

Government Public Communication Strategy Through Social Media In the Digital Era (Case Study on Bangli Regency Government)

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ABSTRACT

Communication strategies play a very important role in helping programs in government institutions to be more effective. Because communication strategies will be able to help effectively develop relationships, improve reputation and persuade people to act. The aim of this research is to respond to the background explanation above, the problem formulation that needs to be addressed in this research is: (1) to determine the application of public communication current government (2) to analyze the Bangli Regency government's public communication strategy through social media (3) to determine the supporting and inhibiting factors for communication strategies carried out through social media. This research is descriptive in nature with a qualitative approach. Data sources include primary data obtained through the interview process and secondary data originating from documents related to the research. The sampling method is purposive sampling where this technique includes people who are selected based on certain criteria. Respondents in this research were the Regent of Bangli Regency, Head of the Communication and Information Service, Head of Information, Public Relations Officer, Social Media Admin and the community. Then, data collection techniques used interviews, observation and documentation. Data analysis techniques using data reduction, data collection and data presentation. The results of Bangli Regency's research in educating the entire community to be technologically literate so that they can adapt to technological advances in accordance with the planning concept regarding the strategic planning process has four steps, namely: defining problems, planning and programming, taking action and communicating, and evaluating programs. Bangli Regency Public Relations created a strategy to obtain information through official social media accounts.

KEYWORDS *Communication Strategy, Public Relations*

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INTRODUCTION

In this modern era, communication is a crucial thing that needs special attention in a company or institution. Where communication between communities is very necessary to support the progress of a government. Social media has become a primary need for communication activities in daily life, and social media has even become a dependency in its use (Anggreani et al., 2020). So it is not surprising that there are a very large number of social media users in Indonesia, this is proven based on the results of a survey conducted by We Are Social, which states that there are 170 million Indonesians who actively use social media (social media). Government Communication (Albishri et al., 2019) is the delivery of government ideas, programs and concepts to the public in order to achieve state goals. In this case, the government can be assumed to be the communicator and the community as the communicant, but in certain situations it could be the other way around, the community is in the position of conveying ideas and the government is in the position of observing what the community wants. In carrying out activities to convey information to the public, KOMINFO has created several strategies, one of which is using social media Instagram, Youtube, Tiktok and Facebook (N. N. Arief & Saputra, 2019).

Bangli Regency, when viewed from its geographical location, is in the middle of the island of Bali, the use of social media by the people of Bangli Regency when compared with Badung Regency, Denpasar City, Bangli Regency, the people who actively use social media are still low in awareness that they can get important information through social media low (N. Arief, 2020).

It can be concluded that from the 100 respondents, consisting of the people of Bangli Regency, 32% were aware of the Bangli Regency Regional Government's Social Media, but 68% were not aware of the Bangli Regency Regional Government's Social Media. Then as many as 32% have followed the Bangli Regency Government's social media, but 52% do not follow the Bangli Regency Government's social media accounts and 16% admitted that they do not have social media (Azhary, 2020). Bangli Regency and 16% admitted that they did not have social media.

Communication strategy to carry out communication programs to target audiences in order to achieve the expected goals. Communication strategies in communication programs require a suitable method so that the goals of the program are achieved. Various research shows that the success of government programs depends on communication. So it can be said that failure also depends on the communication carried out (Hartini, 2019).

Based on the background of the problem above, the aim of this research is to describe the government's communication strategy through social media in the digital era (Case Study of the Bangli Regency Government) (Hopkins, 2015).

Theoretical Review

Communication Strategy in Using Social Media

The presence of social media provides many opportunities for the government to develop and strengthen relationships between the government and its communities and citizens. Apart from that, social media also really helps the government in facing many challenges related to the rapid environmental changes that are currently developing (Sharif, Troshani, & Davidson, 2015). A very important and significant goal for governments who want to strengthen relations between the government and citizens his country is to promote citizen engagement in online discourse and government digital environments in social networks (Park et al., 2019). The use of information technology in government can also help in developing this process by offering efficiency and transparency so that it is deemed more successful in meeting the needs of citizens (Sidiq et al., 2019).

This communication model was presented by Harold Lasswell in 1948, he explained the communication process and its function in society. This Yale University political science scientist said there are three functions of communication (Sani et al., 2020). First, public scrutiny as a form of reminding members of the opportunities and dangers. Second, society can respond to the government based on the correlation of various separate parts. Third, each generation can transmit social inheritance.

RESEARCH METHOD

A qualitative approach is believed to be able to focus the search for new concepts through interpreting the process and meaning of research which can then be used to support predictions and provide explanations for what is being researched (Sugiyono & Lestari, 2021).

The subject of this research is looking for informants who will provide various information needed during the research process through interviews. An informant is someone who really knows a particular issue or problem from which clearer, more accurate and more reliable information can be obtained. This information can be in the form of statements, information, or data that can help in understanding the issue or problem being studied (Moleong, 2014). In this research, the informants who will be interviewed are as follows:

- a. Regent of Bangli Regency
- b. Head of the Bangli Regency Information Communication and Encryption Service
- c. Head of Public Information and Communication Division
- d. Public Relations Institutions
- e. Social Media Admin
- f. Community (Bangli Regency Government Social Media Followers).

The analysis of this research data is a qualitative descriptive analysis, meaning that the researcher in analyzing the data will observe, understand and interpret any data or facts obtained from interviews as well as the results of observations and studies which are compiled into text which has been analyzed through interpretation

in order to obtain meaning. Qualitative analysis is the process of systematically searching and compiling data through interviews, field notes, and other materials. Activities in qualitative analysis are carried out interactively and continue continuously until completion until the data is saturated. Activities in data analysis are, data reduction, data display.

RESULT AND DISCUSSION

Public Communication Strategy in Bangli Regency Government Through Social Media

A communication strategy is certainly prepared with a systematic plan or tactic that is useful as a basis for implementing the communication itself. Wasin Sinaga revealed about the public relations communication strategy used by the Bangli Regency Communication and Information Service, namely

"Public Relations is a bridge or liaison between the government and the media, there are 3 media, namely print, electronic and online media. So public relations must be able to act as a liaison between the government so that the information received by the media is wrong or incorrect. That's what we build communication with, namely by holding a personal approach, institutionally, we hold press conferences, press conferences, media gatherings. This is solely to build good communication between the government, especially the media."

Supporting and Inhibiting Factors of Communication Strategies Carried Out Through Social Media

Barriers or obstacles that must be experienced in carrying out communication between the government and the community. This presents its own challenges for humanity in building communication to support the government's image. Several theories about communication strategies also explain the obstacles in implementing communication strategies (Smith, 2011; Stacks, 2016). One of these theories was formulated by A.W Widjaja, where communicators can send messages (according to the goals of their agency) directly to the public, so that there will be the possibility of a one-way communication process (no response from the public) or a two-way communication process (there is feedback from public).

This can lead to several obstacles experienced when using one-way communication, namely the communicant is only an informant for the communicator, the message conveyed is sometimes not clear to the recipient of the message. In carrying out its communication strategy, public relations is hampered by a lack of journalistic staff and there are no media assessors.

CONCLUSION

From the results of this research regarding the Bangli Regency public relations strategy for the youth parliament program, it is concluded as follows that Bangli Regency in educating the entire community to be technologically literate so that they can adapt to technological advances in accordance with the planning concept regarding the strategic planning process has four steps, namely: defining

problems, planning and programming, taking action and communicating, and evaluating programs. Bangli Regency Public Relations created a strategy to obtain information through official social media accounts.

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