

MODEL OF SOCIAL MEDIA IN THE PUBLIC SECTOR: A LITERATURE STUDY

Dedi Rianto Rahadi

PRESIDENT UNIVERSITY

email : dedi1968@president.ac.id

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ABSTRAK

Social media has become a part of people's lifestyle, starting from the age of children to adults. Social media is a source of information in every community activity, from news, job vacancies, culinary and so on. All information can be obtained in one media, namely social media. What about public services ? Can the government use social media in providing services? Social media with its advantages and disadvantages can be used to improve services to the community. Interaction between the government and the community is needed to obtain true, reliable and fast information. The government must quickly respond to every question, complaint through content that is easy to use by the public. The social media model used must adopt all the needs of the community, especially for routine services. Integrate all services from the central to the regional level. Separated menu for community services and business services, all services must still be verified to avoid hoaxes or slander.

Keywords: Social media, services, fast and appropriate responses, Hoaxs

1. INTRODUCTION

In the digital age, everyone will know the use of social media, like Facebook, Twitter, Whatapp, Instagram, Youtube and so on. Social media can directly change social life in every activity. This also includes changing the way governments interact with their citizens and interact in the office. Social media is also considered to be an important tool as a place to express opinions, share stories, entertainment, complaints and information as well as media for conducting promotions and conducting business transactions.

Community involvement is needed to support relations between government, citizens and the business world regarding policy issues, control of government and work programs and services. This form of government interaction is manifested in the form of information sharing through public consultation, and in some cases, active participation in the government decision-making process [1]. The Queensland government gives authority to Sam Green, a department responsible for managing Online Media. The department manages accounts on Facebook, Twitter, YouTube, Flickr, and Ning after the information is published on the website. Sam uses department logins to respond to the public as well as answer any questions or comments from social media accounts [1]. More and more employees work in public (government), private, and non-profit organizations in using social media to carry out work,

such as interacting with service users and increasing stakeholder involvement [2]; [3]; [4]; [5]; [6].

On the other hand, social media can increase innovation and technology adoption in public sector organizations ([7]; [4]. Using social media for work purposes can improve employee response, customer satisfaction, and employee involvement [5]. The use of social media can also have a negative impact, for example the dissemination of information hoaxes, exploitation of things that are negative, use social media during working hours and the spread of incitement that can divide the unity. One study showed that when using social media for academic purposes, the results did not statistically affect academic performance and using social media for non-academic purposes had a negative effect on academic performance [8]. Furthermore, the use of social media can reduce organizational efficiency and productivity [9].

That social use the media can improve the morale of public employees (job satisfaction), [10]. However, on the other hand [9] argue that the use of social media can reduce performance, the impact of which is incompatible with performance can increase. Can the use of social media lead to increased work morale and poor performance together?

Indonesian social media users are quite large, as shown in Figure 1



Figure 1. Indonesia Social Media User [24]

The info graphic above illustrates the development of social media users in Indonesia. Total users reached 150 million users; this shows the majority of the use of the internet to socialize through social media. The number of social media users reaches 56% of the total population of Indonesia, with mobile-based users reaching 130 million. This shows that the digital era has become a necessity in conveying and receiving information.

Users of social media platforms in Indonesia are shown in Figure 2 below:

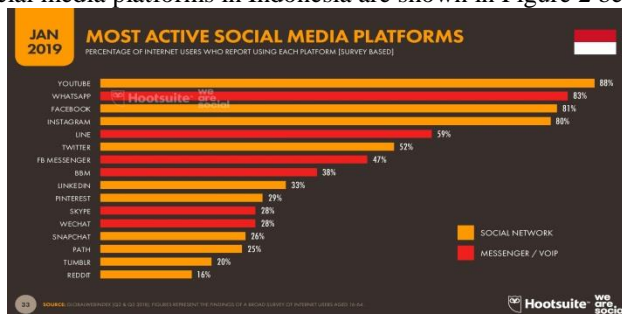


Figure 2. Media Platforms used [24]

Figure 2 above illustrates the development of social media users, where there are six (6) biggest users are Youtube, Whatsapp, Facebook, Instagram, Line and Twitter. This shows that Youtube has become the most interactive media in interacting with users.

Figure 3 shows the time taken to use social media as follows:

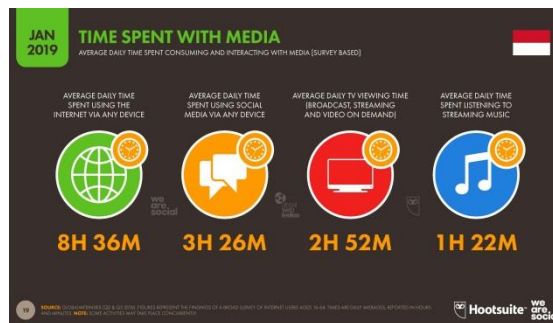


Figure 3. Time spent using social media [24]

How much time do Indonesian citizens spend in accessing media? The average Indonesian citizen spends time surfing the internet for 8 hours 36 minutes per day. Then Social Media for 3 hours 26 minutes. Watching television for 2 hours 52 minutes and streaming music with for 1 hour 22 minutes. From the description above, the writer wants to examine how to create an interactive social media model in the public sector. This aims to facilitate and accelerate interaction between citizens, the community and the world of business and government.

2. LITERATURE REVIEW

2.1. Social Media Definition

The formal and standard definition of social media revealed by researchers is very diverse including [11]. Defines social media as a tool, service, and communication that facilitates relationships between people who have the same interests or interests. Social media produces a diversity of content from information creation, initiation, circulation, and its use by consumers. The use of social media aims to educate users with one another about products, brands, services, and other issues related to business.

The purpose of having a social media account as a publication is to provide the widest possible information to the public regarding the latest information, new regulations, new policies or important events related to the organization. According to the survey results, there are six social media that are the most users, namely: Youtube, Whatsapp, Facebook, Instagram, Line and Twitter. Social media can be an alternative for the government in dealing with citizens and the business world.

Disseminating and interactive information sharing can use Youtube because the platform for disseminating information can be more in-depth and can be shared with other social media. Twitter conveys real-time information because of the large amount of content with a very fast update rate, so the age of the content is very short and varies according to the number of followers. Instagram with visual distribution-based content is wider, so this account is intended to provide more imaging because the value on the content is still original. Facebook can provide more extensive information because of its longer content life and is based on text, photos and videos. In addition, the social media account can be used to respond to questions, complaints and suggestions from the public service users of the organization. Social media accounts do not have to be owned by a central organization. Local government and related agencies can manage social media in dealing with their citizens. If there is negative information that is widely discussed (viral) through social media, it is hoped that the

government can overcome how to answer it, so that the regional government can run with the central government. Because there are limited resources and technical mastery, it is recommended that the central and regional governments have social media.

2.2.Social Media inside an organizations

The use of social media in the scope of work can provide convenience in interacting with each employee. There are several questions whether the use of social media in a company has a relationship with the performance of employees who use it? The results showed a positive relationship between the use of social media and job performance, but the research did not reach how to measure performance. Some of the reasons put forward by the use of social media in the company are reduced to ease of use and adoption. Even according to [12], compared to other forms of communication, namely e-mail or instant messaging, social media has several advantages, namely: visibility, persistence, edit ability (easy to edit), and association. The ease of use of social media is inseparable from the comfort of the user interface. [13] said there is a new approach in designing a user interface adopted by social media expressed in 3 (three) terms, namely: 1) visceral (display); 2) behavioral (pleasure and ease), and 3) reflective (displaying the user's self-image or pride). Meanwhile, according to [14] there are 3 (three) dimensions in the interaction conducted by social media, namely: self-presentation, social presence, and deep profiling. Self-presentation can be interpreted that social media is a media that can present itself to its users. While social presence, means that social media is representative of the presence of a person or individual in the social realm, and deep profiling, provides a deeper picture of the profile of the owner of social media.

3. RESEARCH METHOD

The approach used is the study of literature; the approach is used to look for theoretical references that are relevant to the case or problem found. The reference contains about: social media, social media user information, social media models and other related information. References can be sought from books, journals, research report articles, and sites on the internet. The output of the literature study is the collection of references that are relevant to the formulation of the problem.

The data that has been obtained is then analyzed using a descriptive approach. Descriptive analysis method is done by describing the facts which are then followed by the analysis, not merely describing, but also provides sufficient understanding and explanation.

4. RESULT AND DISCUSSION

The results showed the government had used social media in interacting with its citizens. For example Metro Jaya Police, BMKG, and the business world, like picture 4.



Figure 4. Social Media Usage

The use of social media is part of communication conducted with the public and part of government political communication. This communication is the political communication of the government because in modern government, political authority is no longer only related to the relationship of subordinate control. Political authority is also related to a set of political communication networks, where institutions and individuals are intertwined in several reciprocal and interdependent relationships.

The success of policies and programs proposed by the government will depend on effective communication. Submission of information will succeed, not only depends on the government taking the role in communicating but also how the community and government can interact with each other, especially how people can use communication as a way of conveying aspirations, suggestions or criticism [15]. The main purpose of communication carried out by the government is to make government actions more transparent and produce external interactions, or can be said with responses [16]. The government, among complaints made by citizens against government administrators, in figure 5, shows the number of citizen reports recorded by the Ombudsman of the Republic of Indonesia.

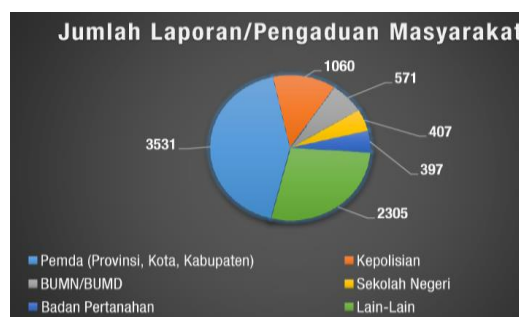


Figure 5. Number of Citizen Complain in 2016/2017, [23]

During the 2016/2017 period the number of public complaints through the Ombudsman of the Republic of Indonesia received 8271 complaints with details as shown in Figure 5. This basically shows that citizens want to interact quickly without going through the bureaucracy. The use of social media is expected to bring closer relations with the community which ultimately increases community participation and enhances the government's reputation. Social media that is easily used by employees and the public through the internet, has established a permanent community and network, and facilitates interactive through audio and video without having to pay expensive fees [17].

4.1. Social Media Model

The social media model that the government will implement will be adapted to the needs of interaction with its citizens. There are several social media categories as in table 1.

Table 1. Media Social Category

Misi	Jenis Interaksi	Kategori Penilaian
Transparasi	one-way push	Followers Like page
Partisipasi	two-way pull	Jumlah postingan Like postingan Komentar
Kolaborasi	Network co-design of service	Share postingan

Source: [18]

The method used to categorize the types of interactions and determine popularity is based on a framework developed by [18], which determined 3 types of interactions based on the mission of making government social media. The type of interaction is one-way push, two-way pull and networking co-design of service Types of interactions have each assessment category in them. Table 1 displays the categorization of types of social media interactions along with their mission and assessment categories and becomes the basis for creating a social media model. The social media model to be developed is adapted to the objectives and the government background for interacting with citizens Figure 6 shows the social media model that will be developed as follows:

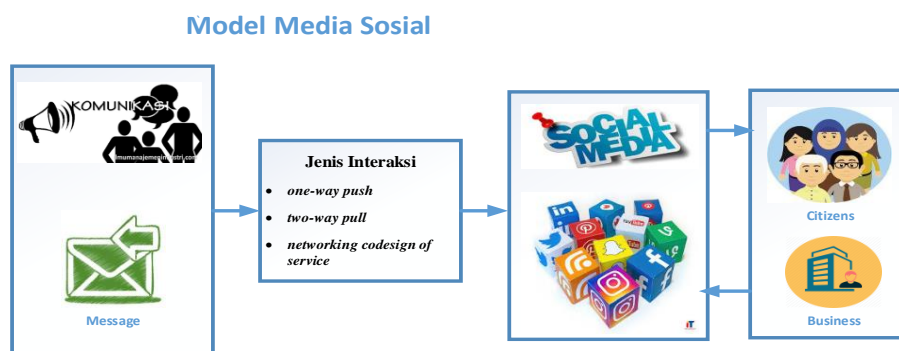


Figure 6. Social Media Model

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At the stage of interaction with the community has an important role and is needed for the success of government policies and programs. The success of government programs and policies can be measured through community response. If the community responds positively, the government is said to be successful, but if the community response is negative, then the government still needs to improve the program or policy [15].

Previous research stated the same thing that social media in government can increase the satisfaction and trust of residents of [19]. High levels of social media use tend to allow citizens to oversee government and make information, data and processes more transparent

[20]. The findings reveal patterns of social media applications for specific purposes, even though organizations do not all use tools social media in the same way.

Social media as a communication medium is used to obtain feedback on service quality. Social media can be use for participation and for the internal work collaboration of [21]. Other research says that adoption of social media by the government can cause some losses, such as loss of control due to excessive transparency, low levels of participation or destructive behavior by users, the existence of JC Bertot's privacy and security issues [22], or the lack of culture that exists in citizens and the risks associated with the communication style of [19]. There needs to be a good implementation strategy by the government to benefit from social media. A good strategy can certainly increase the popularity of social media used by the government.

4.2 Risk of Using Social Media

The survey results show that most companies / governments understand the risks that can occur with the use of social media as a medium for interacting with the public. From some of the risks that arise from the results of the survey, which can be concluded are:

1. Reputation Risk

In addition to tangible assets, the government as well as companies also have intangible assets, namely reputation, the name of the government or government agencies.

2. Privacy Risk

Social media has been designed from the start so that users feel comfortable and can share any information, with anyone, at any time and get fast feedback from information published by the government.

3. Security Risk

Data collection, data protection and security must be considered. The government must meet the regulatory requirements for collecting, processing, handling and storing data.

4. Legal Risk

- a) Social engineering on social media sites, as well as social media profiles or "fake" pages, provide entry points for attackers and pose legal risks. A fake site can set up a profile or fan page that is exactly the same as its own page.
- b) Risk of fraud or other legal actions using a government-owned social media account

Social media that is not well managed will waste time. Information that is not important and irrelevant will not reach the target or goal of the government using social media.

5. CONCLUSION AND RECOMMENDATION

The use of social media applications can be used in the public sector. Social media has become an alternative communication media between the government and the community and business actors. Government-owned social media can be widely accessed and users can interact with each other including the community and government or vice versa. The use of social media can provide two-way interaction between people as managers of information that is disseminated and able to interact or answer feedback provided by the public and business actors.

Interaction between the community, business actors and the government is done based on the type of interaction categorization. The classification of types of interactions can be divided into three types of tactical interactions, which are based on the mission and objectives of making social media for the government, namely: the mission of transparency,

participation, and collaboration. Based on the mission and objectives of making government social media, one way push, two way pull and network co-design of service interactions can be carried out.

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