Utilization of Social Media in the Implementation of the West Java Governor Program

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Abstract
This study aims to analyze the use of social media in Ridwan Kamil's work implementation program as Governor of West Java. It is known that Ridwan Kamil produced many work programs as Governor of West Java. In its policy, there are several programs created based on social media. The type of research used in this study is a qualitative-descriptive approach, with the technique used to analyze the data, namely the content analysis method, with the help of Nvivo 12 Plus software. This technique is used to conclude objectively and systematically through the findings or observations of object behavior. The research method used by researchers is a case study. The results showed that Ridwan Kamil could utilize social media to realize his vision and mission as Governor of West Java. Many programs are created based on social media as a public service, both on Twitter and on applications. One program that is considered very effective is Sapawarga. Ridwan Kamil did this to achieve efficiency in its performance. Social media allows people to access these public services anytime and anywhere. However, on the other hand, there is a weakness: some have decreased social media interaction, so some are no longer active.

Keywords
Political Communication; Ridwan Kamil; Utilization of Social Medi

INTRODUCTION

The rapid development of technology that is currently happening is a result of the digitalization era. Many aspects of life are affected by technological advances, such as how to communicate, relate, interact with the public, and have easy access to information so that we know what is going on in any state. Advances in technology also bring innovations called the Internet. The Internet is a network or tool used to make it easier for everyone to interact in cyberspace because its use can bridge communication across distance and time (Hakim et al., 2021). Not only that, the Internet can be used to find unlimited information. The Internet provides convenience and benefits for humans in carrying out their activities. Therefore, for many people, the Internet is a basic need (Yuliani et al., 2019). According to the World Population Review, Indonesia recorded 204.7 million internet users in 2022. Indonesia has the fourth-highest internet users after China, India, and the United States.

With the advent of social media, the Internet has become increasingly popular and has even become the main destination for individuals to access Internet networks (Yuliani et al., 2019). Social media is a broad category of online media where people can easily participate, share, interact, discuss, contribute, and produce content using various platforms (Novianti et al., 2020).

Since the presence of social media, all information is easier to obtain, primarily through widely used platforms such as Youtube, Twitter, Facebook, Instagram, and many more. These forms of social media each feature unique and different content. All of them serve the same purpose: to enable us to communicate and socialize in cyberspace without being limited by space or time (Munandar & Suherman, 2016). Social media is a place for various interactions, discussions, and collaborations (Novianti et al., 2020). Social media makes point-to-multiple-point communication more optimal and efficient (Rosana, 2010; Sosiawan, 2008).

Easy access to the use of social media causes an increase in users every year, especially in Indonesia. This can be observed through the following figure:

Figure 1. Active Social Media Users in Indonesia (Source: We Are Social, 2022).

With the trend of increasing social media users, it creates new benefits, especially in the realm of politics and government. In Indonesia, politicians and political organizations quickly recognize social media as a medium for political communication (Suryawati, 2021). Politicians take advantage of social media presence to seek positive impressions through self-image. Such was the case with Barack Obama and his political opponent in the United States election, Mitt Romney, who used social media platforms to carry out their political campaigns. As stated

Kawekas (2020) and Smith (2011), apart from the general public, politicians and political groups in other countries have used social media to organize and communicate with their supporters.

In Indonesia, in recent years, social media has carried out political communication. Prominent politicians and state officials have utilized social media for political communication, including Ridwan Kamil as Governor of West Java, Ganjar Pranowo as Governor of Central Java, and Joko Widodo as President of the Republic of Indonesia. These figures use multiple social media platforms to reach a broader target audience. According to Firmanzah (2008) in Indonesian political communication, open, accessible, and transparent political democracy has become a new culture. According to Surbakti (2010), political communication is the process of conveying information related to politics from the public to the government or from the government to the community. Apart from forming personal Branding, social media is also used to create political Branding for officials. Political Branding is the lifeblood of contemporary political democracy, which political candidates commonly use to build and place a particular impression in the minds of their people to appear more attractive, meaningful, dominant, and memorable and to differentiate themselves from their competitors (Gelder, 2003; Mensah, 2016; Sonies, 2011).

Currently, social media can be used by public service institutions as instruments for public services (Yuliani et al., 2020). Public service is an effort to meet community needs for services for goods/services/ administrative services organized by government institutions or corporations by applicable regulations (Wenggi et al., 2022). Realizing public services through social media is expected to offer access to more efficient and quality services (Furqon et al.,

2018; Ulayya et al., 2022). This is by the scale of coverage in social media which is more comprehensive, easier, and cheaper than conventional methods. One form of its application is using Twitter as a public service center.

One government actor who actively utilizes social media as a means of political communication is Ridwan Kamil. For example, Ridwan Kamil has used Twitter social media since October 2009. Ridwan Kamil's username on Twitter is @ridwankamil. As of April 2023, followers of Ridwan Kamil's account on Twitter have reached more than 5.5 million and tweeted more than 44,000. Based on this analysis, it is evident that Ridwan Kamil is quite active in using social media. Apart from being a tool for personal political communication, social media is used by Ridwan Kamil as a tool for carrying out his work program as Governor of West Java. With the social media-based work program or policy that was launched, Ridwan Kamil is considered to have implemented the concept of e-government. E-government is the use of technology by the government to facilitate communication and establish relationships between the government, communities, businesses, and other interested parties to provide services quickly and accurately (Atthahara, 2018). An example of the results of Ridwan Kamil's work program as Governor of West Java based on Twitter social media includes; Jabar Quick Respons (@QrJabar); Layad Rawat (@LayadRawat119); Jabar Masagi (jabarmasagi_); Jabar Saber Hoaks (@jabarsaberhoaks); Jabar Future Leader (@JabarFtrLdr); Jabar Data Ecosystem (@jabardigital); Citarum Harum (@SatgasCitarum); and Petani Milenial Jabar (@PetaniMilJabar). While the results of work programs based on social media applications include; Tani Milenial; Sapa Warga – Jabar Super Apps; dan Candil

(Maca Dina Digital Library). With the establishment of a social media-based work program, it is hoped that it can facilitate the public service process, especially in the West Java region, because the service process can be carried out anytime, anywhere, and by anyone. There is flexibility in the process of submitting public services that are fast and responsive so that the results obtained can be optimal and beneficial for both the community and the government. In this case, social media can be considered a bridge between the community and the government, mainly if it is supported by work programs based on social media.

Based on the previous explanation, the author will analyze Ridwan Kamil's use of social media to implement his work program while serving as governor of West Java. This study aims to analyze how social media is used to implement Ridwan Kamil's work program as Governor of West Java, considering that many of Ridwan Kamil's performance programs are based on social media. Therefore, researchers are interested in choosing research titled "Utilization of Social Media in the Implementation of the West Java Governor Program".

LITERATURE REVIEW

According to Anjar et al. (2021), the media has an important role and contributes to policy-making regarding the handling of Covid-19 by the Indonesian government. In 6 months, more than 62,000 news broadcasts about Covid-19 were carried out. The widespread news about the dangers and developments of Covid-19 gave birth to regulations made by the government, namely Presidential Regulations regarding the formation of the Covid-19 task force, implementation of the Health Protocol, PSBB to Covid-19 vaccination. According to Munzir (2019), social media has a vital role in political campaigns. The advantage of

campaigning through social media is that the costs are much lower. The second role is the development of the political literacy of the Indonesian people. This is important because citizens must know their rights and responsibilities to build a more robust political and democratic system. The third role is to increase voter participation, especially among first-time voters.

According to research Yovinus (2018), explains that as a form of public communication, social media contributes to increasing public oversight, particularly regarding development policies and their implementation. Latifah & Najicha (2022) also explains the use of social media can help the democratic process in Indonesia. The government must consider the aspirations of social media when formulating policies. Increasing ambition on social media serves as a form of social control over the government.

Fahriyani & Harmaningsih (2019) explain BNPB uses Twitter to disseminate information, while the public or followers of BNPB's Twitter account use Twitter to meet information needs. According to Qadri (2020), in determining political behavior, social media can exert a strong influence and shape public opinion. Public sympathy can be achieved by delivering appropriate and effective political messages. According to Cahyono (2016), social media has impacted social interaction in contemporary society. Changes in social relations or the balance (equilibrium) of social relations, as well as all forms of social institutions, affect its social system, including values, attitudes, and patterns of behavior between social groups. According to research Novianti et al. (2020) Humas Kabupaten Pangandaran uses social media to facilitate communication, discussion, and collaboration between internal, external, and public employees. While research Syarief (2017) which discusses SBY's social

media in the formation of public opinion, explains that a text or opinion contained in social media can shape public opinion so that institutions or governments must respond and consider public opinion in determining a policy.

Based on a literature review conducted by the author, some of the literature related to the research topic taken only discusses the form of using social media as a tool for political communication and a tool for policy making by several related parties. That it is important to carry out studies related to the use of social media in policy making. Therefore, the author conducted a search on Publish or Perish with the keywords "media sosial", "komunikasi politik", and "kebijakan pemerintah" to map the article data using 1000 articles classified in the time range from 2015-2023 and then visualized related to the theme. related to using VosViewer to describe the development of the topics discussed making it easier for researchers to determine the level of novelty in this study.
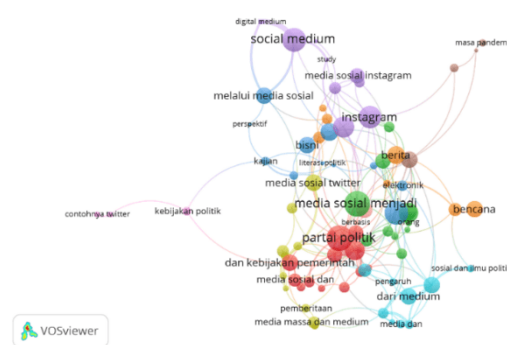

Figure 2. Analysis keyword using VOSviewer (Source: processed by the author, 2023).

Table 1. Clusters Generated through VOSviewer

Keyword	Cluster
Dan Kebijakan Pemerintah, Demokratis, Interaksi, Media Elektronik, Media Sosial Dan,	1

Partai Politik, Social Distancing,	
Fungsi, Jurnalisme, Media Sosial *Facebook*, Organisasi, Politik dan Pemerintahan, Warga Negara	2
Bisnis, Elektronik, Literasi Politik, Melalui Media Sosial, Partai, Public Policy, Sosial Politik	3
Kebijakan Pemerintahan, Media Massa, Media Massa dan Medium, Media Sosial *Twitter***,** Opini, Pembangunan, Pemberitaan, Sosial Budaya, *Youtube*	4
Aktivitas, **Digital Medium,** *Instagram***, Kampanye Politik, Media Sosial** *Instagram***, Social Medium,** *Twitter*	5
Media Cetak, Pengaruh, Peran, Radio, Sosial dan Ilmu Politik, Televisi	6
Bencana, Berita, Berperan, Dan Ekonomi, Isu, New Medium, Pemerintah Indonesia	7
Masa Pandemi, Maupun Medium, Media Sosial Seperti *Facebook*	8
Contohnya *Twitter*, Kebijakan Politik, Mengkritik Kebijakan Pemerintah	9

Source: processed by the author, 2023.

VOSViewer analysis shows that relevant discussions on the selected topic are still spread out in 2 clusters, namely in cluster 4 and cluster 5. However, these clusters have yet to discuss the topic that the author has explicitly chosen. In other clusters, it does not show any relationship with the selected topic, especially since there is no connection with using social media in implementing policies. This shows a need for more research related to using social media in implementing policies or work programs. Thus, this becomes a novelty in this study.

RESEARCH METHOD

This study used a qualitative-descriptive methodology, with content analysis as the technique used to analyze the data, which contained deduction, induction, and comparison methods. This technique is used to conclude objectively and systematically through findings or observations of object behavior. The research method used by researchers is a case study. A case study attempts to observe an event, writing, or subject in detail. (Yin, 2006) provides technical limitations, which include: 1) research targets can be in the form of an event, writing, event, up to, in the form of a human object. 2) the target to be studied will go through a detailed analysis process to align with the background to interpret one another.

The subject of this research is the use of social media by Ridwan Kamil, as Governor of West Java, in implementing his work program. While the object of this research is the analysis of the Twitter social media platform @ridwankamil as Ridwan Kamil's account, several Twitter accounts from Ridwan Kamil's work program, namely: @QrJabar; @LayadRawat119; @jabarmasagi_; @jabarsaberhoaks; @JabarFtrLdr; @jabardigital; @SatgasCitarum); and @PetaniMilJabar. In addition to social media, and Twitter, researchers have made Ridwan Kamil's work program based on applications such as; Petani Milenial, Sapawarga, and Candil. In this study, the researcher directly observed the objects mentioned objectively.

The researcher used the Nvivo 12 Plus software to analyze the subject and object research. NVivo 12 Plus is software used to analyze qualitative data with the help of a computer system. According to Zamawe (2015) NVivo 12 Plus seeks to make data

analysis for qualitative research more efficient and effective. The author uses the NCapture feature in the NVivo application to analyze data from social media Twitter based on the tweets written. This feature can extract data from social media Twitter systematically and comprehensively (Putri Pratiwi et al., 2021).

RESULTS AND DISCUSSION
Twitter as a Communication Tool Ridwan Kamil as Governor of West Java

Currently, the use of social media must be distinct from everyday life. Through social media, we can access various information through various platforms. One of the most widely used social media platforms today is Twitter. This can be seen in the following figure:
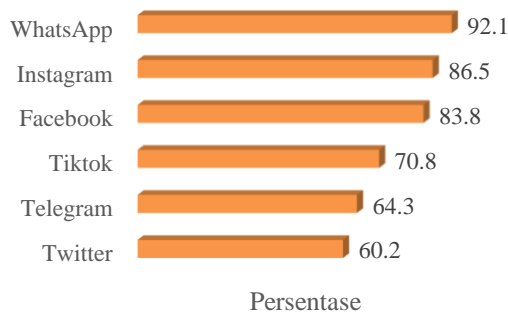
Figure 3. Most Used Social Media in Indonesia (Source: We Are Social, 2023).

Based on the data from the image above, Twitter is ranked 6th as the most social media timeline in Indonesia after WhatsApp, Instagram, Facebook, Tiktok, and Telegram as of January 2023. More than half of social media users in Indonesia use Twitter daily. This is a perfect opportunity if it is used as a political communication tool for government officials, and Ridwan Kamil is no exception.

Figure 4. Ridwan Kamil's Twitter.

Ridwan Kamil still uses Twitter to communicate, promote work programs or government policies, interact with Twitter users, and listen to the public's aspirations. Until now, Twitter account followers @ridwankamil have reached more than 5.5 million. Ridwan Kamil's activity on Twitter is marked by the number of tweets that have been posted, which is more than 44,000 as of April 2023. The results of an analysis of the activity intensity of the Twitter account @ridwankamil using Nvivo 12 Plus:
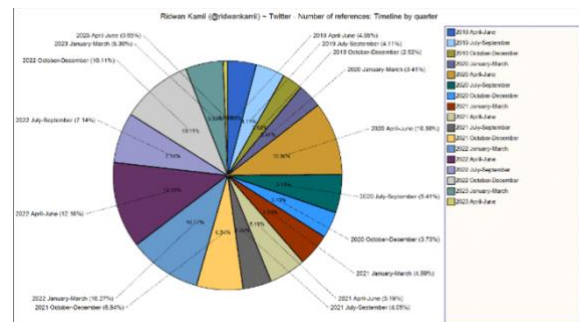

Figure 5. Tweet intensity @ridwankamil (Source: processed by author using Nvivo 12 Plus).

Based on the figure above, the analysis was carried out based on the period between April 2019 and March 2023 with a timeline by quarter classification. The author does not include the April-June 2023 time group because, at the time, the data collection process was still in April. Based on the data above, there are four-time

groups with a value above 10%, namely April-June 2022, with a score of 12.16%, making this group the largest group. Then followed by the April-June 2020 time group in second place with a rate of 10.38%, January-March 2022 in third place with a rate of 10.27%, and October-December 2022 in fourth place with a rate of 10.11%. Meanwhile, the October-December 2019 group is the lowest, namely 2.92%. They were followed by the January-March 2020 time group with a rate of 3.41% and October-December 2020 with a rate of 3.73%.

Based on the description above, Ridwan Kamil, through his account, is very active in interacting on Twitter social media. Even though there are fluctuations in intensity, Ridwan Kamil continues to interact consistently via Twitter. It can be concluded that Ridwan Kamil continues to apply political communication strategies through social media, especially Twitter. Not only as a means of communication, Ridwan Kamil uses Twitter as a tool to carry out his work program.

Utilization of Social Media as a Program Implementation Facility by Ridwan Kamil

Ridwan Kamil is well-known as a Governor who has a close relationship with his citizens. He often visits several areas through his program and interacts directly with the local community. According to Abdulkadir (2021), Ridwan Kamil shows an open leadership style through his communicative and responsive interactions with the community. According to Abdulkadir, apart from communicating directly, Ridwan Kamil's communication was aligned with advances in digital technology, especially social media, making it easier to reach more people and spread news about the work programs or policies he created. Based on the investigation, Ridwan Kamil is smart enough to use social media as a tool to realize his vision and mission as Governor of West Java. Through the official website of West Java website *https://jabarprov.go.id/tentang-jawa-barat/program-unggulan*, several results of Ridwan Kamil's work program as Governor of West Java were found based on social media Twitter and applications.

Jabar Quick Response (@QrJabar)

According to the official website *https://jabarqr.id*, Jabar Quick Response or QrJabar is a channel for humanitarian complaints from residents of West Java. QR Jawa Barat is here to offer solutions and first aid for humanitarian emergencies.

Figure 6. @QrJabar Account Twitter.

The Jabar Quick Response program has been present on Twitter with the username @QrJabar since September 2018. Until now, the Twitter account @QrJabar has nearly 10,000 followers and has tweeted more than 1,300. The results of the analysis of the activity intensity of the @QrJabar Twitter account using Nvivo 12 Plus:
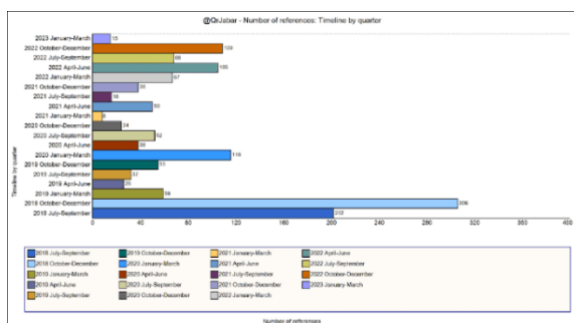
Figure 7. Tweet Intensity @QrJabar (Source: processed by author using Nvivo 12 Plus).

Based on the figure above, the analysis was carried out based on the period from July 2018 to March 2023 with a timeline by quarter classification. The data shows an increase in intensity in the first two quarters. However, after the next quarter or at the beginning of 2019, there was a very significant decrease in the intensity of the tweets. The intensity increased again during the fifth quarter and continued until the seventh quarter. In the eighth quarter, it experienced a decline again; in the following quarter, it experienced the same pattern, namely fluctuating. The second quarter (October-December 2018) was the time group that tweeted the most, namely 308, while quarter 11 (January-March 2021) was the time group that tweeted the least, with only eight (8) tweets.

Layad Rawat (@LayadRawat119)

According to the official website of the West Java Provincial Government, the Layad Rawat Program in the health sector provides services for people who need first aid. Health center doctors and nurses will visit people's homes directly. This program continued Ridwan Kamil's program when he was still the Mayor of Bandung.

Figure 8. Profile Account @LayadRawat119.

This program has been present on Twitter with the username @LayadRawat119 since July 2017. Until now, the Twitter account @LayadRawat119 has more than 1,100 followers and has tweeted more than 213. The results of the analysis of the interaction intensity of the Twitter account @QrJabar using Nvivo 12 Plus:
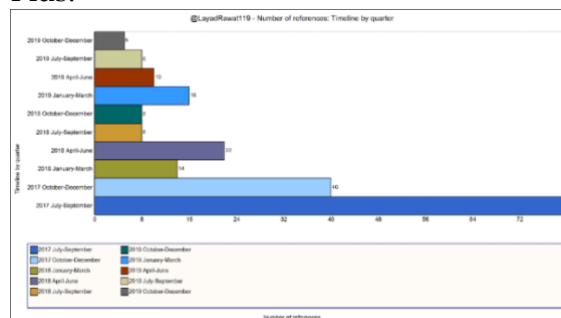

Figure 9. Tweet Intensity @LayadRawat119 (Source: processed by author using Nvivo 12 Plus).

Based on the picture above, the analysis was carried out based on the period from July 2017 to December 2019 with a timeline by quarter classification. The data shows that the highest intensity of account interactions occurred in the first quarter, namely in July-September 2017, with 80 tweets. In the next quarter, it decreased until it never reached a higher number than the first quarter. The lowest intensity occurred in the last quarter, namely in October-December 2019, with five (5) tweets. This quarter will be the last because, starting in

early 2020 until now, this account has never been tweeted.
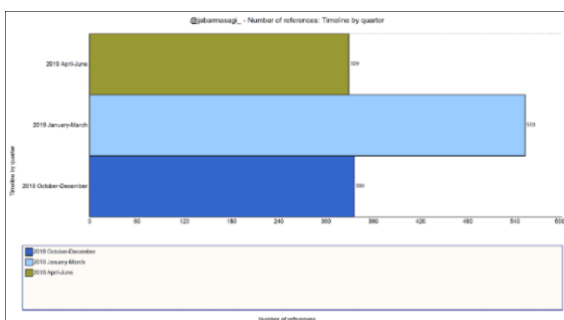
Jabar Masagi (@jabarmasagi_)

The official website of the West Java Provincial Government explained that West Java Masagi was a step towards establishing a better quality of Human Resources (HR). This program aims to provide culture-based character education that can strengthen and prepare the young generation of West Java to face global competition in the future.

Figure 10. Profile *Twitter* @jabarmasagi_.

The Jabar Masagi program has been present on Twitter with the username @jabarmasagi_ since October 2018. Until now, the Twitter account @jabarmasagi_ has more than 400 followers and has made more than 1,200 tweets. The results of the analysis of the interaction intensity of the Twitter account @jabarmasagi_ using Nvivo 12 Plus:

Figur 11. Tweet Intensity @jabarmasagi_ (Source: processed by author using Nvivo 12 Plus).

Based on the figure above, the analysis was carried out based on the period from October 2018 to June 2019 with a timeline by quarter classification. The data shows that there are only three-time groups. The second quarter became the highest group by doing 553 tweets. At the same time, the first and third quarters are only seven (7) tweets apart, namely 336 tweets by the first quarter and 329 tweets by the third quarter. The use of Twitter social media to implement this program is the shortest compared to other programs.

Jabar Saber Hoaks (jabarsaberhoaks)

According to its official website page *https://saberhoaks.jabarprov.go.id/v2* Jabar Saber Hoaks is a program designed to support unconfirmed information or rumors that are prevalent in society. Confirming, compiling, and processing data from actual and trusted sources or references is used to verify the information.

Figure 12. Profile Account @jabarsaberhoaks.

The Jabar Saber Hoaks program has been present on Twitter with the username @jabarsaberhoaks since November 2018. Until now, the @jabarsaberhoaks account has more than 3,600 followers and has made more than 8,700 tweets. The results of the analysis of the interaction intensity of the

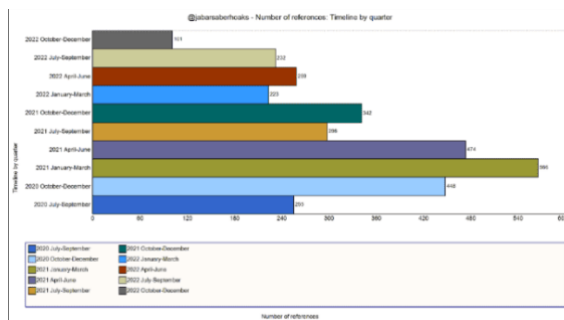Twitter account @jabarmasagi_ using Nvivo 12 Plus:

Figure 13. Tweet Intensity @jabarsaberhoaks (Source: processed by author using Nvivo 12 Plus).

Based on the picture above, the analysis was carried out based on the period from July 2020 to December 2022 with a timeline by quarter classification. The data shows an increase in intensity in the first three consecutive quarters. However, in the following quarter, it tends to decrease. This makes the third quarter, namely January-March 2021, the time group with the highest interaction intensity, with as many as 566 tweets. Meanwhile, the last quarter, October-December 2022, is the time group with the lowest interaction intensity, with only 101 tweets. From early 2023 until now, the account has not tweeted anything.

Jabar Future Leader (@JabarFtrLdr)

The official website of the West Java Provincial Government stated that through this program, selected participants had the opportunity to become Ridwan Kamil's aide as Governor of West Java for one week. During their time as adjutants, participants can learn about leadership and how to make crucial decisions. The Jabar Future Leaders Program aims to form future leaders with integrity.

Figure 14. Profile Account @JabarFtrLdr.

The Jabar Future Leader program has been present on Twitter with the username @JabarFtrLdr since January 2019. Until now, the Twitter account @JabarFtrLdr has nearly 900 followers and has made more than 2,500 tweets. The results of the analysis of the interaction intensity of the Twitter account @JabarFtrLdr using Nvivo 12 Plus:
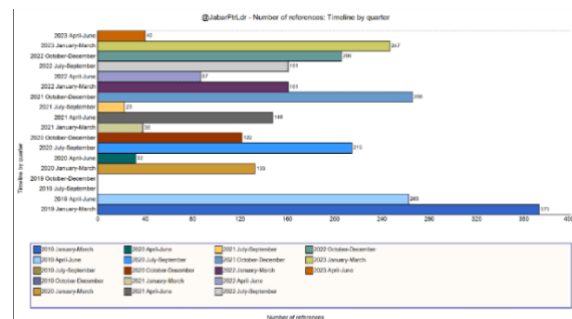

Figure 15. Tweet Intensity @JabarFtrLdr (Source: processed by author using Nvivo 12 Plus).

Based on the figure above, the analysis was carried out based on the period from January 2019 to June 2023 with a timeline by quarter classification. The data shows that the most frequent interactions occurred in the first quarter, namely in January-March 2019, with 373 tweets. Two consecutive time groups did not tweet, namely in the fourth and fifth quarters or July 2019 to December 2019. Then from the beginning of 2020 until

now, the Twitter account @JabarFtrLdr continues to interact consistently even though the data shows a fluctuating pattern.

Jabar Data Ecosystem (@jabardigital)

Through the official website of the West Java Provincial Government, the Ekosistem Data Jabar or Jabar Digital Service is an integrated innovation for data administration, accessibility, and openness for West Java citizens and government.

Figure 16. Profie Account @jabardigital.

This program has been present on Twitter with the username @jabardigital since May 2019. To date, the @jabardigital account has nearly 1,200 followers and has made nearly 1,400 tweets. The results of the analysis of the interaction intensity of the @jabardigital Twitter account using Nvivo 12 Plus:
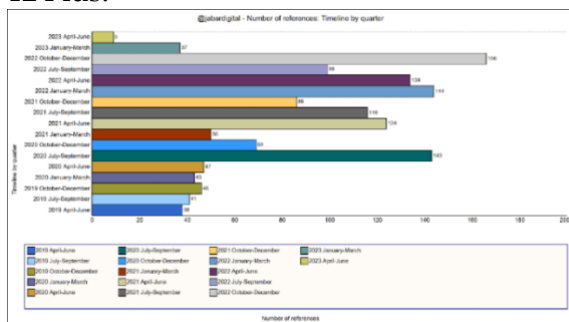

Figure 17. Tweet Intensity @jabardigital (Source: processed by author using Nvivo 12 Plus).

Based on the figure above, the analysis was carried out based on the period from April 2019 to June 2023 with a timeline by quarter classification. Until now, the @jabardigital account has consistently interacted via social media Twitter. The most interactions were in the October-December 2022 time group, with 166 tweets. However, in the following quarter, it experienced a drastic decline which caused the January-March 2023 time group to be the lowest, with only 37 tweets. The author does not include the April-June 2023 time group because, at the time, the data collection process was still in April.

Citarum Harum (@SatgasCitarum)

The Citarum Harum program is an effort by the West Java Provincial Government to overcome Citarum river water pollution. This program carries the Penta helix concept, which collaborates with several parties, including the government, academia, the private sector, the media, and groups or the community.

Figure 18. Profile Account @SatgasCitarum.

This program has been present on Twitter with the username @SatgasCitarum since February 2019. The @SatgasCitarum account has nearly 900 followers and has made more than 3,700 tweets. The results of the analysis of the interaction intensity of

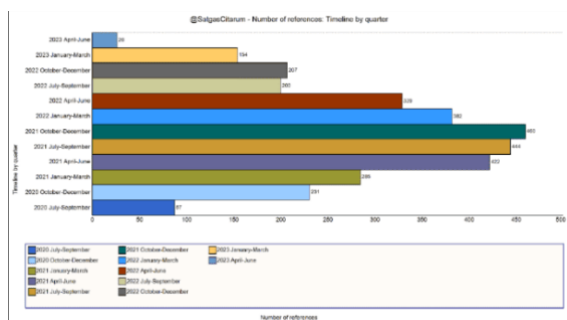the Twitter account @SatgasCitarum using Nvivo 12 Plus:

Figure 19. Tweet Intensity @SatgasCitarum (Source: processed by author using Nvivo 12 Plus).

Based on the picture above, the analysis was carried out based on the period from July 2020 to June 2023 with a timeline by quarter classification. The data shows increased interaction intensity in the first six consecutive quarters. The sixth quarter, October-December 2021, is the highest time group, with 460 tweets. However, after this positive trend, the graph tends to fall. The lowest time group in terms of interaction intensity occurred in July-September 2020, namely 87 tweets. The author does not include the April-June 2023 time group because, at the time, the data collection process was still in April.

Petani Milenial Jabar (@PetaniMilJabar)

Through its official website (https://petanimilenial.jabarprov.go.id/), the Petani Milenial Program aims to grow a new generation of innovative, creative, and resourceful farm workers in West Java. Through digital technology, millennial farmers will encourage agricultural entrepreneurship in West Java, making agriculture more attractive and sustainable.

Figure 20. Profile Account @PetaniMilJabar.

This program has been present on Twitter with the username @PetaniMilJabar since February 2021. Until now, the @PetaniMilJaar account has more than 1,300 followers and has tweeted nearly 600. The results of an analysis of the interaction intensity of the Twitter account @PetaniMilJabar using Nvivo 12 Plus:
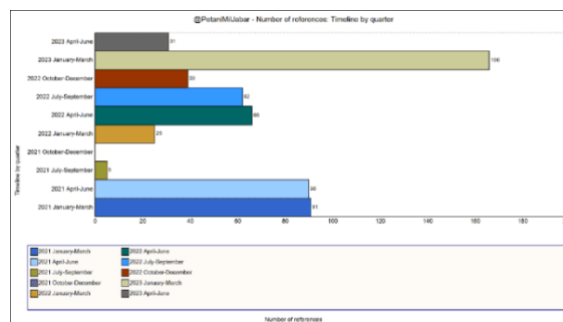

Figure 21. Tweet Intensity @PetaniMilJabar (Source: processed by author using Nvivo 12 Plus).

Based on the picture above, the analysis was carried out based on the period from January 2021 to June 2023 with a timeline by quarter classification. Data shows the highest interaction is in the January-March 2023 time group, with 166 tweets. Meanwhile, the lowest was in the July-September 2021 time group, with only five (5) tweets. A time group does not tweet, namely in the fourth quarter or October-December 2021.

Application and *Twitter* Sapawarga (@sapawarga_jabar)

According to the West Java Provincial Government's official website, it is explained that Sapawarga is a one-stop integrated digital public utility application in West Java that meets various community needs.

Figure 22. Profile Account @sapawarga_jabar.

This program has been present on Twitter with the username @sapawarga_jabar since March 2020. The @sapawarga_jabar account has nearly 7,300 followers and has made more than 9,000 tweets. The results of the analysis of the interaction intensity of the Twitter account @sapawarga_jabar using Nvivo 12 Plus:
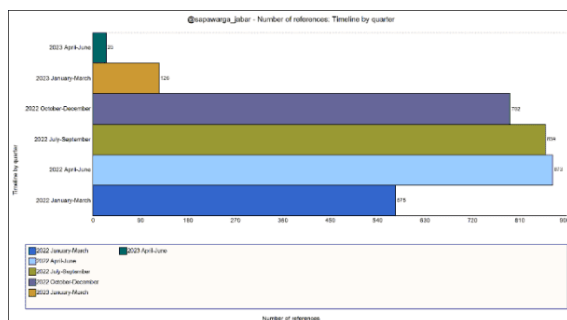

Figure 23. Tweet Intensity @sapawarga_jabar (Source: processed by author using Nvivo 12 Plus).

Based on the figure above, the analysis was carried out based on the period from January 2022 to June 2023 with a timeline by quarter classification. The data shows that the first two quarters experienced a continuous increase which made the second quarter, or April-June 2022, the highest, with 832 tweets. After that, it decreased continuously. Not only using Twitter, but Ridwan Kamil also implemented the Sapawarga work program through an application.

Figure 24. SAPAWARGA Application – Jabar Super Apps (Source: Google Play).

As explained above, this program helps access various public services in one application. Through this application, the people of West Java can access features such as; Vehicle tax; Job vacancy; Covid-19 Service; Digital KTP services; to RW Activities. In addition, Ridwan Kamil in (Alamendah, 2019) explained that this application platform can eradicate hoaxes or fake news. This application has been integrated with the Ridwan Kamil program work unit, West Java Clean Sweep (Saber) Hoaks.

This innovation is a digital transformation leap; several public services can be accessed quickly and efficiently through this breakthrough. This application was released on June 17, 2019, and has been installed over 100,000 times. Apart from going through the Play Store or Google Play, this application can already be installed through the App Store for iOS users.

Candil Application (Maca Dina Digital Library)

Maca Dina Digital Library (Candil) is a digital library application owned by the Regional Library and Archives Service of West Java Province. Candil's goal is to increase reading interest in the people of West Java through the provision of electronic literature. By installing the Candil application, users can access more than 700 titles and 1500 copies of books from various Indonesian publishers and writers, especially from West Java.
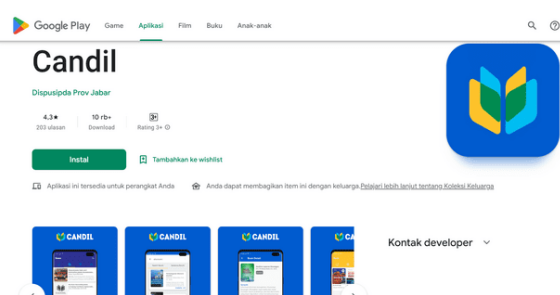

Figure 25. Candil Application (Source: Google Play).

This application was launched for the first time on 15 December 2018. Building a reading culture for the community through empowering libraries and bringing library materials closer to the community via smartphones is one of Candil's goals. More than 10,000 sample Candil applications have been installed to date. Unlike Google Play or Play Store, iOS users can now get this application from the App Store.

There is research that discusses this application. According to Rizkyana et al. (2021), overall, the Candil application is quite user-friendly and profitable for its users despite obstacles still being overcome. These obstacles include applications that occasionally experience latency or difficulty connecting to the internet network, which users can still overcome.

CONCLUSION

Today the use of social media has penetrated every aspect. Social media is a product of the creation of technological developments, especially the Internet. Currently, most internet users also use social media, from young to old, students and teachers, students or politicians. Today's social media needs are like primary needs such as clothing, food, and shelter. The use of social media is gradually adjusting. Not only as a medium of entertainment currently, social media can be used as a tool for politics, campaigns, promotions, political communication, policy-making, and much more, just like what Ridwan Kamil did as Governor of West Java. Ridwan Kamil is very active on social media. Not only as a political communication tool but social media is used as a tool for implementing his work program as Governor of West Java. During his leadership period, Ridwan Kamil was considered quite intelligent in utilizing social media as the basis for his work programs, such as Twitter, Instagram, and applications. Some of these social media-based work programs have an active intensity of interaction today. The social media-based program effectively provides public services because it efficiently accesses it. People can easily access it anywhere and anytime. However, on the other hand, several programs are "stuck," and it seems there has been no interaction on their Twitter account recently.

The suggestions given are based on the research that has been done, namely:

1. Government Officials/Political Actors/Policy Stakeholders are expected to be able to maximize the technology that has been developed to date. Advances in technology are beneficial in facilitating community activities and needs, such as public services. If technology is implemented as a means of

public service, it can continue to be managed to become a valuable and sustainable medium.

2. Because the subjects in this study are still limited, it is hoped that future researchers will use more varied subjects so that the quality of the data produced can be more exciting and credible.

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