



DISKOMINFO GRESIK'S INNOVATION THROUGH SOCIAL MEDIA MANAGEMENT TOOLS

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ABSTRACT

Today's technological developments show tremendous progress. Many from the realm of life have taken advantage of the existence of technology itself. Government agencies are no exception. The government's work as a public service provider should not be separated from branding. The state of public information and communications services that national agencies have implemented to date is still limited in personnel, infrastructure, and organizational governance. Diskominfo Gresik has developed a new concept of social media management. They are known and want to have a good image of their city. They used social media management to develop the concept of social media tools based on user-generated content to increase community involvement. This survey uses a qualitative method by interviewing Diskominfo. There are certainly a number of challenges in implementing the strategies implemented by Diskominfo, but they see them as a challenge to take this a step further. Diskominfo is in the early stages of preparing to use social media to spread the concept of the disclosure using self-developed social media management. It also refers to the guidelines for using social media by government agencies in Permenpan RB No. 83 in 2012. This study aims to get a complete picture of the concept of social media management tools implemented by Diskominfo Gresik.

Keywords: *User Generated Content, Social Media Management, City Branding, Diskominfo Gresik.*

1. INTRODUCTION

Human capacities in terms of online have improved significantly in recent years, particularly in terms of connectivity. For example, Facebook, Twitter, LinkedIn, and other social media sites like Instagram and YouTube allow users to connect and exchange information online. Social media refers to web-based technologies that foster user-generated content and make it easier for people to share and disseminate knowledge through social networking and other forms of interactivity [1]. As communication technology advances, more individuals, organisations, and governments are shifting from traditional to electronic media in virtual space, social media. Government use of technology and the Internet must continue to grow in lockstep with citizen adoption.

However, there are various concerns and doubts about the success and future of social media in government [2]. Government-produced social media articles benefit enormously from today's rapid expansion of social media. One advantage of harnessing information technology is that government organizations increasingly

utilize social media. The use of information and communication technology, particularly social media, improves government functions involving information disclosure [3].

Governments worldwide are modifying their environments through the use of social media platforms. Diskominfo Gresik, being a public sector organization that disseminates information to the general public, is actively participating in social media in the current day. However, despite their ease of use, social networking applications and social media have evolved into powerful tools for communication, enjoyment, and social change. Government social media may seem like the next step in a long line of efforts to make things more digital, but there are many good reasons it is different [4]. Social media has been defined as social interaction by its very nature, with its primary strengths in the areas of cooperation, participation, empowerment, and real-time engagement and being another channel of government-citizen communication.

Mergel's (2012) study reveals that the critical issue is not the development of these new social technologies

themselves but their adaptation to specific political and administrative contexts and institutional structures of government. It is challenging for social media platforms to adapt to the current organizational culture and institutional architecture of public sector organizations. Increasingly, social media has an impact on democratic involvement. A significant concern is how to keep people interested in politics and involved in the democratic process while also transforming governance by bringing citizens and government together. Diskominfo Gresik aims to cultivate a favourable Diskominfo image by using a variety of human resources, content creation technologies, and social media concepts. While there has been some progress, there has been a dearth of systematic initiatives to map and organize studies on government social media. A recent study by Medaglia and Zheng (2017) demonstrates a complete mapping of social media research in a public-sector context in the Information Systems (IS), Public Administration (PA), and government literature. There are not many studies that look at social media platforms by government organizations. Diskominfo Gresik constructs this using self-developed management tools and methods. This study aims to investigate Gresik Diskominfo's implementation of a social media management tool use.

2. SOCIAL MEDIA

Many people would be able to name several popular social media platforms. However, it would be difficult to find two people who could agree on an accurate description of a social media platform. For the same reason, there is a lack of agreement in academic scholarship about what constitutes a social media tool, particularly across disciplines, even when the technology itself is widely accepted. In other words, although we know what social media is, we are not always able to define why it is what it is, and different disciplines approach social media in varied ways. Social media were defined by Russo et al. (2008) as those that allow people to communicate, network, and work together online. Lewis (2010) said social media are just a name for digital technologies that let people connect, interact, produce, and share content. Same energy as Kaplan and Haenlein (2010) say that social media is a group of web-based applications that build on Web 2.0's ideology and technology and allow people to make and share their content. The lack of a definitive definition related to social media encompasses many scientific disciplines. However, we can understand social media as a digital platform that offers users the ability to engage in social activities on their own time.

As of January 2022, there were 191 million active social media users in Indonesia (We Are Social, 2022). Compared to the previous year's total of 170 million individuals, this statistic reflects a 12.35 per cent

increase. The number of Indonesians using social media continues to rise each year. However, its growth between 2014 and 2022 has been erratic. A 34.2 per cent increase in people using social media happened in 2017. Last year, the increase was only 6.3%. This year's total is much higher than last year's. Social media is rapidly becoming a highly profitable platform for marketers to leverage. The ease of access to the audience increases due to the geographical limitations that exist. The bottom line is that social media allows for a variety of two-way activities to be carried out in various modes of exchange, cooperation, and getting to know one another that can be textual, visual, and audiovisual.

As We Are Social (2022) reported, social media users do not need to be present on every platform simultaneously to reach the majority of their customers. Indeed, suppose the primary goal is to get users' messages out to as many people as possible. In that case, marketers or public relations may focus on only one or two of the most popular social media networks. This data is not the only element to consider when developing a marketing strategy, but it helps us think differently about how we establish a social media platform mix. People utilize different platforms for a variety of reasons. Therefore communicator should look into these reasons to determine which platforms best suit particular campaign and activity goals. There are many reasons why individuals use social media nowadays. However, it is essential to realize that these motives vary by nation and age range, so it is essential to look at our local market statistics.

Rather than the content provided by the organization or individual hosting the medium, the contributions and interactions with other users provide social media its value in terms of benefit and enjoyment (Carr & Caleb, 2015). Users are not required to contribute content to gain value from a social media network. In addition to or instead of contributions from individual users, organizations can create and promote content. Individuals may derive more excellent utility and value from user-generated comments on a public service announcement than the intended message, even though the organization produced and marketed it. Contact with other individuals encourages users to return to the site and maintains an interest in the material.

3. GOVERNMENT SOCIAL MEDIA

Social media projects in the public sector are thriving, with the users increasingly agreeing on the critical nature of interacting with people through social media platforms. These projects are in response to citizen requests for greater and mature expectations of public entities in terms of responsiveness, information

distribution, and service provision due to their experience as social media users.

The proliferation of government presence on social media platforms does not only enhance the number of digital channels of communication available to governments. According to Kaplan and Haenlein (2010), social media is "a collection of Internet-based technologies that allows users to create, change, evaluate, and connect to content or other content providers." In addition to converting citizens from passive consumers of government services to active co-creators, social media is also redefining the relationship between public agencies and technology platform providers [4]. The public sector's research on social media has attempted to keep up with such advances, despite the difficulties inherent in capturing the core of a rapidly changing objective.

In order to preserve the government's image and reputation, government public relations must educate the public about government policies, accommodate and handle their requests, and establish public confidence as stated in the Guidelines for the Use of Social Media for Government Agencies from Permenpan-RB. Thus, creative and persuasive efforts are required to complete the task. Permenpan-RB (2014) about social media guidelines stated that government public relations must convey policies, work plans, and performance to the public using traditional, new, and social media. Communication using new media or internet technologies may reach all parties rapidly.

As stated in the Guidelines for the Use of Social Media for Government Agencies from Permenpan-RB, the government must adhere to essential concepts such as truthfulness in content, accessibility, participation, and involvement while managing social media. It is critical to generate integration and harmonization that are both mutually advantageous and long-lasting in order to build constructive connections amongst government agencies, particularly those responsible for government-community interactions. Government cannot just hand out useless information to the general public. While there is no single "optimal" approach to using social media in government, there is no single set of principles that can be applied across all tasks, countries, agencies, citizens, and levels of government [2]. It is unlikely that a successful technique for any particular application will be identified by copying and pasting a previously successful solution, no matter how close the circumstances are.

4. RESEARCH METHOD

This study takes a qualitative approach, relying on interviews. This research method usually does not rely on quantitative data or statistical analysis [5]. This research may all be gleaned from people's perspectives on some

experience, how they get it, and the assumptions that practitioners make about it. There are many ways that qualitative research can examine and explain these complex relationships. Individual and focus group interviews, participant observation, ethnography, and various other procedures are often used in qualitative research.

Qualitative research differs from quantitative research in its approach to intellectual inquiry. Qualitative approaches use text and visual data, have unique data analysis steps and use a variety of designs [6]. The purpose of qualitative research should be explained to readers. They should also learn about specific designs, reflect on the researcher's role in the study, use an ever-growing list of data sources, use specific protocols for recording data, analyze the information in multiple steps, and discuss how to document the methodological approach, as well.

Specifically, this research is based on a case study approach. Case studies are a type of inquiry found in many domains, including assessment. The researcher develops an in-depth examination of a case, frequently a program, event, activity, process, or one or more individuals. Case studies can be found in many fields, including evaluation. Using a range of data gathering approaches over an extended period, researchers gather detailed information about limited cases in time and activity.

We recommend that this paper proposal take a procedural approach by identifying and discussing one or more available ways to ensure the accuracy of the findings. We employ validity through data triangulation. Creswell (2019) defines triangulation as analyzing evidence from several sources and applying it to construct a logical argument for themes. If the topic is established by the convergence of many data sources or the participants' perspectives, this approach can be credited with increasing the study's validity. In order to increase the reliability of the findings, this paper will provide the document of case study techniques and the steps of the procedure to the greatest extent possible.

5. DISCUSSION

Adoption of social media by individuals has increased the use of social media as a tool for public relations for a growing number of businesses and organizations, with many businesses and organizations now utilizing a variety of public relations tools and methods to engage with and communicate with the general public [7]. Because most social media researcher does not have social media managers in charge of their social media activity, it is critical to develop a strategy that reduces total social media effort while maintaining professional social media communication [8]. Social media

management often operates in teams, which involves the participation of other individuals in the social media workflow beyond the users themselves. As a result, because the underlying mechanics of social media management are the same for both people and groups, both may use the process. Trefzger & Dünfelder (2016) suggest a three-step process that constantly operates and organizes the workflow according to content creation, preparation, and communication stages. Once an organization decides to engage in social media, it must develop, execute, and monitor particular social media initiatives. Tsimonis & Dimitriadis (2014) enhanced the preparation of social media management by including external aspects [9]. This information is utilized to adapt the company's present social media engagement and subsequently develop a new plan.

As stated in the Decree of the Minister of Communication and Information No. 371/KEP/KOMINFO/8/2007 concerning the code of ethics for government public relations, Diskominfo Gresik tries to fulfill the role of government public relations stated in the Decree. What is meant by government public relations is the activities of institutions and or individuals performing management functions to communicate information to stakeholders and the public.

Diskominfo Gresik is active on various social media sites, including Instagram, where it is represented by the accounts @pemkabgresik, @kominfogresik, and @Suaragresik.id. Instagram's social media characteristics make it the ideal platform for audience engagement (Kominfo, 2020). Instagram is primarily visual, which makes it easier for users to engage. However, it is critical to optimize Instagram and other social media sites such as Facebook. Gresik Diskominfo is also active on Facebook, where it manages two accounts: "Pemerintah Kabupaten Gresik" and "SuaraGresik." Not to note that both Pemkab Gresik and fmsuaragresik are active on Twitter, whereas the website controls only gresikkab.go.id. Diskominfo Gresik also manages Call Center, and Radio continues to coordinate two social media strategies to round out the management approach. Diskominfo Gresik started a social media management program, as depicted in Figure 1.



Figure 1. Diskominfo Gresik Social Media Workflow

Source: Diskominfo Kabupaten Gresik

It is essential that social media platforms be able to adapt and change in order to meet the needs of every government agency and community. As illustrated in figure 1, Diskominfo Gresik delivers and disseminates information in a reliable, efficient, effective, and cost-effective manner, ensuring that communication between government departments and stakeholders is as seamless as possible. Diskominfo attempts to adapt the notion in the same way that Tsimonis and Dimitriadis (2014) and Trefzger and Dünfelder (2016) did to achieve the findings mentioned earlier [8,9]. It is intended that by expanding the amount of user-generated content, it will be easier to encourage community involvement and participation in the construction of the city of Gresik. This model has the drawback of necessitating a large number of external resources. Only 20 employees work for Gresik Diskominfo's social media team, which creates a new issue. As it turns out, they are all young people with educational credentials that are perfectly suited to social media administration. The potential synergies between social media and other online and offline activities should be carefully investigated and managed methodically.

Diskominfo Gresik is actively engaged in fulfilling its duty as a communication facilitator. Indicators of success can be found in communication between the public and the government and vice versa. Diskominfo's communication skills, both internally and publicly, are carried out via various social media channels. Diskominfo's role as a communication facilitator is demonstrated by its primary task to communicate with internal and external public parties. We can no longer halt the current rate of advancement in communication and information technologies. Social media communication is a perfect example of how communication has developed in the current era. While communication via social media is a double-edged sword, with one side having a beneficial effect and the other having a detrimental effect, it is incredibly effective in disseminating information directly and rapidly to the public [10].

6. CONCLUSION

People are no longer able to prevent the current pace of technological growth. Social media communication serves as an excellent example of how communication has evolved in today's world. There are advantages and disadvantages to communicating with the public via social media. However, the effectiveness of this method for fast-spreading information to the general public cannot be overstated [10].

Because the number of organizations using social media continues to rise, users should be aware of their neighbour's actions or those of other agencies that specialize in social media management and seek to stay one step ahead of them. This may demand the creation of a distinct social media strategy, staffed with adequately qualified and specialized individuals [9]. Diskominfo Gresik needs to be clear about whether social media is a replacement for or a supplement to their other public relations efforts.

Studies on social media's governance structure and policies have been lot conducted. Typically, researchers look at how government agencies develop social media guidelines and how they are implemented. Social media policies include rules for evaluating the impact of public agencies' social media use, determining the appropriate level of social media governance centralization, determining interoperability criteria, and monitoring social media activity [4]. Apart from the potential for user co-production, the second distinguishing feature of the government social media phenomena is that social media platforms are often built, operated, and maintained by commercial third parties outside government organizations. Diskominfo Gresik attempts to control its social media accounts. This is a value-added service provided by a government institution.

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