



Management of Social Media as Public Communication Media for General Election Commission Tuban Regency

Anis Miswoni^{1,*}, Pawito², Ign. Agung Satyawan³

^{1, 2, 3} Faculty of Social and Political Sciences, Sebelas Maret University, Indonesia

* Corresponding author. Email anis.miswoni96@student.uns.ac.id

Abstract. The emergence of new media, one of which is social media has a wide and fast reach and involves its users. Social media is used by the Public Relations of the General Election Commission (KPU) of Tuban Regency to carry out public communications. KPU of Tuban Regency social media should offer interaction between agencies and the public as a public service. Social media management is also strategic to maintain the reputation of the agency. Usually run by public relations by appointing a management team or social media admin. This study aims to determine the management of social media as a public communication of the KPU of Tuban Regency based on the perspective of public relations strategy according to Cutlip and Center. The method used in this paper is a qualitative method with data collection techniques, namely in-depth interviews with two social media managers, one staff, and documentation. The results showed that the KPU of Tuban Regency social media management was carried out in 3 stages out of 4 Cutlip and Center strategies. In the first stage of fact-finding, getting media results based on segments of the Tuban community, namely Facebook and Instagram. The second stage of the planning process has been carried out but is still lacking in detail. Third, is the process of action and communication without any special planning for social media content. Irregular posting frequency. The conclusion of the KPU Tuban Regency social media management in the evaluation process of each social media has not been carried out.

Keywords: Social Media, Public Communication, Public Relations, KPU of Tuban Regency.

1. INTRODUCTION

In Indonesia, the growth of internet users is very rapid. According to a survey conducted by the Association of Indonesian Internet Service Providers (APJII) in the second quarter of 2020, the number of internet users in Indonesia currently stands at 196.71 million of the total Indonesian population of 266.91 million, or 73.7% [1].

According to a survey conducted by the social media management platform Hoot Suite and social marketing agency We Are Social entitled "Global Digital Reports 2020" the number of active social media users in Indonesia has reached 160 million of the total Indonesian population of 266.91 million or 60% [2]. In Indonesia, Facebook is still the prima donna social media, as evidenced by research with the remaining 81% penetration of Instagram, Twitter, Snapchat, and LinkedIn [3].

According to Shel Holtz [4], the advantages of public relations in using the internet, especially in the use of social media as a medium to convey information quickly have a function as advertising, media, marketing

tools, means of disseminating information and promotions, the internet can also be accessed by anyone, anywhere, not limited by space or time, social media opens up opportunities for direct public communication in the field of government.

The rapid growth of internet use, especially social media which has a high number of users in Indonesia, has begun to be in demand by various organizations, companies, and no fewer government agencies [5]. Social media platforms are used by government agencies as communication media to disseminate information to the public. One of the government agencies that use social media as a communication medium is the General Elections Commission (KPU).

KPU is a permanent and independent institution. Become a vertical institution that is equivalent to a ministry/institution. Its position is hierarchically tiered consisting of the RI KPU, Provincial KPU, and Regency/Municipal KPU. Inside the KPU, there are 2 elements of leadership, namely the KPU commissioner and the KPU secretary. KPU commissioners have a tenure of 5 (five) years and can be re-elected for a maximum of 2 terms of office or 10 (ten) years.

Meanwhile, the KPU Secretariat consists of elements of regional and state Civil Servants [6].

KPU of Tuban Regency as the organizer of the General Election at the Regency level in 2006 was tarnished by dark events that made the organizers' image bad. The masses expressed anger due to dissatisfaction and disappointment with the results of the 2006 regional head elections (pilkada) which won the incumbent Regent back [7].

KPU of Tuban Regency has an important role in directing people who have the right to vote to participate in elections. Increase voter participation to be politically literate. In increasing voter participation, of course, the KPU needs the role of public relations or usually called public relations. In the KPU institution, namely the technical section or division and Public Participation Relations (Hupmas). It is stated in the General Election Commission (PKPU) Regulation Number 6 of 2008 concerning organizational structure and work procedures. The Hupmas division has an important role in public services related to information about the stages of the election [8].

The main task of Public Relations of the KPU of Tuban Regency is to create a harmonious and conducive atmosphere between employees within the KPU of Tuban Regency (public internal) and become a bridge to inform policies, election stages to the voting community (external public), and establish good relations with stakeholders [6].

In the process of outreach to the public, the KPU of Tuban Regency is not only limited to letting the public know but with a persuasive approach, both directly and through social media.

In optimizing social media as a medium for public communication and outreach, the KPU of Tuban Regency utilizes 4 social media, namely Facebook, Instagram, Youtube, and Tiktok. Social media is used as a communication and socialization platform. The management of social media carried out by the KPU of Tuban Regency is quite massive, judging by the posts on each social media.

The information or content produced by the KPU of Tuban Regency media team is quite diverse, namely internal KPU activities such as plenary, information about voter data, and information about the ongoing election stages, either through pamphlets or creative videos.

The result of optimizing social media as a medium for public communication and socialization is the increasing community participation in the 2020 regional head elections during the pandemic compared to the 2015

elections. % is the highest increase in East Java when compared to the 2015 election of only 52.1%.

Although the community participation rate of the KPU of Tuban Regency is fairly high, the social media owned by the KPU of Tuban Regency as a public communication channel turns out to have a low engagement rate, one of which is Instagram social media accounts. Based on the analysis of the KPU of Tuban Regency's Instagram engagement rate analysis through the website <https://phlanx.com/engagement-calculator> on April 13, 2022, at 13.27 WIB, the KPU of Tuban Regency's Instagram engagement rate is only 0.39% with an average number of interactions 9 likes and 0 comments with a total of 2400 followers.

Based on the data presented above, the use of social media for the KPU of Tuban Regency as a medium of public communication and socialization was carried out by the KPU of Tuban Regency and saw an increase in the community participation rate, but it was inversely proportional to the low level of engagement of the KPU of Tuban Regency social media as a public communication medium. This is why this study is interesting and important to study further how social media is managed as a public communication medium for the KPU of Tuban Regency.

This study uses the concept of public relations work proposed by [9], the research objectives to be achieved from this research are 1) What is the process of Fact-Finding Social Media at the KPU of Tuban Regency?; 2)What is the social media planning process at the KPU of Tuban Regency?; 3)What is the process of action and social media communication at the KPU of Tuban Regency?; 4). What is the evaluation process for social media at the KPU of Tuban Regency?

2. THEORETICAL FRAMEWORKS

2.1 *Public Relations*

Public Relations (PR) is a science within the social sciences family, being part of the parent science of communication. In addition to science, PR has also become a profession in the field of communication, which is often called the Public Relations Officer profession. Public Relations is a management function that builds and maintains a good and beneficial relationship between an organization and the public that influences the success or failure of the organization [9].

The overall planned communication, both internal and external, between an organization and all its audiences to achieve specific goals based on mutual understanding [10].

From the definition put forward by Frank Jefkins in his book entitled public relations, public relations is closely related to the communication process. A PR or

PR has responsibility for communication activities in the organization or institution where he works. Good communication will create good information reception, thereby deepening public trust in the institution or individual concerned.

PR has a solid basis to start its activities. Cutlip [9] divides the work process of Public Relations into 4 continuous stages, including; fact-finding, planning, action and communication, and evaluation.

2.2 *New Media*

New Media which can be called online media is media in consists of a combination of various elements. which means that there is media convergence in it, a combination of several media into one (Lievrouw, 2011) [11]. New Media is a media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive, and can function privately and publicly (Mondry, 2008: 13) [11].

"Network Society" is part of the new media. "Network society" is a social formation with an infrastructure of groups, organizations, and mass communities that confirms the initial form of the organization from all aspects (individuals, groups, organizations, and social groups). In other words, the fundamental aspect of forming this theory is all that collectively has a broad relationship [12].

The internet is one form of new media (new media). The Internet is considered the most essential information tool to be developed in the future. The Internet is a medium with all its characteristics. The Internet has its technology, way of use, scope of service, content, and image. The Internet is not owned, controlled, or managed by a single entity but is a network of computers that are intentionally connected and operate according to mutually agreed protocols. Several organizations, especially telecommunications providers and agencies play a role in internet operations [13].

As a communication medium, the internet has an important role as a tool (channel) to convey messages (messages) from the communicator/message distributor (source) to the communicant/message recipient (receiver). The nature of the internet as a communication medium is transactional, in the sense that there is the interaction between individuals intensively (continuously) and there is feedback (feedback) between individuals in each of these interactions. In addition, there is participation between individuals by considering the advantages/losses in each interaction [11].

2.3 *Social Media as a Communication Tool*

In this modern era, social media has become an unavoidable means of communication in human life. According to Genc & Burcu [18] social media stands as

a comprehensive telecommunications tool with its revolutionary characteristics of offering user-generated, interactive, fast, and inexpensive content for two decades. Furthermore, Schreck & Keim [20] says that social media includes all media formats in which groups of users interact to generate, share and add information in a distributed, networked and parallel process.

So social media becomes an inseparable part of organizational strategy and practice [19]. This is very different from the conventional communication concept, social media has made it easier for people to interact. That way the consistent and widespread use of social media can make organizations closer to the public and not limited to one-way communication but can build two-way or interactive communication.

Social media is a category of online media where people talk, participate, share, and network is characterized by online activity. Most social media encourage users to discuss, provide feedback, vote, comment, and share information according to their respective interests. social media is more than just a two-way conversation, more than a one-way broadcast like traditional media, social media is unique, namely the idea of staying connected to sites, sources, and other people (Ron Jonws, 2009) in [14].

Social media is a medium for disseminating information that is quite effective for many people, even information that is not yet known to be true is quickly spread to all corners of the world. In this case, public relations for government agencies are required to have the ability to manage social media astutely so that information related to the institution can be conveyed to the public properly. Not only that, but public relations agencies must also be able to manage various sources of information and use communication channels effectively [15].

2.4 *Public Relations Strategy According to Cutlip and Center*

Public Relations is a management function that establishes and maintains good and beneficial relationships between an organization and the public that affect the success or failure of the organization. The four stages of the PR strategy process according to (Cutlip et al., 2006) are:

2.4.1 *Fact-Finding*

This first step involves assessing and monitoring knowledge, opinions, attitudes, and behaviors related to the actions and policies of the organization. This step defines the "What happened now?" situation [9].

2.4.2 *Planning*

In the second step according to (Cutlip et al., 2006), the information collected in the first step is used to make

decisions about the public, targets, actions and communication strategies, tactics, and program objectives. The second step in the PR process is studying the situation based on what needs to be changed, done, or said.

2.4.3 *Action and Communication*

The third step according to (Cutlip et al., 2006) involves implementing a program of actions and communications that have been designed to achieve specific goals for each public to achieve program goals. The third step is looking for people, "Who will do and tell this program, and when and how?"

2.4.4 *Problem Evaluation*

The final step in this process involves the readiness, assessment, implementation, and outcomes of the program. Adjustments have been made since the program was implemented, based on evaluation feedback regarding success or failure [9].

3. **METHODOLOGY**

This study uses an interpretive qualitative method where the researcher has an important role to interpret and give meaning to the data and information provided by the participants [16].

John Creswell (2008) [16] the first stage of qualitative research, starts with the identification of the problem that is the target of the research. In this study, the problem that will be discussed is how the process of managing social media as public communication for the KPU of Tuban Regency is. Second, is the literature review, which is looking for literacy materials, and journals related to the research topic. Third, determine the goal.

Fourth, the data collection used in this study is the first way, interview (interview) is a method of collecting data with interaction or communication, namely a conversation between two parties including the interviewer (interviewer) who asks questions and the interviewee (interviewee) who provides answers to the questions [17].

There are several things to determine the research subject, namely people who have participated in the

activity being researched for a long time and have sufficient time to be asked for information [17].

Getting informants, is carried out by the opinion of Patton (2001) [17], that choosing the informant should be considered the most so that the selection is balanced according to the needs and stability of the researcher.

Meanwhile, according to (Raco, 2010) the informants were selected based on the informants having the required information; having the ability to share their experiences or provide the needed information; engage with the symptoms, events, and problems, in the sense of experiencing firsthand; willing to participate in the interview; are not under pressure but are fully willing and aware of their involvement. So that it can be concluded that the main requirements in selecting informants are credibility and rich information needed in research (information-rich).

In this study, researchers determined specific criteria for informants, namely the KPU of Tuban Regency Commissioner, Voter Education Socialization Division, Human Resources, and Community Participation and Plt. The Head of the Technical Subdivision and Public Participation Relations as informants, because both informants have responsibility for the management of social media for the KPU of Tuban Regency, and act as public relations for the KPU of Tuban Regency so that the informants have the information that researchers need.

Depth interviews are conducted by asking questions to capture people's perceptions, thoughts, opinions, and feelings about a phenomenon, fact, or reality [16].

The second data collection technique is documentation, namely the data sources used to complete the research, both in the form of written sources, films, pictures (photos), and monumental works [17].

Fifth, data analysis means systematically measuring the material from interviews and documentation, interpreting and producing a new thought, opinion, theory, or idea. This is called findings or findings. Findings here means looking for and finding themes, patterns, concepts, insight, and understanding. They are then summarized into an affirmation or statement of meanings [16].

Table 1. Research Informants

No	Informant Name	Position	Division
1	Zakiyatul Munawaroh	District KPU commissioner. Tuban	Division of Socialization, Voter Education, Human Resources, and Community Participation
2	Rendy Irsyad Pahlavi	Plt. Head of Subdivision of Public Participation and Technical Relations	Public Participation Relations and Technical Division

4. RESULTS AND DISCUSSION

Based on research conducted at the KPU of Tuban Regency, interviews with the Commissioner of the Division of Voter Education Socialization, Human Resources, and Community Participation (Sosdiklih, HR, and Parmas) and Pt. The Head of the Subdivision of Public Participation and Technical Relations in managing social media as a public communication medium by the roles of the Social Education, Human Resources and Parmas Division in PKPU Number 8 of 2019 article 11 paragraph 3 point b duties in organizing elections, the KPU is obliged to convey all information on organizing elections to the public.

Of course, carrying out roles and duties is regulated by a code of ethics regulated in PKPU Number 8 of 2019 Article 1 Point 37. The Code of Ethics for Election Organizers hereinafter referred to as the Code of Ethics, is a unity of moral, ethical, and philosophical principles that serve as behavioral guidelines for Election Organizers in the form of obligations or prohibitions, actions, and/or words that are appropriate or inappropriate to be carried out by the Election Organizer. Point 38. Code of Conduct is a code of values and standards of behavior that is expected by everyone in working for members of KPU, Provincial KPU, and Regency/Municipal KPU as Election and Election Organizers.

The management of social media as a medium of public communication carried out by the KPU of Tuban Regency is following the Cutlip and Center theory.

4.1 KPU of Tuban Regency Social Media Fact-Finding Stage

KPU of Tuban Regency social media Facebook was formed in 2017, while Instagram in 2018, followed by Youtube in 2019 and Tiktok in 2022. In the digital era like today, with the emergence of cyber PR and industry 4.0, an organization should carry out public communication activities through the media social.

The KPU of Tuban Regency utilizes several social media, including Facebook, Instagram, Youtube, and Tiktok. According to Zakiyatul Munawarah, Commissioner of the KPU of Tuban Regency, the Socialization, Voter Education, Human Resources, and Community Participation division who is in charge of social media for the KPU of Tuban Regency explained that the social media was chosen based on previous research based on the segment of voters who use social media in Tuban Regency.

"Previously we had social media accounts, Facebook, Instagram, and Twitter, but after we reviewed the number of Twitter users in Tuban Regency, it was relatively low, so we used it based on the number of social media users in Tuban Regency."

The research used is in the form of fact-finding, namely evaluating through searching for data and social media trends based on those used by voters in Tuban Regency.

"The research we use, by making events such as the 2019 election, we make selfie events at polling stations with prizes, provided that we follow all KPU of Tuban Regency social media, the result is that Facebook and Instagram have a very significant increase in followers"

The data found that social media users are voters in the Tuban district, namely Facebook and Instagram. However, to follow the trend, the KPU of Tuban Regency in early 2022 created a TikTok account, while Youtube was still used as a live streaming medium during the election debate activities.

4.1.1 Facebook

Facebook is the most popular social media for Tuban people. This can be seen from the higher number of followers compared to other social media. This can increase public confidence in the KPU of Tuban Regency government organization. The social media Facebook is becoming popular among demographics of all ages and can be interpreted as creating a point to build relationships with the public. The Facebook fan page @KPU Kabupaten Tuban has 3,546 followers and gets a 5.0-star review.

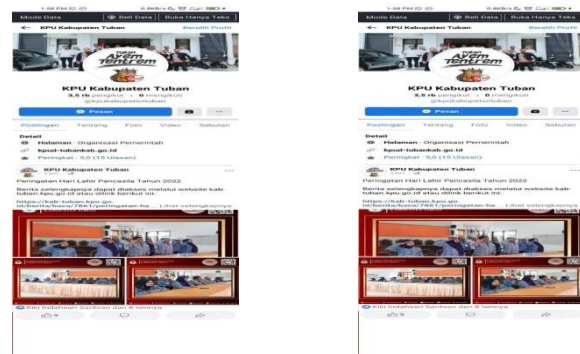


Figure 1. KPU of Tuban Regency Facebook Accessed on 01 June 2022 at 01:58 PM

4.1.2 Instagram

Instagram is the second most influential social media after Facebook. The Instagram account @kpu_tuban3523 was created in 2018 and currently has 2401 followers, with a total of 645 posts. This outperforms the Bojonegoro Regency KPU, which is a neighbor of the KPU of Tuban Regency, the @KPUKabupatenBojonegoro account only has 716 followers with 316 posts. And the Lamongan Regency KPU @kpulamonganofficial has 1,901 followers with a total of 675 posts.

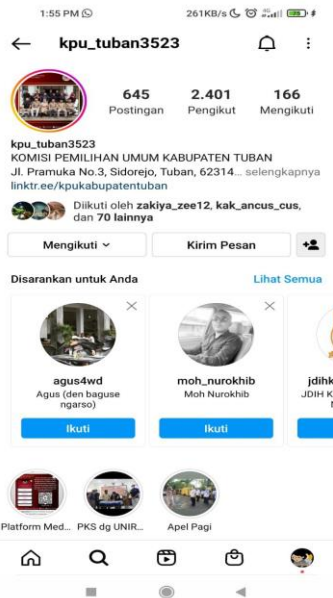


Figure 2. KPU of Tuban Regency Instagram
Accessed on 01 June 2022 at 01:55 PM

4.1.3 Youtube

Youtube is one of the social media used by the KPU of Tuban Regency by using a channel to post videos produced by the KPU of Tuban Regency as a means to convey information packaged in videos. However, currently, the Tuban KPU Youtube only has 153 subscribers and 13 video posts.

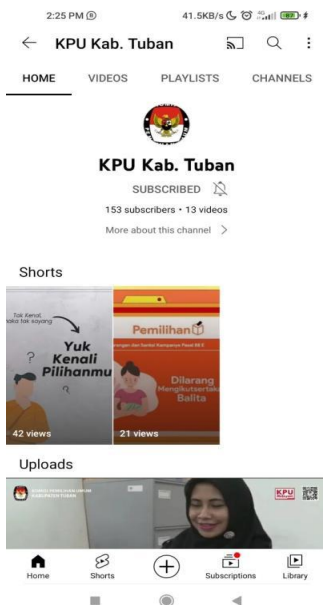


Figure 3. KPU of Tuban Regency Youtube
Accessed on 01 June 2022 at 02:25 PM

4.1.4 Tiktok

KPU of Tuban Regency Tiktok was only formed in early 2022, currently, it has 180 followers.

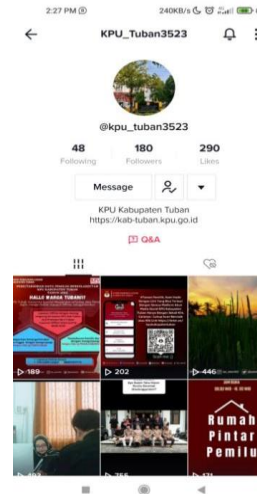


Figure 4. KPU of Tuban Regency Tiktok
Accessed on 01 June 2022 at 02:47 PM

The results of the evaluation carried out by the public relations of the KPU of Tuban Regency in the 2020 regional elections, the Tuban people believe in the credibility of the KPU of Tuban Regency. proved by; 1. There is no claim for results or stages. This has made people believe that the KPU of Tuban Regency is transparent and does not flirt with political parties; 2. The public participation rate in the 2020 Pilkada skyrocketed from 2015 which was only 52.1%, while in 2020 it rose from 24.3% to 76.4%, the highest increase in East Java. This is part of the public's trust in the KPU of Tuban Regency.

No	TINGKAT PARTISIPASI (%)		DATA PERSEKUTUWAN DISARILAH		PERSEKUTUWAN (%)
	K	TOTAL	K	P	
001	71,30%	83,84%	10	2	12
004	70,31%	80,10%	20	30	50
173	80,18%	78,10%	2	1	3
007	62,82%	78,08%	20	24	44
006	70,91%	81,33%	40	30	70
110	66,44%	80,48%	7	17	24
100	71,82%	80,14%	6	10	16
114	70,92%	84,76%	10	13	23
009	70,92%	80,00%	10	10	20
147	74,07%	81,21%	8	10	18
102	70,92%	81,21%	10	10	20
005	70,37%	78,56%	32	38	70
002	70,92%	81,21%	10	10	20
003	70,31%	80,00%	10	11	21
008	70,92%	80,00%	20	18	38
000	72,48%	79,52%	40	40	80
004	72,31%	80,80%	40	40	80
001	72,31%	80,80%	40	40	80

Figure 5. Data on community participation in the 2020 elections for the KPU of Tuban Regency
Source KPU Tuban Regency.

4.2 KPU of Tuban Regency Social Media Planning Stage

The KPU of Tuban Regency's social media management has carried out a plan but has not yet gone into detail in the analysis stage of the problem of public conditions on social media.

The planning process carried out by the KPU of Tuban Regency is to determine what content will be uploaded on social media by doing fact-finding in the previous chapter. However, it has not yet reached the stage of collecting data, needs, desires, and expectations of the target audience. In the planning process carried out by the KPU of Tuban Regency, content is uploaded on social media based on daily activities carried out by the agency, information on voter numbers, voting procedures, legislation, and usually reposts from the content of the Indonesian KPU and the East Java Provincial KPU.

The content uploaded on the KPU of Tuban Regency social media has the same content between Instagram and Facebook as well as TikTok. The content is made as attractive as possible to be liked by the public and following the information needed by the public, there is feedback from the audience in the form of likes and comments.

In general, the planning process is only carried out by one to two people who are responsible for the social media of the institution that handles digital activities. Starting from ideas, and concepts, searching for data, posting, and providing feedback.

The planning process according to (Cutlip et al., 2006) begins with research. The PR process is not as simple as collecting data and facts, but must prioritize processing, research, classifying, and compiling data in such a way as to facilitate problem-solving later. After the research and data search stages, PR practitioners proceed to the planning stage.

Broadly speaking, the KPU of Tuban Regency has conducted preliminary research by identifying the right social media for government organizations that have different segments. The role of KPU of Tuban Regency's social media is to build the organization's reputation and function as a public communication medium.

The planning process begins with collecting documentation of activities, as well as data that will be submitted to the public, then processed by the PR team into content that is interesting and easy to understand by the public, photos or videos are edited and equated with tone color so that it has a uniform and pleasant color. lengthened.

4.3 Stages of Action and Social Media Communication

The third step involves implementing a program of actions and communications that have been designed to achieve specific goals for each public to achieve program goals. "Who will carry out and notify this program, and when and how?". At this stage, the KPU of Tuban Regency social media manager posts according to the

planning at the planning stage, although the planning is not written in detail, the KPU of Tuban Regency social media manager usually uploads content based on upcoming activities and events.

Content uploaded on social media Facebook and Instagram have similarities, but on TikTok, it is more in the form of videos. The method used by the KPU of Tuban Regency to increase public trust is by educating the public about the general election, then providing information about electoral data. As the results of the interview with the person in charge of digital activity:

"Our post is based on the activities we do, usually at the election stage there is data updating, now we process the data into content that is easy for the public to understand. Then, if there are no stages like today, we usually repost from the KPU RI and the KPU East Java (Rendy Irsyad P., Plt. Head of Subsection for Public Participation and Technical Relations)."

In Facebook and Instagram posts, the content shared is about election information, voter data, election procedures, and KPU of Tuban Regency activities. For Facebook, it is linked to the KPU of Tuban Regency website which contains news on KPU activities, the general election database from the beginning until now, PKPU, and others. because the Facebook feature can be equipped with clickable links, while Instagram contains the photo and video content with a little caption.

Postings on the KPU of Tuban Regency social media are following ongoing activities and stages. The content that appears is quite interesting and educates the public, but unfortunately, there is no clear plan for the content to be uploaded in the future.

4.4 Stages of Evaluation of KPU of Tuban Regency Social Media

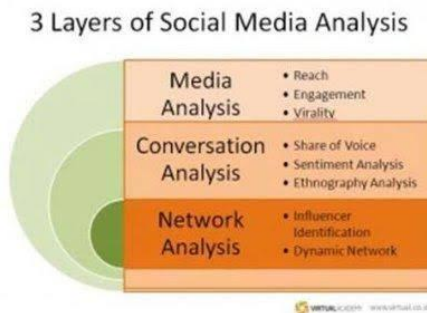
The evaluation process is carried out by the KPU of Tuban Regency manually, by counting the number of likes, shares, and comments on each social media. However, from these results, there has been no special action taken by the KPU of Tuban Regency to evaluate the uploaded content.

According to (Irawan D, 2011) [11], one of the strategic measurements that are starting to attract the attention of both marketers, or entrepreneurs and companies is related to mentions on social media. There is already some software on the market that can help measure positive, neutral, or negative mentions of all public conversations on social media. This is important to build a company's brand compared to competing brands. Brands that have a high and positive level of mention intensity compared to competing brands can illustrate that the brand has a strong brand image and a

high level of loyalty. Publics who give positive mentions are those who are well informed and loyal.

The KPU of Tuban Regency has not carried out social media analysis according to the reference (Primaretha, 2012) in [11] creating a form of social media analysis stage that is used to measure the success and effectiveness of each social media campaign that is carried out together and the social media team in Virtual Consulting.

The following is an illustration of the social media analysis model referred to as the 3 layers of social media analysis :



Model analysis

If it is compared to fruit, the analysis of the media is the fruit skin layer. Media analysis is the initial stage of an evaluation or analysis to measure the performance of a brand or our account on social media. Media analysis consists of 3 main matrices, namely reach, engagement, and virality. Reach measures an audience, for example, total followers, total views/unique views, and information about the demographics or behavior of that audience's reach. Then the second matrix is engagement. This matrix tries to measure how much activity there is in creating content and how much the content gets feedback from the audience. Lastly is Virality, This is a special matrix to measure campaigns on social media; an example is the hashtag #KPUMelyani which is monitored in terms of how many retweets that hashtag has and then how many impressions are generated from the number of people who retweet about tweets containing that hashtag.

Conversation Analysis

This stage of analysis is still often abandoned due to ignorance or inadequate technology. For example, there is a brand account on social media that has many followers and has a very large number of mentions every day. But have you seen that of the many walls, comments, and mentions that come in, what are they talking about? The analysis at this stage seeks to understand the words that are most often used by the audience when trying to communicate. Then, the issue that caught their attention was the number of tweets and walls on these social media accounts.

It doesn't just stop there, it needs to be measured by sentiment analysis. With three indications of positive, neutral, and negative tones, trying to understand consumer emotions with these three benchmarks. It could be that his presence on social media is just an outlet for the disappointment of dissatisfied customers, please pay attention. The last thing of this stage of analysis is to use the knife of ethnographic analysis. This analysis is in the form of qualitative and the results of the analysis are in the form of narration/words that want to explain how the uniqueness of our audience's perception or behavior towards brands on social media.

Network Analysis

One of the goals of a brand being present on social media is to gather a community that likes the brand. Communities are a very powerful tool for influencing those customers and potential customers. People will be easily persuaded to believe if friends, family, or community leaders admire the goodness of a product. For this reason, the analysis at this stage talks about the extent of success in influencing influencers and their network of friends on social media.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the data that the author collects and analyzes according to the four stages of the PR strategy process according to Cutlip and the Center to answer the problem formulation, it can be concluded that the KPU of Tuban Regency's social media management process begins by looking at the characteristics of the organization so that the use of social media is used to increase public image and trust. Then look at the public segmentation of the KPU of Tuban Regency by doing a test-risk accidentally using events on social media and the result is that Twitter is deleted as the KPU of Tuban Regency's social media, and Facebook gets the most followers than Instagram. So that the Regency KPU's social media that have potential are Facebook and Instagram.

In the social media planning process of the KPU of Tuban Regency, the planning was carried out by 2 people, namely the commissioners of the social education division, HR, and Parmas and Plt. Head of Subdivision of Public Participation and Technical Relations. The concept of content is discussed directly.

In the process of action and social media communication of the KPU of Tuban Regency, the stages of implementation are carried out following the KPU's activities to be carried out. Without any special planning for social media content. The frequency of posting regularly is not regular.

The evaluation process of the KPU of Tuban Regency social media with an analysis of each social media has not been carried out. So we can't conclude about engagement from each post.

5.2 Suggestion

The author's advice in managing KPU of Tuban Regency social media. First, the research process has been carried out but the process is not intentional, namely based on the event being held. This stage should be carried out periodically by looking for data on each social media so that you know what the public wants.

Second, the KPU of Tuban Regency social media planning process, making clear content plans for each social media in the form of a timeline so that posts can run and be sustainable, with appropriate themes.

Third, the process of action and social media communication of the KPU of Tuban Regency to delegate special employees to take care of the social media action and communication process, so that they are not constrained by other work and focus on concept planning, content creation, and uploading content.

Fourth, the evaluation process for the social media of the KPU of Tuban Regency must be carried out using analytical tools that are already available on each social media. Have a special tablet or smartphone to manage social media, so it is not mixed with employee smartphones.

AUTHORS' CONTRIBUTIONS

Anis Miswoni, born in Tuban on August 08, 1996; graduated with a Bachelor of Communication Science at Trunojoyo Madura University in 2018, having worked as a public relations support staff for the KPU of Tuban Regency. Currently, he is studying for the Master of Communication Studies at Sebelas Maret University.

ACKNOWLEDGMENTS

Thanks to the General Election Commission of Tuban Regency, commissioners, and staff.

REFERENCES

- [1] APJII. (2020). *Penetrasi dan Perilaku Pengguna Internet Indonesia. Hasil Survei Asosiasi Penyelenggara Jasa Internet Indonesia*. <https://apjii.or.id/>
- [2] Bianda, L. (2020). *Riset: 64% Penduduk Indonesia Sudah Pakai Internet*. Kumparan. <https://kumparan.com/kumparantech/riset-64-penduduk-indonesia-sudah-pakai-internet-1ssUCDbKILp>
- [3] Pribadi, A. S., Pratiwi, M. M. S., & Brotowidagdo, R. (2019). *Motif Afiliasi Pengguna Aktif Facebook*. *Proyeksi: Jurnal Psikologi*, 6(2), 50–57.
- [4] Soemirat, S., & Elvinaro, A. (2005). *Dasar-dasar Public Relations*. Remaja Rosdakarya.
- [5] Muharam, K. A., & R, T. H. N. (2022). *Pengelolaan Media Sosial Sebagai Media Komunikasi: Studi Kasus KPU Kota Cilegon Banten Pilkada Tahun 2020*. 6(1), 108–124.
- [6] PKPU (2019). *Nomor 8 Tahun 2019 tentang tata kerja Komisi Pemilihan Umum, Komisi Pemilihan Umum Provinsi, Komisi Pemilihan Umum Kabupaten/Kota*.
- [7] Indahsari, R. Y. (2018). *OPINI MASYARAKAT TUBAN TENTANG CITRA KPU KABUPATEN TUBAN JELANG PEMILIHAN GUBERNUR DAN WAKIL GUBERNUR JAWA TIMUR 2018*. 071614853014, 1–11.
- [8] PKPU Nomor 6 Tahun 2008 tentang susunan organisasi dan tata kerja. *Pada divisi hupmas yang memiliki peran penting dalam pelayanan publik masyarakat terkait informasi tentang tahapan pemilu*.
- [9] Cutlip, S., M. C., Allen, H., & Broom, G. M. (2006). *Effective Public Relations*. Penerjemah Tri wibowo. Edisi Kesembilan (edisi kese). Kencana Prenada Media Grup.
- [10] Jefkins, F. (2003). *Public Relations*. Penerbit Erlangga.
- [11] Syuderajat, F., & Puspitasari, K. (2017). *PENGLOLAAN MEDIA SOSIAL OLEH UNIT CORPORATE COMMUNICATION PT GMF AEROASIA*. 81–97.
- [12] Van Dijk, J. A. G. . (2006). *The Network Society*. SAGE Publications.
- [13] McQuail, D. (2010). *McQuail's Mass Communication Theory*.
- [14] Novita, D., Suryani, E., Morlian, A., Widyastuti, M., & Fadhilah. (2020). *EVALUASI KOMUNIKASI PUBLIK KOMISI PEMILIHAN UMUM MELALUI MEDIA SOSIAL PADA PEMILU SERENTAK 2019*. 8, 159–176.
- [15] Cahyani, A. M. (2019). *Strategi Komunikasi Humas Pemerintah Kota Surabaya Melalui Media Sosial*. *Undergraduate Thesis, Surabaya*. UIN Sunan Ampel.
- [16] Raco, R. J. (2010). *Metode Penelitian Kualitatif* (A. L (ed.); 1st ed.). PT. Grasindo.
- [17] Murdiyanto, E. (2020). *Metode penelitian kualitatif*. LP2M UPN "Veteran."
- [18] Genc, M., & Burcu, O. (2015). *A Fact or An Illution: Effective Social Media Usage of Female Entrepreneurs*. *Elsevier Journal. Procedia Social*

and Behavioral Sciences, 195, 293–300.

- [19] Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). Social media metrics — A framework and guidelines for managing social media. *Journal of Interactive Marketing*, 27, 281–298.
- [20] Schreck, T., & Keim, D. (2013). *Visual Analysis Of Social Media Data*. 46, 68–75.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

