



# Digital Communication Management Planning, Activities and Evaluation Resolution of the Conflict Between Russia and Ukraine

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**Abstract.** Social media and digital media on the internet are the gateways to open digital communication. Why can it be said so? This is because most of the population from all over the world is now connected to the internet – Indonesia even in many studies always ranks one to five as the country with the highest number of accounts and uploads of content on social media, the network that occurs between individuals is also increasingly global, starting to blur the barriers of space and time, the hierarchy is increasingly limitless, to the content that floods the digital medium. The field of digital communication has also transformed, at least in digital communication and information disclosure. The development of communication technology and media digitalization has made the communication industry more creative and innovative and is needed by society today, including resolution of the conflict between Russia and Ukraine. Determine the Digital Communication Management Planning, Activities, and Evaluation Resolution of the Conflict between Russia and Ukraine was the aim of this study. Phenomenological Research Methods: Research Techniques Richard Husserl. Husserl established phenomenology as a scientific approach that does not start with doubt but is focused on what is genuinely the truth of experience using the concept of intentionality. In the meanwhile, use interviewing, observation, and documenting as data collection strategies. The data analysis method makes use of data reduction, data visualization, and Miles and Huberman's verification. The Government of the Republic of Indonesia, the United Nations (UN), and the World Community have implemented Digital Communication Management from Planning, Activities, and Evaluation in support of the Russian Conflict Resolution and Ukraine, it can be concluded based on the Data Findings, Data Results, and Discussions that the researchers have submitted.

**Keywords:** Management · Communication · Digital · Resolution · Conflict · Russia · Ukraine

## 1 Introduction

The digitalization of media through the wide internet gateway is open to all people. Most of the world's population is connected to the internet. There are several research results

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that Indonesia ranks one to five as the country with the largest number of social media to the content that floods the digital medium.

For institutions or organizations, it provides a kind of alternative for information dissemination, activation, public and business communication, as well as public relations and business activities for institutions. Digital media provides changes and even revolutions in the relationship between institutions and society. During this time, communication tends to be dominated by one-way and broadcast type, but now it has become interactivity. Institutions and audiences are entities (in internet language referred to as nodes) that are comparable, are in the same network, and can influence. For example, digital media constructs trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed. (Nasrullah 2021: vii –viii).

Sagar Two. 2017. Digital Communication Management The World is Going Digital. *International Journal of Recent Research Aspects* ISSN: 2349–7688, Vol. 4, Issue 3, Sept 2017, pp. 50–53.

People in large cities now debate and discuss a lot about digital media. Traditional communication methods used to reach out to clients are extremely well thought out and strategically equipped to comprehend potential, behavior, and psychology of the consumer. A lot of digital communication between management and customers has emerged thanks to social media and digital media, making transactions simpler. (<https://www.ijrra.net/Vol4issue3/IJRRRA-04-03-10.pdf>, Accessed 6 July 2022 23:10 WIB).

Gatut Priowidodo, Chory Angela Wijayanti, Titi Nur Vidyarini. 2019. The Communication Strategy Of Digital-Based Media Organizations. *Journal Of Communication And Media Studies* ISSN: 1978–5003 e-ISSN: 2407–6015.

According to research, there are six different types of communication strategies for managing digital media, including communication management, using communication, carrying out communication planning, choosing communication channels, directing the organization's operations, using communication media, and involving various parties as communicators both internally and externally. According to the findings of the second study, the company's internal circumstances and its strong partnerships with third parties were the main influences on the development of the strategy. Digital information-based businesses depend on two things: specialists and managerial abilities. File:///C:/Users/hp/Downloads/3272-13376-3-PB.pdf, Accessed on 6 July 2022 at 23.25 WIB).

Dinn Wahyudin, Deni Darmawan, Edi Suryadi, Linda Setiawati, Yulia Rahmawati. 2021. Digital Strategic Communication Management in Developing Curriculum of Universitas Pendidikan Indonesia. *Journal of Hunan University Natural Sciences*.

Based on the research findings that the development of digital communication strategies for the implementation and optimization of institutional communication from the perspective of curriculum development. Planning, creating, and assessing academic programs all involve digital communication. The Indonesian Education University (UPI) conducted this study in 2020. In order to become a top institution in the sphere of education, UPI has implemented the curriculum. (<http://www.jonuns.com/index.php/journal/article/view/76>, Accessed 6 July 2022 at 23.39 WIB).

Nindyta Aisyah Dwityas<sup>1</sup>, Ahmad Mulyana<sup>2</sup>, Sri Hesti<sup>3</sup>, Rizki Briandana<sup>4</sup>, Putrianti Mungi Kurniasari<sup>5</sup>. 2020. Digital Marketing Communication Strategies: The Case of Indonesian News' Portals. *International Journal of Economics and Business Administration* Volume VIII, Issue 3, 2020 Page 307–316.

Focused goals will be the major focus of digital marketing in 2019 according to Kompas.id's communication strategy. This study suggests promoting digital elements throughout the entire implementation phase as well as those that emerge in the communication mix. A digital strategy is necessary in order to plan digital marketing, choose targets, select channels, decide on a total budget, select digital communication instruments, and assess the effectiveness of the marketing communication process. (file:///C:/Users/hp/Downloads/Digital%20Marketing%20Communication%20Strategies\_%20%20The%20Case%20of%20Indonesian%20News%E2%80%98%20Portals.pdf, Accessed 7 July 2022 At 14.14 WIB).

Robin Mansell. W. Edward Steinmueller. 2020. Denaturalizing Digital Platforms: Is Mass Individualization Here to Stay?. *International Journal of Communication* 16(2022), 461–481.

Consistency of individualization or personalization is used by digital platforms with imaginary and neoclassical logic of economic theory and behavioral economics. We identify contemporary policy limitations to the hazards associated with datafication practices. Denaturalization claims need to be made regarding the increasing “natural” mass individualization techniques of market dynamics and digital technology innovations. (Accessed July 7, 2022 at 2:41 p.m. WIB).

A Rizaldi<sup>1</sup>, F Margareta<sup>2\*</sup>, K Simehate<sup>3</sup>, S N Hikmah<sup>4</sup>, C N Albar<sup>5</sup>, A A Rafdhi<sup>6</sup>. 2021. Digital Marketing as a Marketing Communication Strategy. *International Journal of Research and Applied Technology* 1 Page 61–69.

The use of digital marketing has the potential to boost the market for organic fertilizer by attracting more customers. According to study, digital marketing as a kind of marketing communication boosts promotion and selling power. The findings of his study cover the application of digital marketing in the promotion of products for organic fertilizer. (<https://ojs.unikom.ac.id/index.php/injuratech/article/view/5639/2626>, Accessed on 7 July 2022 at 23:53 WIB).

Dam Hee Kim, Meera Desai. 2021. Are Social Media Worth It for News Media?: Explaining News Engagement on Tumblr and Digital Traffic of News Websites. *International Journal on Media Management* Volume 23, 2021 - Issue 1–2.

Financial challenges in the era of digital technology have attracted audiences through social media. Social media is often seen by the public as a digital strategy, then directs it to the main web to carry out sales promotions. Digital traffic from the top 50 news organizations was 230,375 posts made by the organization's 41 accounts on the social media platform, Tumblr. (<https://www.tandfonline.com/doi/full/10.1080/14241277.2021.1958820?scroll=top&needAccess=true>, Accessed July 8, 2022 at 00.09 WIB).

Danilo Tauro, Umberto Panniello, Roberta Pellegrino. 2021. Risk Management in Digital Advertising: An Analysis from the Advertisers' Media Management Perspective. *International Journal on Media Management* Volume 23, 2021 - Issue 1–2.

After producing innovative material, media management conducts advertising promotions. Distribution channels control the process of developing promotions through

advertising so that the proper target audience is reached quickly and effectively. This five-year study found that new technologies have upended this market and helped drive the astronomical rise of digital advertising. (<https://www.tandfonline.com/doi/full/10.1080/14241277.2021.1960532>, Accessed on 8 July 2022 at 0.24 WIB).

Dewi K Soedarsono, Bahtiar Mohamad, Adamu Abbas Adamu, Kennia Aline Pradita. 2020. Managing Digital Marketing Communication of Coffee Shop Using Instagram. *International Journal of Interactive Mobile Technologies (IJIM)*, 14(05), pp. 108–118.

Owners, marketing personnel, and consultants with experience managing digital marketing communication strategies have participated in semi-structured interviews to obtain in-depth knowledge. The Instagram app turns become a powerful marketing tool for promoting sales. (<https://onlinejournals.org/index.php/ijim/article/view/13351>, Accessed on July 8, 2022 at 0.37 WIB).

The development of digital media makes communication more innovative and creative. All levels of society are required to recognize and understand digital media. Due to the PSBB which was enforced during Covid 19, many activities were carried out online. Starting from school, work, buying and selling transactions, and others.

Alfelia Nugky Permatasari, Endang Soelistiyowati, I Gusti Ayu Putu Puji Suastami, Riski Apriliani Johan. 2021. Digital Public Relations: Trends and Required Skills. *ASPIKOM Journal*. Vol 6. No 2.

The public relations industry uses digital media as well and looks at digital public relations skills. To achieve this goal, a number of public relations professionals from various universities were questioned. Organizations still require traditional and digital public relations because they complement one another well. Additionally, to possessing strong interpersonal, writing, communication, and soft skills. Expected to be knowledgeable about and skilled with digital platforms. (<https://jurnalaspikom.org/index.php/aspikom/article/view/836>, Accessed on 12 July 2022 at 0.53 WIB).

Based on the formulation of the problem above, so the purpose of this study is to find out how the Government of the Republic of Indonesia, the United Nations (UN) and the World Community in assisting the Resolution of the Russia-Ukraine Conflict through Digital Communication Management Planning, Activities and Evaluation.

## 2 Methods

This study uses the method of Phenomenology of Edmund Husserl. Husserl asserted that not only research but philosophy of theory or philosophy of science. The method used to find out from his experience actually becomes the truth he experiences.

Method is to be viewed here not as a research technique but rather in the etymological sense of a way to enter a research topic, which implies that those issues fall under the purview of science theory or philosophy.

According to Husserl, the method of achieving eidetic knowledge is knowledge of reality. So, intentionality or directness to objective knowledge is a formal goal.

The fact that the same object appears in different ways is totally attributable to apperceptive qualities, which are intentionally used to denote the presentational and objectivating function of awareness.

Practicing the phenomenological method, the non-essential elements are reduced through epoche. By placing non-essential elements to consciousness to capture the meaning and understanding of reality. (Poespowardojo and Seran 2018: 152–153).

Planned communication is an important part of the digital communication media management process. Communication management can be defined as public relations activities and accompanying activities to run programs, campaigns, and projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87).

In simple terms, planning can be grouped into four clusters of digital communication activities, namely promotion, conversion, strategy, content.

a. Strategy

The first activity is conducting market research. This is done by determining the target target, segmentation, target age, situation or demographics. The second activity carries out campaign goals (campaign goals). The third activity of the publication channel, this is done by analyzing social media, publication channels, types of content on social media. The fourth activity determines promotion channels. The fifth stage is to determine the main performance indicators (KPIs).

b. Content

Creating content by means of Keyword Analysis, something that is currently popular in the community. Keywords will be optimized on social media. Content Planning (Content Planning). Defined campaign content outline, content calendar. The next stage is content creation (Content Creation). Content writing according to the selection of the right hashtags, content according to SEO, social media algorithms.

c. Promotion

Promotion used can be in the form of Organic Media (Organic Media). Drafting email blast, IG Story, FB Story, Facebook Page, Newsletter, Content Template. Paid Promotion can also be done using Google Ads, Facebook Ads, Instagram Ads.

d. Conversion

Conversion activities are carried out by following up on Action (Follow Up Action). Subjects that engage audiences in events, seminars, webinars, product sales, discounts, quizzes, videos, content, and more. Media Offer (Media Offer) will prepare a landing page as a conversion link that is distributed on social media and other digital media. (Nasrullah 2021: 94).

e. Evaluation in Digital Communication

The institution's digital communication management will evaluate the performance that has been carried out. Evaluation is also interpreted as monitoring and feedback. The managers of digital communication media in the human resources department do special things to handle digital communications. Create a digital communication plan and carry out the execution of the plan, to the desired output, impact, and results. (Nasrullah 2021: 162).

The objects used as informants in this research are Mr. Suhardi as a Digital Communication Practitioner, Content Creator, Youtuber and Celebgram and Mrs. Rd. Dancu Lokita Pramesti Dewi as a Digital Communication Practitioner. The total number of informants is two people. This informant is seen to represent what he wants to study and is selected based on the context that the researcher wants to discuss in this study.

The results of the study were formulated in two main terms, namely the quality of the research instrument, and the quality of data collection. The quality of the research instrument is in accordance with the validity and reliability of the instrument and the quality of data collection is in accordance with the methods used to collect data.

Data collection is done naturally (natural setting), in the laboratory with experimental methods, at home, seminar meetings, discussions, and others. The technique of collecting is done by questionnaire (questionnaire), observation (observation), interview (interview), and collaboration. (Sugiyono 2021: 253).

In qualitative research, data processing happens concurrently with data gathering. Researchers conduct interviews, and if the results of the interview feel unsatisfactory after being examined, the researcher will keep asking questions until they have obtained information that is deemed credible. According to Miles & Huberman (1992), operations in qualitative data analysis were carried out in a collaborative manner. Data reduction, data visualization, and data verification are all components of data analysis.

Conclusions in qualitative research answer the problem formulation, maybe not. The conclusions of qualitative research are expected to get new findings that have never existed or complement existing findings. The findings are in the form of a description or description of the object of research. (Mirza 2018: 105–107).

### 3 Research Results and Discussion

Researchers conducted interviews with key informant Mr. Suhardi, a 24-year-old practitioner of Digital Communication, Content Creator, Youtuber and Celebgram, lives on Jalan Karya Utama near SMPN 1 Pasir Pengarayan, Ramba District, Rokan Hulu Regency, Riau Province. Indonesia. Planned communication is an important part of the digital communication media management process. Communication management can be defined as public relations activities and accompanying activities to run programs, campaigns, and projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). The Government of the Republic of Indonesia, the United Nations (UN) and the World Community have an important role in planning digital communications in the Conflict Resolution of Russia and Ukraine. This is in accordance with the statement of Mr. Suhardi as follows:

“I think Indonesia is continuously looking for ways for peace to occur between the two countries, and is intensifying those efforts. Russia has been carrying out special military operations in Ukraine for some time. Victims fell from both sides, but peace efforts have not been achieved. Then in this conflict between Russia and Ukraine, Indonesia actually has a strategic position. Especially in the context of being a conflict mediator. That potential comes from the G-20. Where Russia is a member and Indonesia is the presidency. The G-20 (Group of Twenty) is a multilateral forum for international economic cooperation consisting of countries with the largest economies in the world consisting of 19 countries and one European Union institution. This is a form of digital communication planning by the Government of the Republic of Indonesia with the aim that Indonesia as the G-20 Presidency in 2022 must begin to take an active role in reconciling Russia and

Ukraine. Not only for the sake of supply chain stability among the G-20 members, but the most important thing is to safeguard the interests of the national economy. It turns out that the stability of the Indonesian economy is very disturbed by the conflict in Eastern Europe.”

This is in accordance with the Digital Communication Management Theory presented by the researcher who said that planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion. (Nasrullah 2021: 94). Digital communication activities The Government of the Republic of Indonesia has made efforts to assist the Resolution of the Conflict between Russia and Ukraine. This is in accordance with Mr. Suhardi’s statement as follows:

“In my opinion, the digital communication activities of the Government of the Republic of Indonesia have definitely made efforts to help resolve the conflict between Russia and Ukraine, one of which is they are planning a digital communication plan for the Government of the Republic of Indonesia with the aim of Indonesia as the G20 Presidency. One of the purposes of this G20 presidency is to assist in the resolution of the Russia-Ukraine conflict. Therefore, the G20 Presidency in 2022, Indonesia must take an active role in reconciling Russia and Ukraine, not only for supply chain stability among G20 countries. But the most important thing here is to maintain the interests of the national economy where it turns out that the stability of the Indonesian economy is very disturbed by the conflict in Eastern Europe. Therefore, Indonesia will play an active role as one of the forums for the G20 Presidency in 2022 and will certainly also play an active role in assisting the resolution of the conflict between Russia and Ukraine. Why was this done? Because the conflict resolution between Russia and Ukraine greatly affects the stability of the Indonesian economy, it is very disturbed by the conflict.”

The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. That is, it is the managers themselves who know better how a digital communication plan is made, how to execute the plan, to the desired output, impact, and results. (Nasrullah 2021: 162). Presenting Russia and Ukraine at the G20 Presidency in 2022 is one form of evaluation of digital communications carried out by the Government of the Republic of Indonesia. This is in accordance with Mr. Suhardi’s statement as follows:

“As for the evaluation of digital communications by the Government of the Republic of Indonesia, the United Nations (UN) and the World Community in assisting the Resolution of the Conflict between Russia and Ukraine, one of them is by giving them a sense of participation, one of which is like Indonesia itself with the G20 Presidency where things The presentation by presenting Russia and Ukraine is one form of evaluation of digital communications. The Government of the Republic of Indonesia unites the two countries to reconcile. This is a form of evaluation of the digital communication of the Government of the Republic of Indonesia to reconcile Ukraine and Russia. Indeed, Ukraine and Russia themselves are war conflicts and it is very detrimental, especially the impact of the economy, one of which is

affecting the Indonesian economy itself, therefore this needs to be reconciled so as not to affect both the economic, social and other impacts on not only the State of Indonesia but as well as other countries.”

Researchers conducted interviews with informants Mrs. Rd. Dancu Lokita Pramesti Dewi as a 43-year-old Digital Communication Practitioner residing at Jalan Raya Han-kam Gang Bojong Nangka IV no. 69 RT 4 RW 7 Jatirahayu Village, Pondok Melati District, Bekasi City.

Planned communication is an important part of the digital communication media management process. Communication management can be defined as public relations activities and accompanying activities to run programs, campaigns, and projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). The importance of the Russian-Ukrainian Conflict Resolution is carried out to ensure access to humanitarian assistance as well as the safe passage and evacuation of civilians. This is in accordance with Mrs. Lokita’s statement as follows:

In my opinion, regarding the conflict between Russia and Ukraine that has been carried out by the Government of Indonesia, the United Nations (UN) and the World Community, they have the same goal of wanting peace between the two countries. I see that Indonesia has been actively involved in providing input in the discussion of this resolution, to ensure immediate action to reduce conflict, ensure access to humanitarian aid, as well as safe travel and evacuation of civilians. In addition, it also encourages the creation of negotiations and dialogues to resolve conflicts. I think Indonesia has the same goal as me, which is to ensure that the international community (the world) can immediately help overcome the deteriorating situation in Ukraine. For our country, prioritizing a humanitarian approach in the midst of war is a principle. The United Nations as a world international body must consistently call for a cessation of war. Addressing humanitarian issues and promoting the progress of dialogue and negotiations between all Ukrainian parties. With the advancement of digital communication that is increasingly sophisticated today, I think we all have an obligation to help the dispute between these two countries. Small examples can start from ourselves. Voicing “STOP WAR” to social media, will indirectly be followed by the whole world community. If the situation in Ukraine is prolonged, the negative impact will be felt not only in Europe but also in other parts of the world.

## 4 Conclusion

Based on the Data Findings, Data Results and Discussions that have been submitted by researchers, it can be concluded that the Government of the Republic of Indonesia, the United Nations (UN) and the World Community have implemented Digital Communication Management both from Planning, Activities and Evaluation in assisting the Russian Conflict Resolution and Ukraine. From the Planning, the Government of the Republic of Indonesia has been continuously looking for ways for peace to occur between the two countries, and intensified these efforts, assisting the resolution of the conflict between Russia and Ukraine, one of which they carried out in the form of digital communication planning for the Government of the Republic of Indonesia with the aim of Indonesia



as the G20 Presidency. With the advancement of digital communication that is increasingly sophisticated today, I think we all have an obligation to help the dispute between these two countries. Small examples can start from ourselves. Voicing “STOP WAR” to social media, will indirectly be followed by the whole world community. With the G20 Presidency, which brings both Russia and Ukraine, it is a form of evaluation of digital communications. The Government of the Republic of Indonesia unites the two countries to reconcile and can help the families of victims of the wars in Russia and Ukraine. The researcher recommends that the Government of the Republic of Indonesia should play a more active role through the G20 Presidency to bring together and reconcile Russia and Ukraine. The two United Nations (UN) must take a firm stand to reconcile Russia and Ukraine and help the families of the victims of the Russian and Ukrainian wars. The three World Communities can provide support for peace between Russia and Ukraine on Social Media so that it can become a Worldwide Trending Topic that will be able to influence the policies of the Government of Russia and the Government of Ukraine and can help families of war victims and Ukraine through Non-Governmental Organizations and Philanthropic Institutions that exist in both -respective countries as well as international ones.

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Sagar Dua. 2017. Digital Communication Management The World is Going Digital. *International Journal of Recent Research Aspects* ISSN: 2349–7688, Vol. 4, Issue 3, Sept2017, pp. 50–5 <https://www.ijrra.net/Vol4issue3/IJRA-04-03-10.pdf> (Accessed on 3 July 2022 11.19 PM)

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