The Character of Social Media of the Government of the Republic of Indonesia to Help Inclusive and Sustainable Economic Recovery in Indonesia

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Abstract. The global COVID-19 pandemic has created a sense of concern and emergency due to its unpredictable nature. This situation extends to Indonesia as well. Consequently, in order to maintain societal stability, various community activities have undergone digital transformation in areas such as administration, services, and daily work. The Government implementing social reforms as a means of fostering solidarity and encouraging the transition to home-based activities since March 2020 and perform tasks in a certain way according to the rules. The aim of this study is to investigate the approaches utilized by the Government of the Republic of Indonesia in leveraging social media platforms to promote an inclusive and sustainable economic recovery. The study specifically focuses on the government's strategies and actions. The research methodology employed in this study follows Edmund Husserl's phenomenological approach, which considers phenomenology as a scientific method that avoids preconceived notions, biases, or predetermined truths regarding an experience. The data collection methods employed in this study include observation, interviews, and documentation. Regarding data analysis, the study employs methods such as data reduction, data visualization, and verification following the approach outlined by Miles and Huberman. By examining the data findings, results, and discussions presented by the researchers, it can be inferred that the Government of the Republic of Indonesia has effectively utilized different social media characteristics to facilitate an inclusive and sustainable economic recovery. One noteworthy characteristic is the positive impact of the digital economy network, which has substantially improved productivity, innovation, and flexibility in various sectors. Additionally, the digital economy has created opportunities for growth and fostered a level playing field for all participants, promoting equity in economic development.

Keywords: Character · Social · Media · Government · Republic · Indonesia

1   Introduction

The global COVID-19 pandemic has created a sense of concern and emergency due to its unpredictable nature. This situation extends to Indonesia as well. Consequently, in order to maintain societal stability, various community activities have undergone digital transformation in areas such as administration, services, and daily work. The Government implementing social reforms as a means of fostering solidarity and encouraging the transition to home-based activities since March 2020 and perform tasks in a certain way according to the rules.

The widespread availability of the internet has facilitated the digitalization of media, providing access to a broad audience. A significant portion of the global population is connected to the internet. Research findings indicate that Indonesia ranks among the top five countries in terms of social media usage and the abundance of digital content. This offers a viable alternative for institutions or organizations in terms of information dissemination, engagement, business and public communication, as well as managing public relations and business operations.

Digital media has resulted in substantial changes and even revolutions in the relationship between institutions and society. Previously, communication primarily followed a unidirectional and broadcast model, but the emergence of digital media has introduced an era of interactivity. Institutions and audiences now have an equal position, connected within a shared network and capable of influencing each other. In the realm of digital media, institutions and users are considered equivalent entities, frequently labeled as nodes in the terminology of the internet. Digital media plays a pivotal role in constructing sentiments and fostering trust among users. This is achieved through the dissemination of viral content, discussion of trending topics, and addressing various issues, all of which are stored and archived in databases and digital archives. The ability to access and retrieve this information contributes to the establishment of trust and sentiment within online communities [1].

Social media platforms have emerged as crucial tools for regional governments in disseminating information and managing the challenges posed by the COVID-19 pandemic. These platforms enable governments to swiftly and effectively communicate crucial updates, guidelines, and safety measures to the public, thereby promoting awareness and ensuring the dissemination of accurate information.

The research aims to analyze and evaluate how the government's utilization of social media platforms contributes to addressing the economic challenges faced by the country and fostering an environment of inclusivity and sustainability. By investigating the role of social media in the government's strategies and initiatives, the study seeks to provide insights into the effectiveness and potential of social media in driving economic recovery in Indonesia.

2   Research Methods

This study employs Edmund Husserl's phenomenological approach as its methodology. Husserl emphasized the significance of philosophical theory and the philosophy of science in addition to empirical investigation. He believed in seeking truth through a process of learning from personal experiences.

According to Husserl's view, The path to eidetic knowledge is knowledge of reality. So, an official objective is intentionality or directness to objective knowledge.

In this context, the term "method" should not be understood as a specific research technique, but rather in its etymological sense, referring to an approach or pathway to delve into a research topic. This implies that the issues being discussed in this study fall within the realm of scientific theory or philosophy.

By employing the technique of epoche, phenomenology aims to eliminate irrelevant elements and enhance one's awareness by incorporating supplementary components, thereby facilitating a deeper understanding and perception of reality [2].

The following describes social media's character in digital communication. First between user networks (networks). The word network (network) refers to the infrastructure that connects computers and other hardware in technological subjects like computer science. This connection is required because computers may communicate and transfer data when they are linked together [3, 4]. Social networks in some ways resemble social media. Social structures created in networks or the internet are, of course, the foundation for social media, as Castells emphasized [3]. This structure or social organization is based on an information network that primarily relies on information technology in micro-electronics. Users establish connections with each other through technological devices such as computers, mobile phones, and tablets, which serve as mediators. While social networks on social media are indeed facilitated by technological gadgets like the internet, they are not merely considered as tools. The internet also plays a role in the development of social networks, ideals in virtual societies, and the online social structure. So it comes as no surprise. Manuel Castelles [3] says that "The network is the message, and the Internet is the messenger".

There are two ways to look at second information as a social media character. First of all, social media is an information-based medium. The institutional foundation of social media is information that has been encoded (encoding), distributed through a variety of technologies, and then made available to users (decoding). Information serves as the foundation for user interaction and the development of an online network community. Second, on social media information turns into a commodity. Regardless of whether the data is true or not, everyone who wants to log in to social media must first provide their personal information in order to create an account and gain access. From a commercial standpoint, this uploaded data becomes a commodity that can be exchanged. Additionally, this information serves as a representation of the user's identity. The development of a social media network is undoubtedly one of the causes of similarities between users, such as regional origin, hobbies, and status updates posted by other users, particularly for users who have never physically met and only met online. Here, information turns into a good that users exchange.

Third, archives take on a character that indicates how material has been saved and is accessible from any location at any time using any device. Any information that is posted on Facebook, for instance, does not instantly disappear at the change of the day, the month, or the year. The data will be kept on file and even be simple to obtain [1]. With the development of communication technology, archives have undergone two changes: first, internet users can now access and modify them, and second, the archive itself is evolving owing to what Appadurai refers to as "the nature and distributions of its users

[5]." Because of networks, information distribution, and human-machine mediation, archives in this situation are not merely thought of as the storage of certain government records; rather, they also include the internet itself [1, 5].

The individuals involved as key informants in this study include Mr. Aditya Ramadhan, who is a Digital Communication Practitioner and Chairman of the Indonesian Content Creators Association. He resides at Jalan Al Bashor no. 47, Dukuh, Kramat Jati, East Jakarta. Additionally, Mr. Suhardi, who is a Digital Communication Practitioner, Youtuber, and Celebrity, has provided insights for this study. He resides on Jalan Kayu Jati, Tembilahan, Indragiri Hilir Regency, Riau Province. Furthermore, Mrs. Dr. Handrini Andriyanti, a Researcher specializing in Communication and Public Opinion at the National Research and Innovation Agency, has also contributed her expertise. She resides at Jalan Palmerah Utara Iva Number 84 Palmerah Residence Complex K-26, Palmerah, West Jakarta.

A total of three informants participated in this study. The selection of these informants was based on their relevance to the context the researcher aimed to explore and their representation of the subject matter under investigation. These individuals were chosen as symbolic representatives of the specific aspects the researcher sought to examine in this study.

The assessment of research findings often revolves around two crucial aspects: the quality of research instruments and the quality of data collection. The quality of research instruments is determined by their validity and reliability, ensuring the accuracy and consistency of the measurements taken. On the other hand, the quality of data collection is determined by the procedures employed to gather the data.

Data collection takes place in diverse settings, encompassing natural environments, experimental discussion, homes, seminars, discussions, and various other locations. Numerous techniques are utilized to gather data, including collaboration, observation, interviews, and questionnaires. These methods enable researchers to obtain comprehensive and diverse data sources to support the study [6].

In qualitative research, the process of data analysis occurs simultaneously with data collection. Researchers engage in interviews, and if the obtained results are deemed unsatisfactory upon examination, further questions are posed until credible information is acquired. According to Miles & Huberman [7], qualitative data analysis is conducted collaboratively, involving operations such as data reduction, data visualization, and data verification. These components are integral to the overall process of data analysis in qualitative research.

In qualitative research, the concluding stage does not necessarily yield a definitive answer to the initial question. Instead, the aim is to generate fresh insights and information that either uncover new aspects or enhance existing knowledge. The findings of qualitative research are expected to contribute novel perspectives and understanding. They are presented through detailed descriptions and narratives that provide a comprehensive portrayal of the research subject. The emphasis lies in capturing the depth and complexity of the phenomenon under investigation, rather than seeking a straightforward answer [8].

3   Research Results and Discussion

Researchers conducted interviews with key informant Mr. Aditya Ramadhan, S.Ds as a Digital Communication Practitioner, Chairman of the Indonesian Content Creators Association, lives at Jalan Al Bashor no. 47, Hamlet, Kramat Jati, East Jakarta, and was the subject of interviews by researchers. The following describes character social media's role in digital communication. First between user networks (networks). In terms of technological disciplines like computer science, the word "network" refers to the infrastructure that connects computers and other hardware [1]. The network to support a sustained economic recovery is the first social media character that the Government of the Republic of Indonesia has not yet optimized. Mr Aditya said.

> "...In my view, users utilizing social media platforms and their ties to the Government of the Republic of Indonesia do not represent a sustainable economic recovery, particularly in light of the disturbing messages and media-related actions that the Government of the Republic of Indonesia has taken in 2023. If the media or channel is currently pretty good at informing the public, it is sad that it is not centered and focused on economic recovery since what is currently happening shows fear to the people…"

There are two ways to look at Second Information (information) as a social media character. First of all, social media is an information-based medium. The institutional foundation of social media is information that has been encoded (encoding), distributed through a variety of technologies, and then made available to users (decoding) [1]. Social media personality has not been utilized to its full potential by the Republic of Indonesian government. Mr Aditya said.

> "…Regarding this matter, I hold the belief that the Government of the Republic of Indonesia has not effectively implemented the second aspect of social media. This is due to various reasons, such as the substantial financial resources required for extensive information dissemination to the public. Additionally, issues such as educating users about data protection and privacy regulations pose challenges for many individuals who may be unaware of how their data is managed on public platforms. Another example is the request made by social media companies like Facebook, Instagram, and TikTok for the Government of the Republic of Indonesia to regulate their operations. Because so many companies reject the regulation due to the widespread misuse of information data, I believe that the Government of the Republic of Indonesia is not very supportive of the economic development of the social media sector. Even though running advertisements is one way for Micro, Small, and Medium Enterprises to significantly increase their sales and reach consumers, they are still required to pay higher taxes to the Government of the Republic of Indonesia in order to do so, even though doing so is essential for their survival. This is just a small example of increased advertising tax costs…"

Third archives become a character that explains that information has been stored and can be accessed at any time and through any device. Any information that is posted on Facebook, for instance, does not instantly disappear at the change of the day, the

month, or the year. The data will be kept on file and even be simple to obtain [1]. The distribution of archives through social media platforms by the government of the Republic of Indonesia is infrequent. Mr. Aditya said.

"…From my perspective, social media archives play a significant role in creating a substantial digital footprint, both on an individual and professional level. However, the government of the Republic of Indonesia rarely utilizes social media platforms to disseminate archives, particularly related to economic recovery. In the past, the government has implemented pre-employment training programs in collaboration with the private sector to enhance competencies and improve the overall economy for Indonesians. However, I believe that the provision of pre-employment subsidies does not reach the intended recipients, and with the increasing number of unemployed individuals, it is crucial to make more digital archives readily available to the general public for competency enhancement and personal economic recovery…"

The informant Mr. Suhardi, S.Ag, D.Phil, Dip.Q.Sc, LL.Dip, a 25-year-old practitioner of digital communication, Youtuber, and celebrity, was also the subject of interviews by the researcher. She resides in Tembilahan, Indragiri Hilir Regency, Riau Province, on Jalan Kayu Jati. The following describes social media's role in digital communication. First between user networks (networks). The word network (network) refers to the infrastructure that connects computers and other hardware in technological subjects like computer science [1]. The digital economy has increased the efficiency of many different tasks, fostered innovation, and allowed for a variety of business models. Mr Suhardi said.

"...Yes, because the digital economy has greatly increased the efficiency of numerous operations, fostered innovation, and allowed for a variety of business models. The digital economy has potential to expand and level the playing field for all players. Additionally, the digital economy promotes inclusion so that people can obtain services without having to interact in person…"

Second Information as a character in social media can be seen from two aspects. First of all, social media is an information-based medium. When considering social media from an institutional standpoint, it involves the encoding and distribution of information through various devices, which is then accessed and decoded by users [1]. In the case of the government of The Republic of Indonesia's social media channels, they have effectively utilized the second social media character, which is information, to a great extent. Mr. Suhardi said.

"...However, there are several challenges that hinder Indonesia's digital economy, which need to be acknowledged. Firstly, Indonesia lags behind other ASEAN countries in terms of internet penetration, with only a 64% rate compared to Singapore (88%), Malaysia (83%), Thailand (75%), and Vietnam (70%). Secondly, the average mobile internet speed in Indonesia is 13.83 Mbps, which is lower than

Malaysia (23.8 Mbps), Thailand (25.9 Mbps), Vietnam (30.39 Mbps), and Singapore (57.16 Mbps), all of which are ASEAN members. Lastly, not all regions in Indonesia have reliable internet connectivity…"

The three archives take on character who describes how information has been archived and is accessible from any location at any time using any device. Any information that is posted on Facebook, for instance, does not instantly disappear at the change of the day, the month, or the year. The data will be kept on file and even be simple to obtain [1]. The Government of the Republic of Indonesia has embraced the third and most valuable social media characteristic, namely the archive, on their social media platforms. Mr Suhardi said.

> "…As for the archives that were used, they were of course run to their full potential. Bank Indonesia keeps interest rates low, buys government securities, stabilizes the macroeconomic and financial systems, and stabilizes the Rupiah exchange rate in order to support an inclusive and durable economic recovery in Indonesia. Lowering interest rates is intended to boost financial liquidity and spur economic activity…"

The researcher also interviewed Mrs. Dr. Handrini Ardiyanti, a 47-year-old informant who is a Researcher at the National Research and Innovation Agency with expertise in Communication and Public Opinion. She resides at Jalan Palmerah Utara Iva Number 84, Palmerah Residence Complex K-26, Palmerah, West Jakarta. The character of social media in digital communication is as follows. First between user networks (networks). In terms of technological disciplines like computer science, the word "network" refers to the infrastructure that connects computers and other hardware [1]. On social media The Republic of Indonesia's government has not utilized the first social media network with the best efficiency. Mrs Dr. Handrini said.

> "…The Government of the Republic of Indonesia has not fully utilized the first social media character, known as Network, on their social media platforms. For the Government of the Republic of Indonesia (e-Government), the networking paradigm for managing social media is still only about owning and not being able to interact. Owning (any government institution is completely free to control the content it publishes). So it's still only available for owning and not yet for collaboration…"

Second Information as a character in social media can be seen from two aspects. First, social media is an information-based medium. From an institutional standpoint, social media can be understood as a system where information is encoded, distributed across various devices, and subsequently accessed by users through decoding [1]. The Social Media Management of The Ministry of Tourism and Creative Economy of The Republic of Indonesia excels in utilizing the second social media character, Information, compared to the Ministry of Social Affairs' Social Media Management. Mrs Dr. Handrini said.

"...I think it's partial. Depending on the figure to a person who is quite prominent in promoting economic recovery, particularly in the tourism sector, the account from https://www.instagram.com/kemenparekraf.ri/ and the person of Minister Sandiaga Uno are also optimizing the use of his personal account to promote economic recovery, especially through tourism, such as by promoting tourism villages at https://www.instagram.com/tv/Cfg8HWnhCxu/?hl=id and maximizing. This is distinct from, say the Ministry of Social Affairs' social media pages, which only feature the actions of the Minister of Social Affairs. Information about the process of obtaining social assistance, how to file a complaint if the proposed social assistance is not received or has been reduced, and other helpful information should all be available on the Ministry of Social Affairs account, which is crucial for people's economic recovery…"

Third archives become a character that explains that information has been stored and can be accessed at any time and through any device. Any information that is posted on Facebook, for instance, does not instantly disappear at the change of the day, the month, or the year. The data will be kept on file and even be simple to obtain [1]. The utilization of archives, which is the third Social Media Character, by the Government of the Republic of Indonesia on social media platforms, has been lacking in effectiveness. Mrs Dr. Handrini said.

"...Related to the question, there are social media accounts of the Government of the Republic of Indonesia are social media pages for the Republic of Indonesia's government, the character of social media as archives, and their role in promoting an inclusive and sustainable economic recovery. In essence, any content posted on social media will be preserved. The data that is stored as "archives" transforms into a vast amount of information, which can be utilized for research, studies, and various tasks. However, the key question remains: what does inclusive and sustainable economic recovery in Indonesia, mentioned in this context, actually entail? The fact that Indonesia's current economic growth has shrunk or suffered a very severe decrease and hit its lowest point since the 1998 crisis of -5.32% is the first thing that must be acknowledged when talking about economic recovery. The number of people living in poverty is likewise rising sharply. So what is the Republic of Indonesia's government's policy? To avoid seriously and long-term disrupting public consumption, the policy direction of The Government of The Republic of Indonesia will also be given priority. The dilemma that arises is how the social media accounts of The Government of the Republic of Indonesia can best utilize social media given its "archive" nature? I believe that The Government of the Republic of Indonesia has not utilized social media to its fullest potential in promoting an inclusive and long-lasting economic recovery in Indonesia. It is only restricted to disseminating knowledge, and knowledge is only restricted to ownership. For example, on the Instagram page of the Indonesian Ministry of Trade https://www.instagram.com/kemendag/?hl=id The evolution of the national average price for needs is regularly uploaded and automated archiving. But can a rapid study be accomplished by creating a diagram, for showing whether the price of essentials is trending upward or downward? Next, what the community

should do can be used as content to be uploaded on the Ministry of Trade's social media accounts, or for example, uploading content containing The Ministry of Trade of The Republic of Indonesia policies regarding trends in the development of the national average price of basic necessities. Since economic recovery and development are closely intertwined with the role of the community, it is evident that initiatives like the assistance provided by Koh Steven Indra Wibowo have had a domino effect on the Indonesian economy, specifically in sustaining household purchasing power.…"

4   Conclusion

Based on the findings, results, and discussions presented by the researchers regarding the data, The Government of the Republic of Indonesia has employed social media characters to support a broad-based and long-lasting economic recovery in Indonesia. The first characteristic is that a variety of activities have become considerably more productive, innovative, and flexible thanks to the network of the digital economy. The digital economy has room to expand as well and establish a level playing field for all participants. Second, using Social Media Characters. Second Information such as the Social Media account of The Ministry of Tourism and The Creative Economy of The Republic of Indonesia can be used as an example of a figure who is quite prominent in helping economic recovery, especially in the tourism sector, the account from https://www.instagram.com/kemenparekraf.ri / and the figure of Minister Sandiaga Uno also optimizes the use of his personal account to help economic recovery, especially through tourism channels, for example, such as promoting tourist villages https://www.instagram.com/tv/Cfg8HWnhCxu/?hl=id and maximizing potential as a good Tourism Minister, master diving and others to become direct models. Third, using the Third Social Media Character, namely Archives Through Basically all information uploaded on social media will be archived. The data that is "archived" automatically turns into big data or a lot of data, but it cannot be used for research, studies, to plan and execute different activities, including activities. The researcher advises against raising the advertising tax because doing so will make it more difficult for businesses, micro, small, and medium enterprises to participate in an inclusive and sustained economic recovery in Indonesia. To achieve an inclusive and sustainable economic recovery, government agencies must work together via social media accounts of The Republic of Indonesia. Third, The Government of The Republic of Indonesia's Social Media accounts have Big Data that may be utilized for research and studies to plan and carry out a variety of activities, including those that contribute to Indonesia inclusive and sustainable economic recovery.

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