Public Participation in Social Media: Content Analysis on Comments Section of @Surabaya

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Abstract. This study aims to look at the form of public participation in the digital
era and focus on the relationship between the Government of Surabaya City with
the public. The object of this research is the comments submitted on Instagram
@surabaya, which the Public Relations of the Surabaya City Government manage.
The method used in this study is quantitative content analysis. Data from this
study was obtained from comment from public to admin of @surabaya during
the periode 1 February 2022 until 28 February 2022 regarding case of flood that
occurred in the city of Surabaya. This public participation is important to be
known to find out the dominant forms of public participation on government
social media when faced with a crisis. This comment is form of contribution from
public about the information distributed by Surabaya City Government. The result
of this study are expected to provide suggestions and evaluations related to the
types of posts needed by the public. The analysis uses the form of participation
designed by Pusvita et al. which contains six forms of participation, there are
support, suggestions, criticism, complaints, reports and knowledge sharing. From
the results of the study, the highest and lowest forms of public participation in
instagram @Surabaya are support, criticism, complaints, suggestions, reports,
sharing of knowledge and hope. Researchers also suggest a complementary form
of participation, there are hope as a form of public participation.

Keywords: Social Media · Public Participation · Government

1 Introduction

Technology is a game changer in communication activities in the field of Government.
The use of social media shifts the old paradigm of government communication which is
identic with one way communication and closely related to the bureaucratic. Social media
allow participation from public to respond the policies or information that is socialized
by the Government. Social media able to carry out two-way communication and provide
creative content to increase the democratic exchange of information at the local level
[1]. Technically, the use of social media has the huge potency to carry out two-way
communication between the Government and the public, starting from the distribution

of messages to the public and how to gather public participation through comments, likes and direct messages that can be used as material for evaluating further policy decisions. In this model, the Government can apply a balance to convey and receive information and the two-way symmetrical model can also form support with persuasive techniques to create mutual understanding between agencies and the public [2]. By Shirky, this condition is called presenting social bonds in the digital realm because it allows a form of communication to occur. This relationship is referred to as the wiring of humanity because of the time spent and spent together and allows for the formation of new types of participation that utilize these resources [3].

The advantage of the process of sharing information between Government and public, thus open the opportunities to get better improvement [4]. Also the public who get the benefit of information services quickly through social media [5]. Thus, it is important for the Government to provide educative and informative content. The information conveyed will not only make the public know and understand, but also increase the level of trust in government decisions. Therefore, it is important to provide a response as a form of public participation to the information submitted by the Government because this mutual participation can build public trust [6].

The presence of the internet as a mediator for connecting society and Government in the digital era to exchange information as a form of participation forms the presence of public space in the digital era. Thus, a digital democratic process can occur in order to generate an exchange of opinions and opinions between individuals. The innovation compared to conventional public spaces is the possibility for democracy to occur without the limitation of time, space and other physical conditions but with the implementation of information and communication technology [7].

Some previous studies discuss about participation in the social media is done. Likewise, social media can be optimized to increase public participation in policies or information submitted by the Government. As research conducted by [8] provides findings in the form of the use of social media by politicians who have not been able to provide interesting content for young voters because the content is less attractive. In the same year, research from [9] showed that many people in Bandung did not know about Media Report and this application has a weakness in the form of responding quickly to complaints and following up on them. In addition, there is a study by [10] that research on the Types of Public Participation on Ridwan Kamil's Facebook Page. It shows the results of using Ridwan Kamil's Facebook social media which has succeeded in increasing public participation in Government as evidenced by the variety of comments shared by the public.

This study try to find the typology of participation in government social media accounts in a specific development issue, namely flood management in Surabaya. By analyzing the text of comments uploaded by netizens to the @Surabaya account, this study uses six typologies of public participation in development programs carried out by the Government by Pusvita et al., there are support, suggestions, criticism, complaints, reports and knowledge sharing [10]. This study takes the subject of the @Surabaya account because it is one that is well managed and is able to produce high public participation. This is evident from the activeness of the public in providing comments.

The Instagram account of @Surabaya has creative content management to inform positive news about program run by Surabaya City Government. When Surabaya city got crisis, for example flood management crisis, the public relations of Surabaya give a richness content published in @Surabaya, such as live report, storytelling message, news and involving public figures of Surabaya such as mayor of Surabaya City, Eri Cahyadi. The publication of flood crisis management carried out by the Surabaya City Government through the variety content published in Instagram @Surabaya is an interesting case example to study in order to find out the highest forms of participation given by public through the comments column. So, from this researched, will be possible to know the forms of community participation from the highest to the lowest levels and provide recommendations for other forms of public participation in the digital era that have previously been researched.

2   Method

This research will use quantitative content analysis method with positivistic paradigm. It is hoped that this method can identify the content of communication systematically which is carried out objectively, validly, reliably and can be replicated [11]. The scope of this research is public comments on Instagram @Surabaya which was carried out from February 1, 2022 to February 28, 2022 regarding a specific issue, namely flood management in Surabaya. In addition, the flood issue chosen is also related to the mass crisis faced by the Surabaya City Government and how the handling provided gets direct participation from the public and is delivered massively to implement the digital democratic process. From the total object, there are 59 posts on Instagram @Surabaya. The researcher also made a population limit, namely only selecting 6 posts related to high rainfall and flooding in Surabaya in that period as a population. Generalizations of objects or subjects with the qualities and characteristics determined by this researcher will be studied and conclusions drawn [12].

The unit of content analysis in this study is the comment of public as a form of participation regarding flood management and high rainfall information on Instagram @Surabaya from February 1, 2022 to February 28, 2022 and the unit of measurement used in this study is the number of comments analyzed based on six forms of public participation based on Pusvita et al.'s research which consists of support, suggestions, complaints, criticisms, knowledge sharing and reports [10]. Researchers also add new categories to categorize several forms of participation outside based on initial observations. It was found that there were quite a lot of new categories for expectations, so the researchers added these two categories in the designed content analysis. The basis for taking this unit of measurement is the suitability of the partition forms of public participation that has been formulated by previous research, but it is possible that the author can formulate other forms of public participation if there are other forms of participation that have been formulated by previous researchers. This unit of measurement will later become a categorization unit to facilitate data analysis to be included in the coding sheet.

In order to test the results, the researchers used inter coder reliability from two coders who could understand the categorization based on the concept of participation carried in this study and participated in making observations at different times and locations so that it was expected to get objective results. The characteristics of the coders chosen to analyze the sample are Instagram @Surabaya followers, domiciled in Surabaya and have experience as a social media manager and have knowledge by studying Communication Studies in order to understand six forms of participation based on comments, understand the categorization that has been determined by researchers and are willing to become coders.

The data from this study are in the form of primary data which are comments from six posts uploaded to @Surabaya about flood management and information on high rainfall in Surabaya. Researchers also used purposive sampling data collection techniques with content characteristics related to flooding. If there are types of posts on the same day, the researcher chooses 1 type of post to be analyzed as a sample. In order to document every post and comment, the researcher will also do a screen recording to make data documentation.

After the data is obtained and entered in the coding sheet, the next step is to present the data sequentially with the translation of the number or commonly referred to as the frequency distribution. The results will be translated through a frequency distribution table to be further analyzed and described descriptively from the percentages in the coding sheet.

In conducting the reliability test will use the formula:

$$CR = \frac{2M}{N1 + N2}$$

Explanation:

CR: Reliability Coefficient
M: Number of statements agreed by two coders
N1, N2: The number of statements that are coded by the coder from the results obtained

Reliability test requires agreement between researchers and coders A and B regarding the agreed number of agreements. If the agreement number reaches 0.70, it is declared valid, if it is less than that number, a more specific operational category will be made. This minimum reliability figure is based on the predetermined tolerance limit formula [11].

In this study, the researcher also created a category for each content analysis unit for facilitate the process of content analysis research. According to Herkner [13] the operational definition must be fully, explicitly and adequately described.
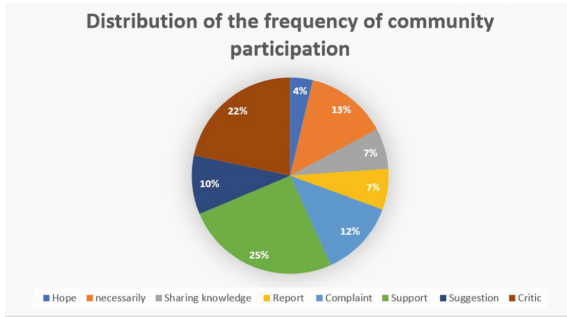
3 Result

See Fig. 1.

Fig. 1. Distribution of the frequency of public participation. Source: Coding Sheet Processing Results

3.1 Findings About Support

From 152 comments, 34 contained support for programs implemented by the Government. Some of the support that emerged was related to the direct action of Eri Cahyadi in dealing with floods directly in several posts that were quite dominant. This is due to the image of the previous leader of Surabaya, namely Tri Rismaharini who often went directly into overcoming various public problems. This is related to the nomination process of Eri Cahyadi with the tagline Continuing the Good in his campaign which was accompanied directly by the former mayor of Surabaya in the previous period [14].

In addition, another form of support that emerged was related to the human side that was shown in several posts, ranging from the actions of workers and the performance of admins who until late at night continued to try to relieve flooding in Surabaya. Thus, the public is moved to provide support for what is being carried out. This is in accordance with one of the components in the requirements of journalistic photography, namely showing the human interest side that touches the human side of the public which can be seen starting from the action of monitoring pump houses, firefighters entering the sewers to admin performance during hours outside office operations on generally to report the current condition of flood management. In the digital era, it turns out that this concept can still be applied to foster public attention to something unique and touching the humanistic side.

Another form that is often seen in the support given by the public is the emergence of symbols in the form of emoticons to express responses on social media. Several forms of these emoticons are present as a form of public participation in the digital era. Emoji are considered to be able to help the cyber public in replacing individual expressions when responding to something face-to-face [15].

3.2 Findings About Suggestion

From the 152 comments analyzed, there were 13 comments in the form of suggestions or 9.84% of the total percentage of comments. Some of the suggestions that emerged were related to more appropriate handling related to flood management in Surabaya, whether aimed at individuals such as Darmaji or the Pump House Coordinator or to Eri

Cahyadi. This submission is often delivered in a more subtle way to assist the Surabaya City Government in dealing with floods. The most common suggestions are related to the extraction of water which is considered by the public to be only temporary and the public suggests a solution with other efforts. The advice given by the public is in accordance with the application of the use of social media in several other cities. For example, Bandung City social media which makes it easier for the public to submit suggestions, complaints and complaints as well as accurate direct information from the Government [16].

3.3   Finding About Critic

From the total of 152 comments analyzed by the researcher, there were 29 comments or 21.96% of all comments that contained a form of critique participation. Some forms of criticism that arise include people comparing the current Mayor of Surabaya with the Mayor of Surabaya in the previous period regarding performance, then public dissatisfaction with the flood resolution program to the current Mayor of Surabaya, even though the amount of support is quite a lot related to the current performance of the Mayor of Surabaya, Eri Cahyadi.

Another form of criticism is related to solving the flood problem with a more assertive sentence and sharper than suggestions. These forms of participation often do not get a reply from the Government's PR who manages Proud Surabaya. Although there are several cases of restrictions on freedom of expression related to government policies [17]. Like several examples that have happened before, ranging from losing an account or giving a warning at a government office, the Surabaya City Government is quite cooperative by giving the public the freedom to give this criticism. Likewise, the people who actively give criticism as a strong reprimand for the development and planning of better flood-related programs in Surabaya.

3.4   Findings About Complaint

From a total of 152 comments analyzed, there were 17 comments related to complaints or around 12.8% of the total analyzed comments related to the flood handling sample in Surabaya. Some of the complaints submitted by the public include complaints related to several areas that are also often flooded but have not received treatment, such as areas that are handled and published on the Proud Surabaya account.

There are also several complaints regarding the salaries of cadres which are considered too small for heavy social work. The task of cadres in Surabaya City is to assist the Surabaya City Government in handling various social cases. However, these complaints also received little response from the Government. In this case, it can be concluded that social media is also used by the public as a media center for complaints of various existing cases, but the Government still often responds in one direction. These various existing complaints are also important to be monitored by the Government as a supervisory function, failures in this early phase have the opportunity to be studied to become lessons for future decision making [18].

3.5 Findings About Report

From 152 comments analyzed, there were only 9 comments that contained report elements, generally related to other locations that should also be given flood resolution programs from the Government. The difference with complaints is that this report is conveyed explicitly and to the point by the public in an effort to handle floods more evenly in various areas in the city of Surabaya. With various reports on social media, people are involved in government programs with answers that are expected to be immediately given by the Government to the public [4]. This is because social media allows the implementation of digital communication quickly between the Government and the public in exchanging information. However, often in the implementation of reports submitted by the public, the Government also needs to coordinate with other agencies for program review and implementation.

3.6 Findings About Sharing Knowledge

There are 9 out of 152 comments related to knowledge sharing or about 9 6.81% of the total comments analyzed. The knowledge sharing comments submitted by these residents are in the form of suggestions given along with the best solutions or examples of flood management in other places that are considered to be using effective methods. The knowledge conveyed by the public becomes additional information for the Government to consider other ways of solving problems. If knowledge is usually only conveyed from the Government to the public through social media to provide information related to risk management [4], now the public can also participate with the same goal from the Government so as to create two-way communication.

3.7 Findings About Necessarily

From 152 comments submitted, there were 18 comments or 13.63% of the total comments that were not related to the six categories of participation above. Contents are presented in various forms, ranging from infographics, creative videos and live streaming videos related to flood management that are made creatively and informatively to publicize flood management programs implemented by the Government. Humanist images and the presence of a leader who becomes the image of the Surabaya City Government are also considered capable of bringing participation from the public through the comments column. It can be said that the public actively responds to programs from the Government, either by using the likes button on published posts or by providing comments as a form of public participation. Although social media encourages two-way communication, the Government still rarely responds to forms of participation other than support.

Although not included in the six components above, it can be concluded that there are immediately related personal or humorous messages conveyed related to information content published by the Government.

3.8 Findings About Hope

There are 5 comments out of a total of 152 comments analyzed or about 3.78% which relate to expectations for the implementation of government programs from the public's

point of view. Even though the number is small, there is still a little optimistic hope regarding the handling of floods from the Government. This shows that the publication of information related to policies or flood management from the Government is able to shape perceptions in the public. One of them is related to public trust in the Government through information submitted on social media (Song & Lee in Hastrida, 2021).

4   Discussion

Through this research, it can be concluded that two highest forms of public participation on Instagram @surabaya are support and criticism. This becomes interesting because the researcher's assumption is that the highest form of participation is criticism. Analysis from the researchers that support become the highest form of public participation is caused by the content that both informative and educative content provided by @surabaya and also indicates a rapidity in responding to the crises that occur, this is because real and sustainable action is one thing that is awaited by the public [19]. Likewise, the Public Relations of the Surabaya City Government uses content on Instagram @surabaya social media as a form of information service for the community. Variation of this contents based on what currently happening and customized to the target audience could provide services to the community [20].

The second form of second public participation is criticism, this indicates that the community is more critical and demanding an optimal government performance to provide services and solve the crisis quickly. This criticism on comments submitted by the public through social media can be a step to improve performance and public services by the Government [21]. In addition, criticism is a form of participation given by the community if they feel that policy is not in accordance of the public needs [22].

5   Conclusion

This study aims to see the forms of public participation that have the highest frequency. In addition, this research is also a development of research that has been carried out previously, when public participation has been investigated in the field of personal social media from public figures.

From a total of 6 posts that were sampled about flooding on Instagram Proud Surabaya, the results obtained from the highest to the lowest participation were support, complaints, necessary, suggestions, reports, sharing knowledge and hopes. This shows that positive participation in government programs is still high, so the Government is recommended to maintain this by providing similar content while still increasing creativity and message content in the content. Researchers also recommend additional forms of participation in the form of hopes to accommodate the wishes of the public for the government service in the future.

The limitation of this research is that only describe data obtained from the quantitative methods. Suggestions for further research are expected to provide a descriptive explanation using different research method. Also, recommendations for further research from researchers are about how to manage public participation from the Government's point of view to enrich public information service strategies and also examine the forms of

participation needed by rural public through social media managed by Public Relations of the District Government to assess the differentiation of forms of public participation because differences in culture and geographical conditions.

The contribution of this research study is expected to be a concern for the Government to respond to forms of public participation as an evaluation tool in the creation of content and policies that are in accordance with the needs of the public.

Authors' Contributions. The author comprises one student and one supervisor who also contributed to writing the article. Article writing is separated into numerous stages of research and writing that are completed in 2 (two) months. The author investigates related themes based on observations made in the field over many months. The writer offers the ideas in this scientific article based on observable data.

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