



GOVERNMENT COMMUNICATION USING SOCIAL MEDIA DURING COVID-19 IN THE CITY OF MADIUN

Mualima Nuralam^{1,*}, Ign. Agung Satyawan², Ismi Dwi Astuti³

^{1,2,3} Postgraduate Program of Communication Studies, FISIP, Sebelas Maret University, Indonesia

Corresponding author Email: mualima@student.uns.ac.id

ABSTRACT

The World Health Organization (WHO) has stated that Covid-19 is a global pandemic that continues to expand to various parts of the world, including in Madiun. The Government, through its digital communication channels, is the spearhead that the public hopes to be able to minimize the hoax information. This is where the role of e-government is required to be more than just moving government business processes that were once offline to online. Social media varies widely in the purpose of use and approach but has the same emphasis on functions that allow users to communicate, interact, edit content, and share content in a social environment. In this paper, the author uses a qualitative descriptive research method, which is a methodology that talks about several possibilities for solving actual problems by collecting data, compiling, analyzing, and interpreting. From this experience, the Madiun City Government learned to form a sense of public trust through social media. Various efforts were made by the Mayor and his staff so that the community believed that the City Government could handle the pandemic being hit by the community. The author can conclude that the development of social media in today's era is not only a flexing event or a place synonymous with worldly pleasures. The use of social media is now overgrowing, not only used by private circles but has penetrated agencies, both government and private agencies.

Keywords: Covid-19, Social Media, Government Communication, Madiun, Qualitative

1. INTRODUCTION

The World Health Organization (WHO) has stated that Covid-19 is a global pandemic that continues to expand to various parts of the world, including Indonesia. The outbreak, which emerged in 2019, has now experienced a reasonably good decline in recovery progress; this decrease in daily cases is undoubtedly based on government policies handling Covid-19. Madiun City is one of the cities affected by the spread of the Coronavirus. In May 2020, the first positive patient was confirmed in the City of Pendekar.

This has led to many new policy policies carried out by the Madiun City government to prevent this virus's expansion. Almost all outdoor activities began to be restricted. During the Covid-19 outbreak, social media became home to all sources of information for social media users due to limited various community activities; this makes interaction with social media activity with the variety of information presented. Social media can

provide the user with various kinds of information between hoaxes or not, with no restrictions on every information spread; this shows that not all information about Covid-19 can be trusted.

The Government, through its digital communication channels, is the spearhead that is expected by the public to be able to minimize hoax information. This is where the role of e-government is required to be more than just moving government business processes that were once offline to online. The spread of Covid-19 information conveyed through social media is based on several factors such as existence, entertainment, and exploration carried out by social media users; these factors show that social media users have a conveying character in providing information.



Figure 1 Instagram Account @pemkotmadiun_



Figure 2 Instagram Account @madiuntoday

To provide the best social media information during this Pandemic to the public, the Madiun City government has an Instagram account that has been verified with a blue tick, namely @pemkotmadiun. This account contains all information about the Mayor's work program and also official information related to the Covid-19 case in Madiun City. To further maximize the role of social media, the Madiun City government has two Instagram accounts at once; this account with the name @madiuntoday has a function that is quite different from the other account. This account provokes the people of Madiun, especially teenagers, to read the news. Therefore this account is packed with attractive packaging and easy-to-understand language. This is evident from the insights that every news they show reached 20 thousand viewers from 74 thousand followers. To speed up the complaint service around covid, the Government has also prepared a Whatsapp service for 112. Since, during this Pandemic, the teaching and learning process was carried out online, the Madiun City Government also provided accessible wifi facilities in each of its villages. Of course, this will make it easier for the public to access all the latest information and policies regarding Covid-19 urged by the Madiun City Government.

2. Literature Review

Using words or objects can be interpreted as one way to utilise something or use it. Use is an activity in using or using something, such as means or goods. Social media, we often know, is one of the social media page networks that can allow someone to communicate with each other or interact with various needs and needs. Van Dijk said that social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaborations [23]. Therefore, social media can be seen as an online facilitator who strengthens the relationship between users and all social ties.

According to Lometti, Reeves and Bybee, the use of social media by individuals can be seen from three things, namely [21]:

- The amount of time relates to the frequency, intensity, and duration used in accessing the site;
- Media content, namely choosing the suitable media and way so the message you want to convey can be adequately communicated.
- This study's relationship between media and individuals is the relationship between users and social media.

According to Shirky, social media and social software are tools to improve the ability of users to share, cooperate between users and take actions collectively, all of which are outside the institutional and organizational frameworks [22].

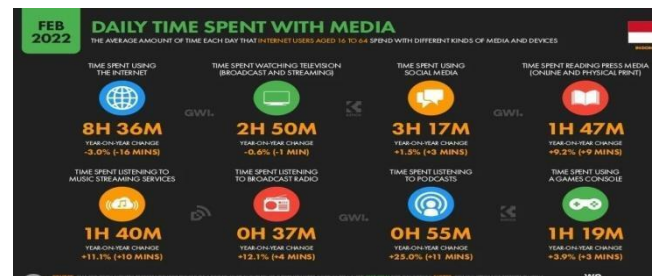


Figure 3 Duration of Internet Use in Indonesia

Quoted from We Are Social, every second, social media continues to be accessed through the internet network and other online activities. Almost 80% of internet use a smartphone by someone to do social media activities. On average, in a day, a person can socialize on media for 8 hours and 36 minutes. This data is surprising that the Indonesian people pay great attention to social media networks.

Social media varies widely in the purpose of use and approach but has the same emphasis on functions that allow users to communicate, interact, edit content, and

share content in a social environment [1,2]. Unlike traditional media (television, newspapers, radio, books), social media relies on user-generated content, not professional. If traditional media is designed to be a 'one-to-many' broadcasting platform, it is designed to be a 'many-to-many dialogue or interaction [1]. Social media technologies are currently used regularly by the majority of Internet users.

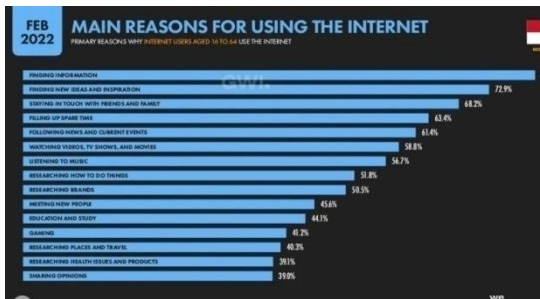


Figure 4. Reasons for Internet Use in Indonesia

The author's data in February 2022 through the We Are Social platform shows that almost 80.1% of Indonesians access the internet to find information. Of course, this is directly proportional to the Madiun City Government's efforts to maximise the function of social media as a means of information, especially information about Covid-19.

3. Methodology

In this paper, the author uses a qualitative descriptive research method, which is a methodology that talks about several possibilities for solving actual problems by collecting data, compiling, analyzing, and interpellating. The goal is to describe systematically, actually and accurately the facts contained in the object of study [2].

Creswell [20] also revealed that qualitative research is multimethod in focus, including interpretive and naturalistic approaches to the subject matter. This means that the author must study everything in his scientific setting, trying to understand to interpret phenomena in terms of the meanings people give to them.

The data collection techniques used in this study used primary data in the form of observation of data sources and secondary data in the form of interviews and documentation observations. The interview guidelines used use interview guidelines that only contain an outline to be asked [3].

4. Results

Indonesian government communication at the beginning of the Covid-19 Pandemic received a negative assessment from at least two non-governmental organizations (NGOs), namely the Institute for Development of Economics and Finance (INDEF) and the Institute for Economic and Social Research, Education, and Information (LP3ES).

LP3ES noted that the Government issued 37 blunder statements in the first 100 days of the Covid-19 Pandemic (LP3ES 2020). Among them was the behaviour of the Coordinating Minister for Political, Legal and Security Affairs, Mahfud MD, who said that the Coronavirus could not enter Indonesia due to permit problems. Then the Head of the National Disaster Management Agency (BNPB), Doni Monardo, stated that drinking herbal medicine made Indonesians immune from the virus. Even President Joko Widodo asked the Indonesian people not to be paranoid about the Coronavirus and still open the door to foreign tourism [4].

Meanwhile, the results of the INDEF survey showed that 66.28% of Indonesians showed a negative response to communication carried out by the Government. Public communication carried out by the Government during the Pandemic is still ineffective due to inconsistencies and unpreparedness in dealing with risks or crises [5]. The results of the analysis of public perceptions and emotions towards the handling of Covid-19 by the Government compiled from digital footprints also state that the main problem faced by the Government is 'trust' or public trust in the Government through information provided to the public [6]. The transparency of the data submitted by the Government has increased trust. Meanwhile, if the data is closed to the public, it will cause distrust which causes panic. The findings have implications for the argument that the Government needs to build trust because it is the number one priority of public emotion. One way is to build information transparency. To convey transparent information, the government must implement an excellent public communication strategy.

From this experience, the Madiun City Government learned to form a sense of public trust through social media; various efforts were made by the Mayor and his staff so that the community believed that the City Government was able to handle the Pandemic hit the community.

A state or autonomous region will not achieve its goals without first creating good governance. This is because building a state and region needs a stakeholder involved as a whole, not only depending on the Government. In providing services to the community, the Madiun City

Government has undergone many bureaucratic transformations. In implementing the practice of E-Government, the Madiun City government can be said to have been very active. Looking at the various uses of social media that they use to communicate with the public during the Covid-19 Pandemic.

Quoted from We Are Social regarding social media that people in Indonesia often use, data on Whatsapp usage occupies the top position in Indonesia, which is 88.7% of the total population. In contrast, Instagram users occupy the second position, which is 84.8%. This is undoubtedly a reference for the Madiun City Government to maximize existing social media's role in building government communication with the community during the Covid Pandemic.

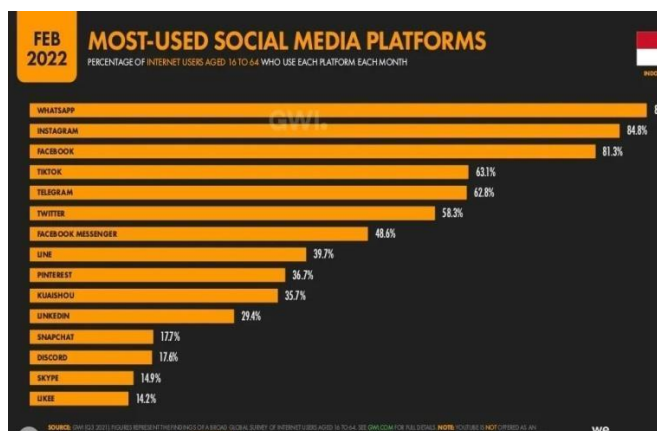


Figure 5 Use of Social Media in Indonesia

Covid-19 information during the Pandemic can describe the situation faced by the community through the rapid dissemination of information [7]; social media provides a space for users to share information, creating interactions during the conditions of the H1N1 outbreak. However, the interaction is a form of support to the government and health workers [8]. Therefore social media twitter provides a role for anyone to be involved, both organizations and individuals, to provide understanding [9]. The information presented can provide an understanding to the public about the condition of Covid-19 and account for misinformation about Covid-19 [10].

The form of interaction that is conveyed influences interactions that occur on social media [11], such as Health services [12] and sentiment information that arises as a result of these services [13]. Scholar has grouped several social media functions so that social media can be functionally mapped to find out the character of information, for example, as a tool for monitoring

activities [14], the development of new cases and total cases [15], and can also function as the primary source of information for Covid-19 [16]. So that information collected through social media Twitter can be analyzed to ensure the characterization of the information in it [17]. The role of social media in building government communication during Covid has a very impact on the behaviour of social media users [18]. Therefore, the information's character impacts handling Covid-19, be it in a negative or positive form [19].

In terms of public service providers, the large number of uses of social media in Indonesia, in addition to the complaint and information service platform, can also be used to build the institution's image and reputation. Moreover, we observe that currently, there are many governments and private agencies that use social media as their official media. Madiun is one of the cities that received the Best Local Government Website award in 2022 in the Berita Jatim Digital Award. The Madiun City Government believes that information is one of the community's needs in this digitalization era.



Figure 6 Madiun City Government Wins Best Local Government Website Award

The award obtained by the Madiun City Government is different if we look directly at it in terms of the comment section. Often people who ask questions and complain are reluctant to be responded to by the admin of the blue-checked account. As an example of an Instagram post about the Third Dose Booster Vaccine, some people experience confusion regarding the third dose booster.



Figure 7 Booster-related Instagram posts



Figure 8 Community Complaints on Instagram

One factor that makes it challenging to provide the best public services is the interaction of communication between the acting Government and the community; there is a lack of close distance between officials and the community, not to mention obstacles to penetrating every layer of society.

However, the Madiun City government does not stand. Still, they use other types of social media to reach people from various walks of life, namely by utilizing the WhatsApp application with a 24-hour complaint service through the wa number below. With the presence of WhatsApp to the city government's public relations director, all forms of community complaints can be resolved. Both complaints about covid and other types of complaints



Figure 9. City Government WhatsApp Account

5. Conclusion

From the results of the discussion above, the author can conclude that the development of social media in today's era is not only a flexing event or a place synonymous with worldly pleasures. The use of social media is now multiplying, not only used by private circles but has penetrated agencies, both government and private agencies.

The development of social media today is not only a place to show off the property, but as a place synonymous with worldly pleasures, office holders can take advantage of social media as a sarna to connect the community and Government in real-time.

This kind of communication helps the government carry out its obligations so that the public can transparently assess the increase in government performance. In addition, the peak of success for private and government institutions is when they win an award. This proves that their social media is used optimally, and the public can enjoy the results. To better reach people from various walks of life, an agency must be good at utilizing existing social media; they must be good at seeing market share and what media is easily accessible to the public so that information can be accepted by the public equally.

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