Social Media and Public Sphere Jawa Tengah Province: Case Study @humasjateng

Sakir[a], Mohamad Sukarno[a]*

Department of Government Affairs and Administration
Universitas Muhammadiyah Yogyakarta, Indonesia

A B S T R A C T

This study aims to find out and analyze the role of the Central Java Government as a public media sphere of society through social media accounts on Twitter by focusing on the intensity of interaction between user's accounts. The research method used is qualitative. In terms of data analysis, the author uses Nvivo 12 Plus software for the process of interpretation and presentation of data. The results showed that the interaction of Twitter accounts @humasjateng decreased monthly due to the government's focus on handling the COVID-19 pandemic. In addition, the interaction built by the Central Java Government with users are quite intense and interactive.

Keywords: *Government Communications, Public* Sphere, *Twitter*

* Corresponding author.
E-mail address: mohamadsukarno5@gmail.com

1. INTRODUCTION

Communication is a form of interaction between communicators and communion conducted face to face or indirectly (Silalahi, 2014; Fauzi & Rahmawati, 2019). This interaction process then becomes a medium for sending information messages from information disseminators and information recipients. In the context of self-government, communication is an intertwining of interactions between government organizations and the public sector (Widjajarto et al., 2019). The process of distributing communication can be done with various patterns, such as in terms of data and information delivery, distribution of ideas and can be a criticism of policies and actions of a government.

A government communication process has two substantial functions, namely as a tool for managing people and managing staff (Adella et al., 2019; Rachman, 2019). In managing people's own process of government, communication can be interpreted as a form of government interaction with various elements of society. Some of the information disseminated is about data and public information related to a policy, some business information, among others. While in its function as managing staff of the government communication process itself is a intertwining of information in the internal government. The intertwining can be in the form of communication and interaction between government officials in running policy wheels or realizing cooperation between apparatuses.

Self-government communication also determines between the government and the communion parties (recipients of messages) in the form of achievements and targets (Sukarno, 2022; Supratman, 2019). Therefore, a new innovation is needed to establish communication and information interactions (Mau, 2015). In empirical reality, there are many methods or efforts made by the government in conducting a communication strategy to the community. This will undoubtedly have implications for achieving information to be accepted by the public.

In the contemporary era society, the sophistication of Information and Communication Technology (ICT) dashes so that the entire community can access the information disclosure process (Lee et al., 2019; Potter et al., 2022; Rumata, 2017). This public open ICT process is supported by the role of online media or social media as a means of public interaction and communication (Suharso, 2019). Meanwhile, for the government itself, social media can be utilized for the public consumption of government communication activities with the public.

Social media is a communication technology that is very easily used by communities (Van Den Beemt et al., 2020; Obi-Ani et al., 2020). The convenience obtained and presented by social media is then used to obtain various information, obtain data and information, and communicate (Chen et al., 2020). This is due to the nature of flexibility and the absence of barriers to social status, economic groups, and political affiliations. Consequently the flexibility of social media can or is able to communicate interactions widely without any segmentation.

Through social media platforms, public communication with governments will be more interactive regarding services and general information (Herlina, 2019). Social media as a means of government communication is considered very effective in disseminating various government data and information to the public. This is expected to increase the effectiveness of disseminating public information through social media (Zhang et al., 2019).

Sakir, Mohamad Sukarno

This process of social media expansion into Indonesia has entered into all elements of Indonesian society. Data from the Ministry of Communication and Informatics (Kominfo) reveal that the number of internet users in Indonesia amounts to 63 million users; 95 percent of them identified as users of social media (Prasetya, 2018). In addition, Indonesians are also ranked fourth in the world in terms of Facebook with 65 million active Facebook users and the world's fifth most Twitter users with some 19.5 million users (Damayanti et al., 2019). In addition to Facebook and Twitter, Indonesians also use other social media such as Instagram, WhatsApp,line, and telegram, among.

In this paper, the author wants to focus on the social media platform, Twitter, as a mainstream communication tool in the public sphere (Casero-Ripollés et al., 2020; Del Valle et al., 2020). Through Twitter, people are expected to be able to engage in cyber and abandon traditional ways of contact. The use of Twitter social media has been widely adopted by the government because the number of users is also quite large (Lee et al., 2019; Wang et al., 2021). Twitter as a public media sphere, social media is used as a means of government communication in the form of general information between the government and society (Abdurrahman, 2014). In Twitter, there are several features are used in communicating, including photo uploads, videos, dissemination of information, and being able to comment on each other or exchange ideas.

One of the governments that adopted the use Twitter is the government of Central Java. This writing analyses focuses on the Twitter account @humasjateng as the official social media of the Central Java government in conducting interactions and communication with the public. Through the social media accounts, the government's role in the public media sphere can intensely interact with the public at large.

2.   METHOD

This study uses qualitative methods by using six stages in the study of literature by utilizing social media Twitter which includes the process of data collection, data analysis uses Nvivo 12Plus, and understanding the model of using social media as a communication medium. The source of data in this study uses a literature review method, namely the Twitter account @humasjateng by taking through NCapture from Chrome Web (Mohammad Jafar Loilatu, Bambang Irawan, Salahudin, 2021). Then use Nvivo 12Plus analysis in terms of data collection, data coding process, validity,and interpretation, as well as presentation of data. This research focuses on communication on Twitter , @humasjateng, as a public media sphere.

3.   FINDINGS AND DISCUSSION

1.   Twitter account activity of central Java Government as public sphere media

Along with the rapid and expansive development of technology and communication. Many media platforms are adopted, and one of them is social media (Ramadani, 2019). The story and high user of social media is undoubtedly the main reason social media is adopted as a communication platform. And therefore, social media can be used as a means of communication for the government in terms of the public sphere, which is then expected to be an effective communication medium by the government (Priyatna, 2020). In addition to the existence of

Sakir, Mohamad Sukarno

social media as a means of government communication can also create interactive and participatory communication for all those who access it (Silvianto, 2015).

One of the social media adopted by the government in terms of electronic-based communication is to use Twitter media (Utomo, 2019). The Central Java Province has then realized this in terms of social media-based government communications that are under the control of public relations from the Central Java Government. Central Java public relations itself realizes government communication through its Twitter account, namely @humasjateng. In the @humasjateng version, the Central Java Government conducts digital communication on various matters regarding data and information and community interaction with the government. In addition, there are several activities carried out by @humasjateng on social media as follows:
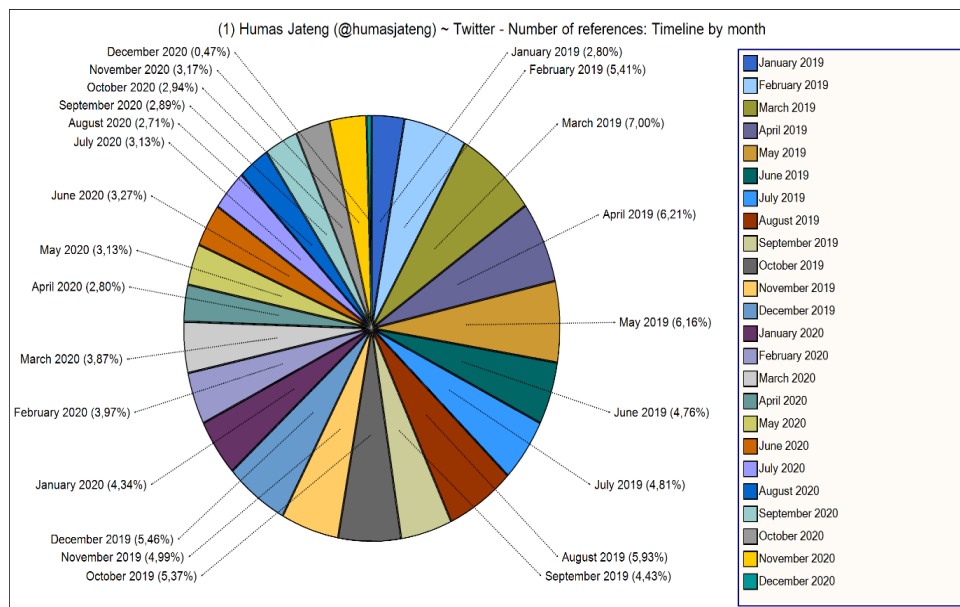
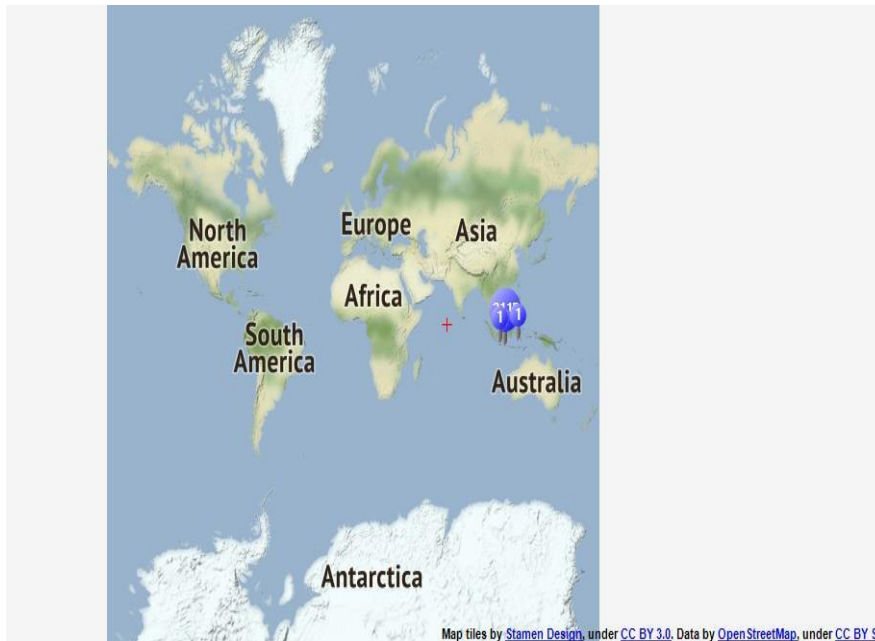Source: processed by researchers using Nvivo12plus (2020)

Figure 1: The activities of the Central Java Government's Twitter account as a public media sphere of the community

This research focuses on the author's public sphere through the Central Java Government's Twitter public relations media in January – December 2020. From the data presented above, it can be found that there is one high activity in tweets, which is in January by 4.34%. In January, several things were done by public relations to the whole community, especially in formal and informal activities on Twitter media. From the public relations themselves, they conduct interactions with various activities carried out by the public by providing data and information and answering all public complaints. Tweets activity in January showed the highest figure between February of 3.97% and in March of 3.87%. This is due to the Central Java Government, which is focusing on disaster news issues as well as during the COVID-19 pandemic; of course, it reduces interaction activities that are usually intensely done before.

As already mentioned above that the intensity of the increase in the number of tweets occurred in January. Then along with the pandemic covid-19 and news of disasters then, tweet activity is decreasing. The increasing intensity, according to us, can be seen from the decrease in tweets

Sakir, Mohamad Sukarno

made by the Public Relations Of Central Java in the period of February to December. This is done by the Central Java Government in order to focus the news informatively and in order to achieve the target of the community. In line with this research conducted by Firda (2014) on the Utilization of Twitter as a Mass Communication Media," it also concluded the same about the effectiveness of Twitter media as a transformative and informative communication tool to the entire community.

The process of communication and interaction conducted by the Central Java Government through Twitter media related to the dissemination of data and information about Central Java and information is not only responded to by local residents (Central Java). However, there is a lot of enthusiasm from outside the region who access the Twitter account, such as residents of Jakarta, Sulawesi, Kalimantan, and Sumatra. In addition, the response from users are also there who come from foreign countries such as North America, Europe,Asia, Africa, South America, and AustraliaThe information can be seen in the user response map below:
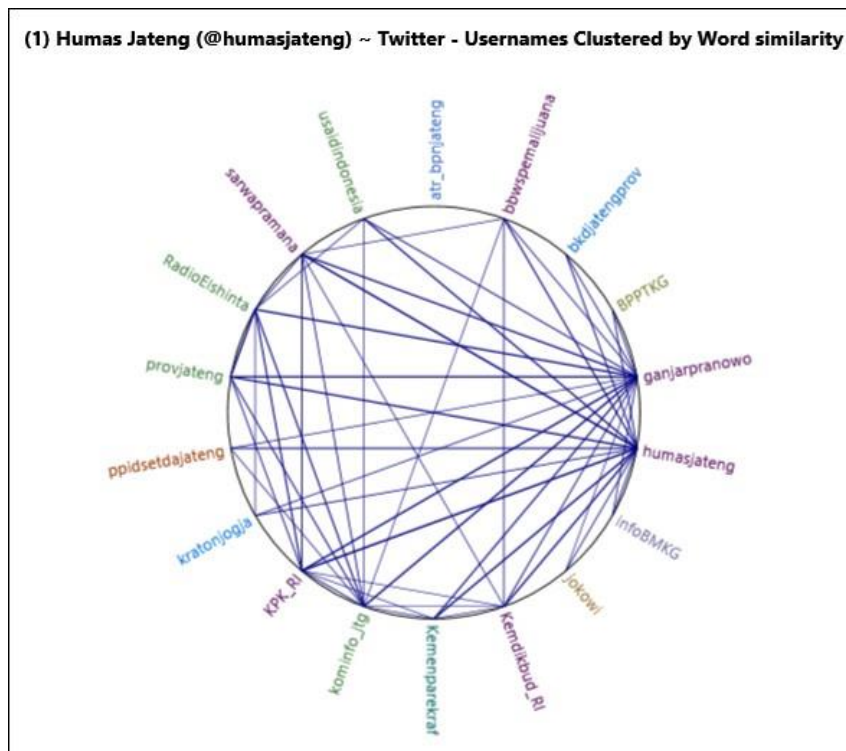

Source: processed by researchers using Nvivo12plus (2020)
Figure 2: map response users to the Central Java Government's Twitter account as a public sphere media community

Tweets activities conducted by the Public Relations of Central Java as a virtual public sphere media in the period January to December were dominated by the dissemination of information about covid-19. So that the public relations party slightly does not respond to things of a less urgent nature than when before the existence of covid-19. In addition, the activity on @humasjateng's Twitter account is not only mediated by their own. itself about the dissemination of government data and information. But a lot of users or users of Twitter (community)who try to disseminate data and information from @humasjateng to their respective social media. And this proves that the media is considered as an effective and efficient media in disseminating data and information submitted by the government. It is also in the barrel with the results of research conducted by Setiadi (2016) on the effectiveness of the use of media social as a public communication platform.

2. Interaction of Central Java Public Relations Twitter Account with Users In Public sphere media

In digital-based communication and interaction, the Central Java government, through its public relations, always strives to interact and communicate with the public. Surely this becomes one of the functions of public relations as a public media sphere of society that, in this case, is done virtually. The use of virtual communication and interaction is considered more interactive and increases the participatory community in various matters of interest (Mingkid &Harilama, 2018). Here is the data and information on the @humasjateng account interaction with the users.

Source: processed by researchers using Nvivo12plus (2020)
Figure 3: World similarity Nvivo 12 plus the interaction of the Central Java Government Twitter account with users in the public media sphere

From the data presented above, there are several interactions made by @humasjateng accounts on Twitter media. However, based on the data feed that appears to show that I often interact intensely is an account @ganjarpranowo. This is considering the existence of Ganjar Pranowo as governor of Central Java, so it is expected that there is communication that can be done directly between the community and the head of the region. The process of communication and interaction between @humasjateng accounts and @ganjarpranowo has shown that control of the dissemination of data and information can be directly controlled by the head of its region. So this will further increase public participation and trust in the Central Java Government.

In addition, the @humasjateng account also conducts interactions and communications with other Twitter accounts as a public sphere mediation tool. Like @BPPTKG, @kominfo_jtg, @bkdjatengprov, and other accounts. It is intended by @humasjateng that interactions and

Sakir, Mohamad Sukarno

communication with various government agencies are needed considering the coordination and sharing of information together.

Source: processed by researchers using Nvivo12plus (2020)

Figure 4: windows photo viewer Nvivo 12 plus

The Windows photo viewer view above is a presentation of data about the communication process activities between @humasjateng accounts and users. There are several conclusions obtained. First, the Government of Central Java always conducts interaction and communication with the public by attaching news and information links. This can be seen from the word "https," which dominates the process of government and public interaction. Second, the Central Java Government interacted very intensely to the account of @ganjarpranowo as Governor of Central Java. In the interaction of the two accounts between @ganjarpranowo and @humasjateng, there is a participatory continuity where citizens can interact through ganjar Pranowo's Twitter media or through Central Java Public Relations. Third, the Central Java Government also used the tagline #jatenggayeng as a symbolic communication between citizens to the Central Java government as a form of public sphere, among others. In addition, in terms of Twitter photo viewer on Public Relations Central Java can be seen as follows.

Sakir, Mohamad Sukarno
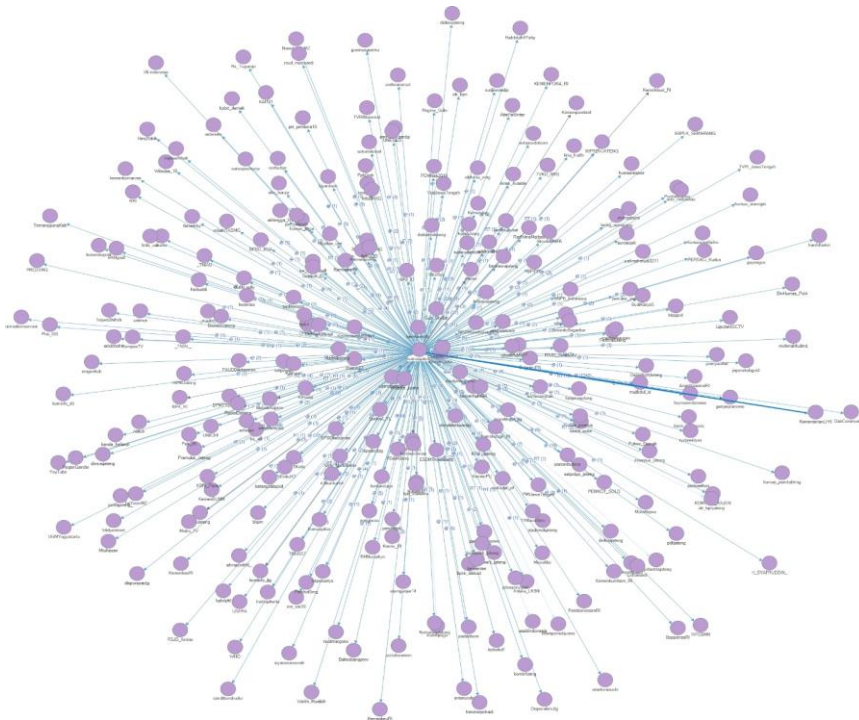
Source: processed by researchers using Nvivo12plus (2020)
Figure 5: Twitter photo viewer Nvivo 12 plus(connected Twitter account of Central Java Provincial Government with user)

From the appearance of Twitter, photo viewers can be concluded that the interaction of the @humasjateng account with its users has covered various elements of society. This is done by the Central Java Government through its public relations to be able to become a public sphere media, among others, the government and the public. On the Twitter account @humasjateng, the government and the public are consulted on the various things they need and ask about data and information. In addition to the Twitter photo viewer display, the author wants to analyze more deeply through the display or presentation of the relationship between public relations of the Central Java Government. they need and ask about data and information. In addition to the Twitter photo viewer display, the author wants to analyze more deeply through the display or presentation of the relationship between public relations of the Central Java Government.

Table 1: Central Java Government's Twitter account connected

Username	Degree	Degree In	Degree Out
Humasjateng	272	0	272
BPPTKG	1	1	0
bkdjatengprov	1	1	0
KPK_RI	1	1	0
keratonjogja	1	1	0
kemenparpkraf	1	1	0
Kemendikbud_RI	1	1	0
InfoBMKG	1	1	0

ProvJateng	1	1	0
RadioEshinta	1	1	0
sarwapermana	1	1	0
KemenristekBRIN	1	1	0
usaiindiIndonesia	1	1	0
Ppidsetdajateng	1	1	0
bbwspermaaiijuana	1	1	0
Atr_bpnjateng	1	1	0

Source: processed by researchers using Nvivo12plus (2020)

From the table data above, there are two conclusions that can be drawn to be analysis. First, it is a constellation or relationship that is logged on the Twitter account @humasjateng. Second, namely degree out, which is the dissemination of data and information by the users. In the @humasjateng account, the government seeks to cultivate a virtual process of communication and interaction with various parties, both formal and informal. In addition, there is the existence of several national figures and some agencies outside the region who also participated in interacting through the @humasjateng Twitter account.

4. CONCLUSION

Interaction and communication activity on Twitter accounts shows a decrease in intensity. In January alone, *tweet* activity reached 4.34 %, 3.97 % in February, and 3.87 % in March. This is due to the Central Java Government, which is focusing on disaster news issues as well as during the COVID-19 pandemic; of course, it reduces interaction activities that are usually intensely done before.

In terms of interaction with *users*, @humasjateng conducts interaction studies with various sectors, be it government agencies, non-governmental institutions,and local and international communities. The interaction process shows that there is a massive interaction between the *user* and the account @humasjateng in terms of public communication. Therefore the intensity of *tweet* activity conducted by the media @humasjateng is as an effort public sphere media between the government and the public (public)

REFERENCES

Abdurrahman, M. S. (2014). *(Telaah atas Komunikasi Politik Ridwan Kamil Melalui Twitter) TWITTER AND PUBLIC SPHERE PARTICIPATORY LOCAL GOVERNANCE (Political Communication Analysis of Ridwan Kamil ' s Twitter)*. *15*(2), 152–168.

Abraham, F., Yos, J., No, S., Selatan, K., & Fax, T. (2018). PEMANFAATAN T WITTER SEBAGAI M EDIA KOMUNIKASI MASSA. *Penelitian Pers Dan Komunikasi Pembangunan*, *18*(1), 67–80.

Adella, S., Fauzan Nur, M., Nisa, N., Tirtana Putra, A., Rizki Ramadhana, F., Maiyani, F., Munadi, K., & Rahman, A. (2019). Disaster Risk Communication Issues and Challenges: Lessons Learned from the Disaster Management Agency of Banda Aceh City. *IOP Conference Series: Earth and Environmental Science*, *273*(1). https://doi.org/10.1088/1755-1315/273/1/012041

Casero-Ripollés, A., Micó-Sanz, J. L., & Díez-Bosch, M. (2020). Digital public sphere and

geography: The influence of physical location on twitter's political conversation. *Media and Communication*, *8*(4), 96–106. https://doi.org/10.17645/mac.v8i4.3145

Chen, Q., Min, C., Zhang, W., Wang, G., Ma, X., & Evans, R. (2020). Unpacking the black box: How to promote citizen engagement through government social media during the COVID-19 crisis. *Computers in Human Behavior*, *110*(April), 106380. https://doi.org/10.1016/j.chb.2020.106380

Del Valle, M. E., Sijtsma, R., Stegeman, H., & Borge, R. (2020). Online Deliberation and the Public Sphere: Developing a Coding Manual to Assess Deliberation in Twitter Political Networks. *Javnost*, *27*(3), 211–229. https://doi.org/10.1080/13183222.2020.1794408

Fauzi, E., & Rahmawati, D. E. (2019). Government of Yogyakarta City Communication in the Arrangement of Maliboro Areas in 2015-2016. *Atlantis Press*, *353*(IcoSIHESS), 2016–2018. https://doi.org/10.2991/icosihess-19.2019.48

Herlina, S. (2019). Strategi Komunikasi Humas Dalam Membentuk Citra Pemerintahan Di Kota Baubau. *MEDIALOG: Jurnal Ilmu Komunikasi*, *1*(2), 1–9. https://doi.org/10.35326/medialog.v1i2.271

Lee, T. (David), Park, H., & Lee, J. (2019). Collaborative accountability for sustainable public health: A Korean perspective on the effective use of ICT-based health risk communication. *Government Information Quarterly*, *36*(2), 226–236. https://doi.org/10.1016/j.giq.2018.12.008

Mau, J. A. (2015). PERAN KOMUNIKASI PEMERINTAH TERHADAP PENINGKATAN PARTSISIPASI MASYARAKAT DALAM PEMBANGUNAN BERSUMBER ANGGARAN PEMBIAYAAN. *Ilmu Sosial Dan Ilmu Politik*, *4*(2).

Mingkid, E., & Harilama, S. (2018). Komunikasi Organisasi Pemerintah Desa Dalam Peningkatan Pelayanan Publik Pada Masyarakat Di Desa Pinapalangkow Kecamatan Suluun Tareran Kabupaten Minahasa Selatan. *Jurnal LPPM Bidang EkoSosBudKum*, *4*(1), 68–80.

Mohammad Jafar Loilatu, Bambang Irawan, Salahudin, I. T. S. (2021). Analisis fungsi twitter sebagai media komunikasi transportasi publik. *Jurnal Komunikasi*, *13*(1), 2021. https://doi.org/10.24912/jk.v13i1.8707

Obi-Ani, N. A., Anikwenze, C., & Isiani, M. C. (2020). Social media and the Covid-19 pandemic: Observations from Nigeria. *Cogent Arts and Humanities*, *7*(1). https://doi.org/10.1080/23311983.2020.1799483

Potter, R. E., Dollard, M., Pignata, S., Zadow, A., & Lushington, K. (2022). Review of practice & policy strategies for managing digital communication and ICT use in Australian universities. *Computers in Human Behavior Reports*, *5*, 100160. https://doi.org/10.1016/j.chbr.2021.100160

Priyatna, C. C., Prastowo, F. A. A., Syuderajat, F., & Sani, A. (2020). Optimalisasi teknologi informasi oleh lembaga pemerintah dalam aktivitas komunikasi publik. *Jurnal Kajian Komunikasi*, *8*(1), 114. https://doi.org/10.24198/jkk.v8i1.26115

Rachman, R. F. (2019). Optimalisasi Teknologi Komunikasi Informasi Center Bagi Efektivitas Tenaga Kesejahteraan Sosial Kecamatan. *Dakwah Dan Komunikasi Islam*, *5*(2), 99–117.

Ramadani, T. (2019). The Implementation of Public Communication Management Policy at Ministry of Energy and Mineral Resources. *Jurnal Borneo Administrator*, *15*(1), 1–18. https://doi.org/10.24258/jba.v15i1.369

Rumata, V. M. (2017). Perilaku Pemenuhan dan Penyebaran Informasi Publik Bagi Masyarakat Kota dan Desa. *Jurnal Penelitian Komunikasi*, *20*(1), 91–106. https://doi.org/10.20422/jpk.v20i1.146

Setiadi, A. (2016). Pemanfaatan media sosial untuk efektifitas komunikasi. *Ilmu Administrasi Negara*, *12*(1).

Silalahi, U. (2014). Komunikasi pemerintahan: mengirim dan menerima informasi tugas dan informasi publik. *Administrasi Publik*, *3*(1), 36–54.

Silvianto, H. (2015). Evaluasi Komunikasi Publik Kementrian ESDM Tahun 2015. *Global Komunika*, *V*(2), 59–69.

Suharso, P. (2019). *Pemanfaatan Drone Emprit dalam Melihat Trend Perkembangan Bacaan Digital melalui Akun Twitter*. *3*(4), 333–346.

Sukarno, Mohamad, U. (2022). *Public Engagement in Social Media Opinion : PPKM Policy Level 3 Christmas and New Year 2022*. Atlantis Press SARL. https://doi.org/10.2991/978-2-494069-07-7

Supratman, B., Nashir, F., Rahman, A. S., Arifin, Z., & Sembodo, C. (2019). Pelaksanaan Jaring Aspirasi Sebagai Komunikasi Publik Pemerintah Daerah Kabupaten Kulon Progo. *Nuansa Akademik: Jurnal Pembangunan Masyarakat*, *4*(1), 1–16. https://doi.org/10.47200/jnajpm.v4i1.501

Utomo, D. A. K. & A. S. (2019). Etika Komunikasi Publik Bagi Humas Pemerintah Dalam Bermedia Sosial (Studi Kasus Pada Akun Twitter @ Kemkominfo Dan @ Infobmkg). *Heritage*, *8*(8), 127–144.

Van Den Beemt, A., Thurlings, M., & Willems, M. (2020). Towards an understanding of social media use in the classroom: a literature review. *Technology, Pedagogy and Education*, *29*(1), 35–55. https://doi.org/10.1080/1475939X.2019.1695657

Wang, Y., Hao, H., & Platt, L. S. (2021). Examining risk and crisis communications of government agencies and stakeholders during early-stages of COVID-19 on Twitter. *Computers in Human Behavior*, *114*(June 2020), 106568. https://doi.org/10.1016/j.chb.2020.106568

Widjajarto, A., Lubis, M., & Yunan, U. (2019). Architecture model of information technology infrastructure based on service quality at government institution. *Procedia Computer Science*, *161*, 841–850. https://doi.org/10.1016/j.procs.2019.11.191

Zhang, C., Fan, C., Yao, W., Hu, X., & Mostafavi, A. (2019). Social media for intelligent public information and warning in disasters: An interdisciplinary review. *International Journal of Information Management*, *49*(April), 190–207. https://doi.org/10.1016/j.ijinfomgt.2019.04.004

AUTHOR PROFILE

Mohamad Sukarno was born in Tirta Kencana Village, Rimbo Bujang, Jambi on June 10, 2000. Graduated from SMP N 3 Tebo in 2013 and graduated SMA N 2 Tebo pada in 2018. The profession that is run now is a student majoring in government science, Fisipol, Universitas Muhammadiyah Yogyakarta. His research interests are political, governmental, and constitutional law. The history of writing some of them opinion articles published in

edunews.id and some other scientific writing essay works in national and international conferences that are of interest to the study of authors. The author's daily activity is to become a government science student at Muhammadiyah University Yogyakarta.

Prof. Dr. Achmad Nurmandi, M.Sc is a professor of government science at the Universitas Muhammadiyah Yogyakarta. Apart from being a professor, he is also the vice chancellor for cooperation and international cooperation at UMY. His academic concentrations are in urban politics and planning, strategy and knowledge management of local government, and E-Governance.