

# Application of Social Media Twitter as a Strategy for Government's Transparency: Study on #Kemala Jateng Program

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## Abstract

Media social helps and supports society to do their activities associated with interaction among them, such as government activity to create transparency in informatics. This development shows that social media become inseparable resource with great impacts. One of the social medias that is being used by government is Twitter that gives features like uploading pictures, making link or hashtag. This study is focused on the strategy of the government of Central Java province uses Twitter as media social by cooperating with Twitter Indonesia. The government of Central Java launches Twitter Kemala (*Kelola Melantas Layanan*) as a tool to optimized social media to increase the quality of public services in order to accommodate the society's interests. Through hashtag #Kemalajateng, the people of Central Java can send their ideas, complains, supports and questions which will be directly responded and reported by the related agencies in the government of Central Java. The purpose of this study is to understand the strategy of the government of Central Java optimizing social media, Twitter, to carry out the obligation as public bodies according UU No. 14, 2008 about public information transparency. In this study the descriptive qualitative method was used in which Communication and Informatics Agency of Central Java and Twitter of Central Java province account was the subject of this study. The result shows that the government of Central Java able to optimized the Twitter Kemala Jateng by responding actively and quickly as their strategy to create good governance according the law.

## Keywords

Governance Transparency; Social Media; Twitter Kemala Jateng

## INTRODUCTION

The rapid development of technology triggers huge change on supporting aspects of daily needs in human activities, from the tool to ease daily works up to tool to communicate with people. Back then, to be able to communicate with people, they must meet face to face to deliver and receive message. The trend changes with the development of technology which many communication types can be done without going to meet people face to face. All we need is relevant communication tools. The technologies based on internet platform is constantly evolving. Internet is the result of highest convergence of a medium for being the bridge between print and broadcast media to blur the difference between the two (Moriarty, Mitchell & Wells, 2009: 332).

The development of internet technology supports the development of communication media. According Rogers (Abram, 2010: 17-

18), communication media has been through four communications era, namely the era of written communication (since 4000 BC), the era of print communications (since 1456), the era of telecommunications (since 1844) and the era of interactive communication (since 1946). The era of interactive communication delivers a new look for mass media that is new media. In this era not only is communication easier to do but also information about something is more accessible and obtainable. This is due to the vastness of the internet network that is growing every day.

New media also become a tool that deliver internet-based communication technology to a container underlying many platforms, namely social media. Social media is defined as a set of online tools that designed as many-to-many interaction that allows social interaction among small or large groups (Bertot et al., 2012). The impact of social

media in society in term of positive effects are helping people to bring positive change in society by achieving specific goals via networking and as a tool that provides awareness among society to be up dated with current situation and information (Siddiqui & Singh, 2016).

The social media has been applied by many governments to increase openness and transparency in their actions. This is because social media considered to be cost-effective and convenient to promote good governance practices (Bertot et al., 2010). This social media started booming and became phenomenal during the advent of Friendster in 2002 and continues to this day with more and more types of social media in accordance with their respective uses. The type of social media that have been quickly adopted by many governments partly due to the level of attention given to the service of the media (Jaeger & Bertot, 2010; Henman, 2013).

The number of social media that developed until now one of them is twitter. Twitter is an online news and social networking service on which users post and interact with messages known as "tweets". In twitter, users can "follow" others' "tweets" and spread information further through "retweeting". In 2011, there were 65 million tweets with rate of about 750 seconds per a day (Ellison & Hardey, 2014). Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Japanese, Korean, and Chinese (Wikipedia.org).

Twitter is still used to be a platform used by many government agencies as a medium of interaction with the society. Twitter provides an immediate and flexible tool to disseminate

information and communicate through brief public messages. For examples build relationships with citizen and other stakeholders also broadcasting and sharing information to public (Waters & Williams, 2011; Wigand, 2011; Cho & Park, 2012; Panagiotis, 2014; Suparno et al., 2020). The creation of a good governance is also required the quality of public services that can accommodate all the interests of society. Social media essentially aims to increase citizen engagement through information and communication technologies. Online engagement activities are not limited to petitions, consultations and forums to provide opportunities to connect and communicate with government (Panagiotis, 2014).

One that will be achieved is transparency in the field of information. The Government of Republic Indonesia drafted Law no. 14 Year 2008 on Public Information Disclosure which is intended to give obligation to every Public Agency to open access for every applicant of public information to get public information, except for certain information. Therefore, the government of Central Java in cooperation with Twitter Indonesia through the *Kemala (Kelola Melantas Layanan)* Twitter program to be able to make it happen.

This program is proclaimed in order to improve the quality of public services to be able to accommodate the public interest. The Provincial Government of Central Java with this program can monitor community inquiries, requests, and complaints and can quickly take the necessary action. Thus, a more effective and efficient public service will be created. In addition, through the hashtag #KemalaJateng citizens of Central Java can submit proposals and complaints and will be responded directly

and reported to relevant agencies either through the Central Java Provincial Government account or other relevant agencies.

Office of Communication and Informatics of Central Java as one of the institutions that have the task of formulating the policy of Public Information and Communication Management, Sectoral Statistics Implementation, E-Government Management, Domain of State Administration Institution, Encryption, Pattern of Communication Relationship Passwords between the Regional Devices trying to realize the State Administration which is open where the public right to obtain information in accordance with the laws and regulations. One of the strategic issues developing in the field of information and communication is the development of infrastructure and governance that embodies the smart province. Smart province in question is data integration (single data), application integration, infrastructure integration, information and communication publication and information security. This activity requires supporting human resources and institutional strengthening.

## METHOD

This research is a descriptive qualitative research and aims to find out how the strategy of Central Java government in order to optimize social media Twitter to implement the obligations of Public Agency based on Law no. 14 Year 2008 on public information disclosure. The subject of this research is the Division of Communications and Informatics of Central Java Provincial Government and Twitter Account of Central Java Province. In this study, interviews to the social media admin were conducted.

## FINDINGS AND DISCUSSION

### Social media as a strategy to create government transparency

Social media is a platform for sharing and receiving messages as well as simplify its users in many matters relating to communication between people through social networks, online media, forums and so on (Mayfield, 2008: 6). Social media has great impact on simplify the users because compared with the previous media there are many conveniences which are then offered by social media. Like, formerly to be able to communicate with others must go through face-to-face, then develop through the mail and so forth.

It used to be all visual or audio only, and the feedback obtained was not directly or had to wait first. Everyone finally can easily communicate between humans without difficulty and can also find various information that is needed. Social media has a very flexible characteristics that can be utilized by anyone regardless of social or economic status. Therefore, social media able to build and improve the relationship between individuals to groups in the virtual world without being limited by differences in social or economic status.

Internet-based social media such as blogs, YouTube, Instagram, Facebook to Twitter are very popular. This platform is evolving as a two-way internet-based container (Web 2.0) so that users can share information to reach common goals. The abundance of convenience offered by social media ultimately makes the platform as a mean to perpetuate a strategy towards a goal. Social media facilitates the communication between government and citizens directly. Being cost-effective, accessible and efficient for communication it is worth to notice that twitter is beneficial to help

raise the transparency, accountability, participation and collaboration functions among other things that government conventional service tools usually do (Kim, et al., 2015).



Figure 1. Promotion of Kemala Jateng

As done by the government of Central Java by working with Twitter Indonesia by creating the program #KemalaJateng (Fig. 1). Through this program, people can submit complaints or complaints against the government or related agencies. It has been a year since program has been launched. However, it's not yet popular because there are still people who do not use the hashtag #Kemala Jateng to submit complaints. They still choose to directly mention to the corresponding account such as government account (@provjateng) or Central Java governor account (@Ganjarpranowo). This result is in line with result of a study conducted by Aladwani (2015) which revealed that Twitter users will follow someone that they know, like family and friends or famous person.



Figure 2. Tweet Complaint

According to Galla Zulhi one of the staff of Public Communication Information division, there are still people who do not use #Kemala Jateng and prefer to mention directly from the relevant agencies to the governor because they feel more conveyed when it is directly to the person responsible for it. Similar result from Jaeger and Bertot (2010) showed that citizens do not care about the specific government agency when the asked for information or posted a complaint. Citizens believed if they mention directly at the governor accounts (@Ganjarpranowo), it will be quickly responded. There are concerns when using only unreadable tags or the like if they do not mention their complaints directly to the person or agencies responsible for it. Therefore, the government of Central Java is making the program and always monitor the hashtag. The effort by the government in disseminating this program is reminiscent of tweet and pinned tweet in @provjateng profile, so people will know and always use the hashtag.

This program was initiated to create transparency of government to the people of Central Java. Due to the existence of this program people can directly monitor the complaints on what is happening in the community and also the community can see the government's work in responding to complaints and complaints. The transparency of this government must be implemented because it is regulated in Law no. 14 Year 2008 on public information disclosure. Program #KemalaJateng in Twitter then become a strategy in realizing the transparency. Studies reveals that interaction between government and citizens supported by social media can improve citizens' perceptions of transparency, efficiency and

corruption prevention. This effect positively on the development of good governance practice and strengthen the relationships between government and citizen (Valle-Cruz et. al., 2016).

### Social media as a strategy to become trusted institution

In addition of being used as a strategy to create government transparency, the use of Twitter and its program #Kemala Jateng is also used as a strategy to become an institution that is trusted by the community. This is important because the government is the agency responsible for what is happening in the community, in this case in the province of Central Java. Thus, people need the government to respond quickly about their complaints then immediately process it.

The Government of Central Java through Twitter account (@provjateng) and Twitter accounts of other related agencies in Central Java are trying to become responsive institutions for the public so that people believe in the agency and do not hesitate to submit their complaints because they feel the government paid attention. Through the program #Kemalajateng, as government accounts, it will easier to sort complaints. However, since it has not been regularly the government keep trying to keep responding to complaints without the hashtag addressed to the relevant agencies and mentions to the governor.

In addition, the government also responded to the complaint by directly conveying it to the related agencies in the mix (as in Figure 3). Complaints that submitted by mentioning the account of related institutions, not only directly submitted to the relevant

agencies but also processed quickly related to the complaint. The government keeps doing this effort is government to gain the confidence of the people of Central Java in order not to hesitate to submit their complaints. Nevertheless, by Kemala Jateng, the government of Central Java has initiated the good government practice with providing medium for the citizens to be involved more aiming for citizen-government collaboration and transparency. Moreover, to achieve the citizen engagement it is important that government must focus on more on interactivity then only actively posting information on social media. Therefore, quick respond and give feedback to citizens can lead to a good governance practice [Horo-de-rosario et al., 2018]. This program follows the success of many local governments level around the globe that have been utilizing social media with purposes to promote citizen engagement, communication using same platform and allowing citizen to comment (Graham & Avery, 2013).



Figure 3. Tweet response from government

## CONCLUSION

Prior to the existence of social media various complaints can only be submitted directly to the relevant agencies by coming directly or later developing via voice or

telephone. With the social media, complaints can be submitted in real-time and can be accompanied with evident, like photo and so on, so that the feedback can be obtained directly without having to wait. Social media is meant in this research is Twitter. Twitter has helped the government to create good governance. Starting from creating transparency, so people know what is happening in Central Java and what efforts have been made by the government in responding to problems in the province of Central Java through the program #Kemalajatang. In addition, Twitter has helped the government to be more trusted by the community. Through Twitter and #Kemalajatang government more organized and regular in receiving complaints and can read all complaints that come in. The government also immediately respond quickly on Twitter and directly taking actions on the process in the real world not only on Twitter.

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