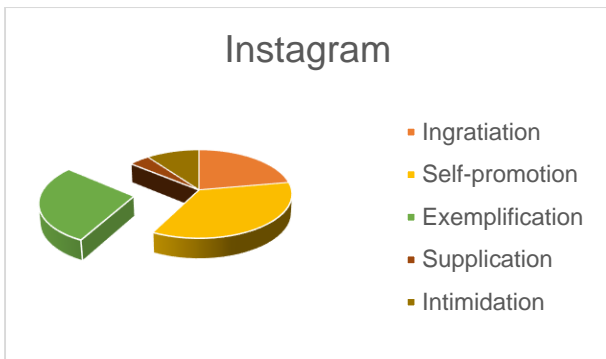
Figure 1. Impression management strategy on Instagram

Meanwhile, the data obtained by coding posts based on several impression management strategies on the Facebook platform, that the dominant strategy is self-promotion by 43%, and exemplification by 41%, as follows:
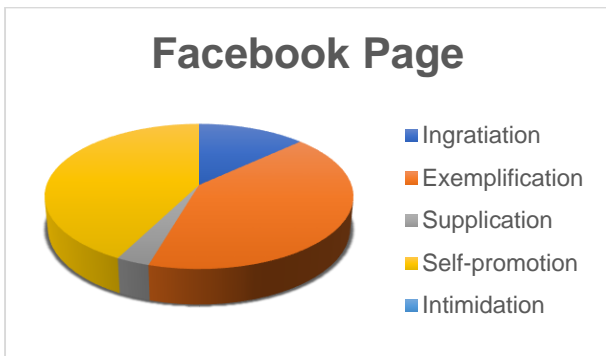

Figure 2. Impression management strategy on Facebook Page

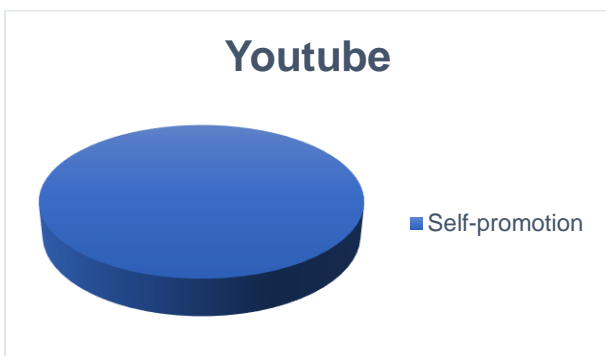In youtube posts, 100% is dominated by self-promotion strategies as shown in the following diagram:

Figure 3. Impression management strategy on Youtube

Meanwhile, the acquisition of data obtained by coding posts based on several impression management strategies on news on the website dlh. kotalangsa is also dominated by self-promotion strategies by 48%, as follows:
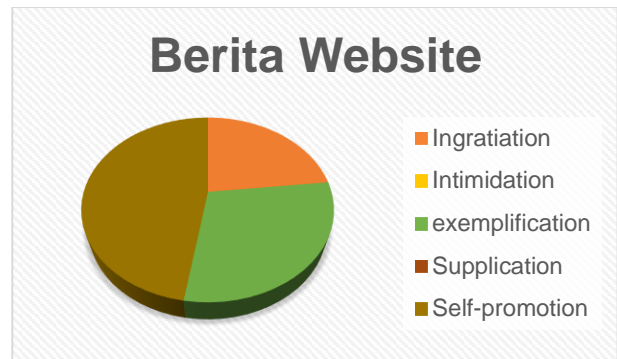

Figure 4. Impression management strategy on website news

Looking at the data presented in the diagram above, the impression management strategy used on all platforms is a self-promotion strategy, i.e. messages are packaged in such a way as to impress other people, look competent, explain their competence, show abilities, and what is considered an achievement.

Ingratiation Strategy

This strategy or tactic is an action taken to look attractive by praising both yourself and others, agreeing with existing opinions, doing good things such as giving help and gifts, covering weaknesses by showing strengths. Shows positive, friendly, caring symbols, and so on. Praising yourself can be done through statements or actions such as showing confidence. Flattery or praise of others is done to get support. In addition, this strategy can also be seen through the act of agreeing to exist opinions, doing things that are done by people in general. This act of agreeing can mean agreeing to things that are agreed upon by the public as well as by people in higher positions.

One example of a post on Facebook that shows this strategy is the post on March 22, 2018. By the image posted along with the caption which shows the advantages and positive symbols as well as sayings of praise and gratitude to the community so that in 2018 Langsa City get back the Adipura trophy award in the previous year.

While on the news website, some news shows this strategy. Among them is news that shows that Bank Aceh is doing good things such as assisting the Langsa City Government. The other news is about climate change. Images and news content show positive symbols, including conducting socialization activities which will later get good support from the community for the common good. The news regarding the controlling of banners placed on trees by the community also shows that the DLH Team is doing favor doing,

namely positive symbols by showing concern through controlling banners and banners that are installed inappropriately and which are installed on several trees in the Langsa City area. Other news is the praise and support by the Minister of the Environment for the Mangrove Forest of Langsa City.

On Instagram, one example is a post about giving Umrah to the First customer of the Waste Bank in Langsa

Self-promotion strategy

This strategy is done to impress others. For example, to look competent, to show their abilities and achievements by showing or promoting things around them. Including close to professionals, or public figures. This strategy dominates almost every digital media platform used by the Langsa City Environmental Service. On the Facebook Page, one example is in the repost dated January 22, 2018, when the Langsa City Environmental Service workers together with the Langsa Police carried out a Clean Friday activity at the Darul Falah Grand Mosque. While on the website news, the posts include,

1. News about their readiness or ability to welcome the Adipura assessment team impressed people that they were ready to welcome the Adipura assessment team. News promoting that the Langsa City Environmental Service already has a waste bank located at the TPA (Final Disposal Site). Where also they showed their achievements after getting an appreciation from Walkiota Langsa.

2. Furthermore, news that shows its achievements that the Langsa Government has received an award from the President of the Republic of Indonesia, Joko Widodo.

3. News showing that they are promoting and demonstrating the success of the Langsa City Government in planting trees and will revive the function of the Langsa forest.

4. And also news that shows the Joint Secretariat Team (Sekber) consisting of Walhi, WWF, YSI, and local NGOs, invites the community to support the city government in preserving the Langsa City Protection Forest to save residents from the threat of water crisis. The Sekber team considers that the efforts made by the Langsa City Government by saving the protected forest are to save the community from the threat of the water crisis.

5. News showing the Mayor of Langsa and related parties discussing or promoting that they are discussing the mangrove forest whose purpose will be preserved as best as possible.

6. News that depicts Lanal Lhokseumawe in collaboration with the Langsa Government and Forest Management Units (KPH) Region III Aceh promoting or showing activities to plant 1,000 mangrove trees in the Kuala Langsa Port area.

7. News promoting the conversion of former land use rights (HGU) P.T Timbang Langsa into the property of the Langsa City Government to be used as a Langsa City Botanical Garden.

Meanwhile, for Instagram, there are posts related to the installation of free WiFi in the Green Open Space (RTH) area of Langsa City Station Park.

Exemplification Strategy

This strategy shows that the impression that is generated is moral and has integrity, by showing various attitudes that are caring, disciplined, honest, generous, willing to sacrifice. Done to be respected and admired. Denial of rumors or information is also part of this strategy. In addition, invitations to help others, care for those around them, invite others to act positively by sharing statements, motivation, and being an example in moral action. On Facebook posts, among others, is a post on February 3, 2018, about cooperation with residents in Langsa City Class IIB Prison. While on the news website, among others:

1. News with the title Langsa City Government Realizing a Green Langsa is one example. This news shows that during the 100-day work program volume II the leadership of the Mayor/Deputy Mayor of Langsa showed that they are people who care and have integrity. In addition, they show concern for the environment so that the community also does the same. The more trees that are planted, the more air pollution will be prevented.

2. Other news shows that the Deputy Mayor of Langsa gave a bicycle that had been modified to transport garbage to a garbage collector.

3. News that shows another exemplification strategy is that the foremen or park officers invite the whole community to care and keep the environment around the park clean. By this strategy, namely inviting or helping others to care about the surrounding environment.

4. Next is the news that the Deputy Mayor of Langsa invites all employees and the community to remind each other that they protect the environment by not throwing garbage around the river.

5. Other news shows that the owner of Planet Eleven handed over a trash can to the Langsa City Environmental Service which shows that helping others and caring for the environment is a form of commitment

and participation in environmental cleanliness in Langsa City.

Supplication Strategy

This Strategy Presents yourself or the content creator as weak, helpless, dependent on others, so that others have mercy and provide assistance, show or express complaints, and ask for help. Posts with this strategy are only on Instagram as much as 4% and on Facebook as much as 3% with a small amount.

In Instagram posts, DLH is a party that also depends on the community, so that the community participates and supports the cleaning efforts that have been carried out, by not using the area around the House of Worship as a garbage dump. Meanwhile, the DLH (Environmental Service) Facebook post gave directions and asked for help from the public or traders as well as shop owners so that they have the awareness to dispose of the remaining waste they sell in the appropriate place.

Intimidation Strategy

This strategy is done to seem dangerous. Inflicting fear on the opponent, by threatening, venting anger, showing off power or strength. Threatening by showing strength or power is also part of this strategy. Like writing or showing something that scares other people. Show anger through expressions and actions. This strategy is barely used by the Langsa City Environmental Service in every post on every digital platform. This strategy only exists on Instagram. One of his posts is showing anger over the irresponsible actions of unknown people who damage the Flower plants that adorn the medians around Langsa City.

From the explanation above, it can be seen that the Langsa City Environmental Service shows more competence as an agency that works for the good of the environmental community in Langsa City and provides many examples and evidence of the work carried out by the cleaning and environmental forces along with other organizations and the community so that the community also participates. and jointly maintain the sustainability and comfort of the urban community.

Digital Media Content

The curation of information is still feasible to use for creating interesting content through digital media, including proximity factors, character factors, uniqueness, and actuality. Important content that is not interesting needs to be packaged nicely to be attractive, for example by playing an angle or point of view. Most of the content that is interesting even though it is not important is liked by the public on certain platforms, so there is nothing wrong with this element being used as content. Current content packaging must be rich. In addition to text, it is also equipped with videos, images, and photos as well as infographics, and so on. This of course requires that digital media content managers need expertise. The management of digital media is hampered because of the limited human resources with this competence. DLH Langsa City has asked for experts from other agencies. However, the agency can only assist in IT matters. Meanwhile, content management remains with DLH. To overcome this problem, DLH also asked for help from students who were carrying out fieldwork practices. In the service. But after that, of course, managing social media remains the DLH's homework. Because managing digital media is a job that should also have its capacity. As revealed by the Division Head of Environmental Management, Mr. Zulkarnaeny, ST as follows:

"Indeed, the news is old because we have limited IT, staff. We can't all be alone. We're just going to report, we're quite tired, it's not like this, it's not yet working on it."

Furthermore, the Division Head of Environmental Management also conveyed the request for additional experts to manage digital media.

"It's been a while before the new head of the headmaster came in, we've been educated. So far it hasn't developed. Even the script is broken. So, yesterday, we tried to offer it. Haven't asked until now. We've asked for Diskominfo Office for the experts. He just said this, we help the technician. Only for filling news outside of us (Diskominfo). We have to write the news ourselves."

The problem of managing digital media is also related to limited human resources. The special skills needed in digital media management include the ability as a drafter who is also able to describe data in a light and fun way, the ability to visualize data and adjust content or material with the right persuasion so that it can persuade followers to take various necessary actions, organize content or create interesting campaigns, as well as good analytical and writing skills. The most important thing is to be consistent in creating content.

Furthermore, adequate equipment and tools are also needed. This is important so that the process of making, content, taking pictures, and even the editing process becomes easier and more interesting in the use of digital media for educational and publication purposes. So far, no special equipment has been provided by the service for this purpose. Because this is not considered a necessity.

Another thing that is needed is a supportive work system. Referring to the most common theoretical approach to communication, namely systems theory,

this theory and two other related theories, namely cybernetic theory, and information theory, offer a broad perspective on worldviews. Systems theory deals with the interconnectedness of the parts of an organization, the cybernetic theory deals with control and regulation in systems, and information theory focuses on the measurement and transmission of signals. This explains that digital media management should be a sub-system of a broader system, namely the organizational system. However, in the DLH organization and perhaps also in other government organizations, the management of digital media is not included in the organizational structure. Digital media management is only part of the initiative of the organization manager. As revealed by the head of the Langsa City DLH Department as follows:

"We use interns to manage digital media"

There is also staff who are trained to manage digital media, but because these staffs do not come from related scientific backgrounds and are not people who have worked in the field of digital media management before, the management of digital media has not been running properly. Even though it is not part of the structure, the DLH initiative to continue to use digital media as a compliment that connects the organization with the public is still carried out simply.

Digital communication, especially through social media, shorten the arrival of information to the public. In addition to making it easier, of course, there are also many challenges faced. The use of official media by organizations can also train the public using the internet to get used to seeking information from official sources. The struggle for managing information through digital media, not only when the process of managing data or facts becomes beneficial to the public. However, even after that, the information must be fought for so that it becomes a public reference in making decisions and behaving. DLH should use digital media as the main media that connects the organization with the public who are mainly outside the organization. The various information that can be conveyed includes public participation campaigns to help protect the environment, keep the environment clean, appreciate the cleaning forces who always clean the city, don't litter, and so on.

6. CONCLUSIONS

The use of digital media today is a must. Seeing the practicality and scope and values that can be presented quickly and easily. This qualitative research found that the agency, which was the actor behind the Adipura charter, which was obtained several times by this city, used the official website of the Langsa City Environmental Service and several social media platforms, namely Facebook Page, Instagram, and Youtube. And the impression strategy used by the Langsa City Environmental Service through the digital platform used is the self-promotion strategy and the exemplification strategy.

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