

The Influence of Social Media on Policy Issues Central Java Government

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ABSTRACT

Keywords

Influence; social media; policy issues;
central java; government

The use of social media as a new media era, which is also often referred to as the digital era, is *digitalized*. This study was conducted using a quantitative approach through surveys. The study runs from May to June 2024 at all stages, including the collection of primary data in the field. This study produced the main findings, among others: the community is not sufficiently exposed to various issues related to development programs or policies because only about 15.8% of the people of Central Java have been exposed to program/policy issues carried out by the Government in the last three years. The social assistance program (bansos) has received the highest public recognition compared to other programs, in line with the existence of the Social Assistance program which is run by the government very intensively to support the underprivileged. Public exposure to various types of social media and information channels owned by the Central Java Provincial Government is also relatively low. However, the level of public visits to social media and existing information channels is relatively good. The community also gives a relatively good assessment of the services provided by the managers of existing social media accounts, because they provide adequate responses and services for the various forms of interaction they make. Likewise, complaints, although still on a small scale, but the response given by officers or policy managers to the problems they complained about is considered very satisfactory.

1. Introduction

The phenomenon of information technology development has given birth to a new media era (Arianto, 2021; Indrawan et.al., 2020) that combines three elements at once: computers and information technology, communication networks, and convergence. The new media era has given birth to various forms of digital media and a variety of information content that is very diverse. According to Reportal data (2023), there are a total of 4.76 billion active social media users spread around the world, or comparable to 60% of the world's population. In Indonesia alone, there are 167 million (katadata. 2022) active social media users (equivalent to 60.4% of the total population). They are connected to various multiplatform accounts. Whatsapp users, for example, are reported to be as many as 92.1%, Instagram as much as 86.5%, Facebook 83.8%, and Tiktok 70.8% of the total population (Communication et al., 2018) (Hadi et al., n.d.).

In the midst of the rampant and massive use of various social media platforms, what about the existence of conventional media? Is the level of public consumption of conventional media as old media still significant? How does it compare to new media? What are the most important needs of the public

in consuming the media: the type of information, the sources of information, the influence on lifestyle, the influence on people's attitudes in decision-making, the influence with socio-political affiliations, and so on? Mapping people's opinions and attitudes related to their habits in consuming media -- also known as media habits, is very important. For local governments, especially agencies or technical agencies in charge of the communication and information sector, this map of public opinion and attitudes related to media habits will be very useful in helping decision-making. This is considering that data-based or evidence-based policies are very necessary for the government. The government (and local governments) are able to reflect what is the will of the community as the most important part of policy decision-making. The survey covers key issues related to the habits of the people of Central Java in consuming media and the use of available information channels.

Theoretical Framework

Mass Media

Mass media is a tool used in delivering messages from sources to the audience (recipients) using mechanical communication tools such as newspapers, films, radio, and television (Work & Sundhari, 2019). Mass media as agents of change (Prasety, 2016), According to Bungin (2006:85) the mass media plays a role as an institution of mass enlightenment, namely as an educational medium. Meanwhile, Richard West and Lynn H. Turner conveyed that the mass media are channels or means of transmission for mass messages (Student et al., 2021).

New Media

New media tends to lead to the opposite trend of relatively equal to traditional media. Newspapers as the oldest mass media have three main functions and secondary functions. Its main function is (Nur, Nd) (Aminuddin & Hasfi, 2020) to inform, which is to inform readers objectively about what is happening in a community, country, and world. Second, to comment, namely, to comment on the news conveyed and develop it into the focus of the news, and third, to provide, that is, to provide information needs for readers who need goods and services through the installation of media advertisements. Meanwhile, its secondary function is to campaign for community projects, provide entertainment to readers with the presentation of comic stories, cartoons, and special stories, as well as serve readers as friendly counselors, become information agents and fight for rights. The characteristics of newspapers as mass media include publicity, periodicity, universality, actuality, and documented. Internet, online, or digital media began to emerge in the 21st century. The development of online media is very rapid. Social media has also sprung up. Moreover, now everyone can set up their own media and spread it. This period is what makes print media experience difficulties. Print media that could not adjust to it, finally closed because of the abandonment of its customers. Online media can be interpreted as media that can be accessed through the internet (Aqsal & Duku, 2023a) (Susanto, 2016) (Christensen et al., 2014).

2. Method

The research method using quantitative surveys is designed to obtain representation of public opinion in the Central Java Province area with a population of 1000 respondents. With this sample size, (Christensen et al., 2014) the margin of error is estimated to be +/- 3% at a 95% confidence level. The total sample is distributed proportionally based on the number of residents in each district/city in the Central Java Province area. The sample was determined on a household basis, completely randomly selected (probability sampling) using a multistage random sampling method. The primary sampling unit in this survey is the village/sub-district with the number of samples in each unit of 20 respondents. Thus, this survey includes 50 sample points spread throughout the Central Java province which are randomly determined. Data was collected through face-to-face interviews using structured interviews.

Data Collection (Interview)

Data collection was carried out through face-to-face interviews using questionnaires. Respondents were interviewed by TPD one by one at the respondents' residences. Data collection lasted

about 4 days, assuming that each TPD conducted interviews with 20 respondents (+5 respondents per day / TPD).

Data Processing and Analysis

After the data collection stage is completed, the questionnaire is entered in a computer, using a double-entry method to guarantee data accuracy. Furthermore, the data was processed with SPSS to display a table of marginal percentages and cross-tabulation, to be analyzed to find various relevant trends.

3. Result and Discussion

Overview

General History of the Central Java Provincial Communication and Informatics Office the Central Java Provincial Communication and Informatics Office is located on Jalan Menteri Supeno I Number 2 Semarang City, Central Java Province used to be the Central Java Provincial Forestry Service Office. The Communication and Information Service of Central Java Province is an element of implementing government affairs in the field of communication, cryptography, and statistics which is the authority of the region. The establishment of the Central Java Province Diskominfo is an implementation of Law Number 23 of 2014 concerning Regional Government and Government Regulation Number 18 of 2016 concerning Regional Apparatus which mandates each local government to submit mandatory government affairs that are not related to basic services that include communication and informatics, statistics, and cryptography.

The Central Java Provincial Communication and Informatics Office itself was formed based on Central Java Provincial Regional Regulation Number 9 of 2016 concerning the Establishment and Composition of the Central Java Provincial Regional Apparatus and Central Java Provincial Governor Regulation Number 70 of 2016 concerning the Organization and Work Procedures of the Central Java Provincial Communication and Information Service. The Communication and Informatics Office of Central Java Province is one of the Regional Apparatus Organizations of Central Java Province which has a position below and is responsible to the Governor of Central Java through the Regional Secretary of Central Java Province. A number of important findings are related to (1) public knowledge about local government policy issues, and (2) official social media exposure of the Central Java Provincial Government. This section will further explain the analysis and discussion of the main findings in accordance with the two theme clusters above, with the solution of relevant sub-issues in each existing cluster.

Knowledge of Local Government Policy Issues

The survey results show that the public who are aware of the policy issues that have been carried out by the Central Java Provincial Government in the last three years is relatively small, namely only 15.8%. The public is not sufficiently exposed to various government programs or policies, because most (78.9%) stated that they do not know -- even just read or hear about them. This illustrates the condition of the passive public which tends to distance itself from public policy issues. If it is related to the level of education, the respondents who are mostly high school graduates (28.4%), junior high school (26.2%) or elementary school (27.2%), then this makes sense. Public policy issues are the consumption of respondents who have sufficient literacy, in this case an educated community. In the context of this survey, the number of people who are relatively highly educated because they have graduated from academia/diploma and bachelor's degree or higher is only 6.2% (Dual Primary & Sihombing, n.d.).



Figure 1. Knowledge of Policy Programs
(Source: Primary data)

The social assistance program (bansos) received the highest public recognition (18%), followed by agricultural programs such as fertilizer subsidies and farmer cards (14.9%), health programs in the form of vaccinations, BPJS, and free medical treatment (14.3%), free education or school programs (13.7%), infrastructure development programs (12.4%), economic programs such as MSME assistance and assistance for workers' welfare (7.5%), and land deed bleaching programs (4.3%). These things are indeed populist programs run by the government. Social assistance schemes, for example, are carried out by the government in various forms ranging from the Family Hope Program (PKH), non-cash food assistance, rice food assistance, BLT food risk mitigation, and others.

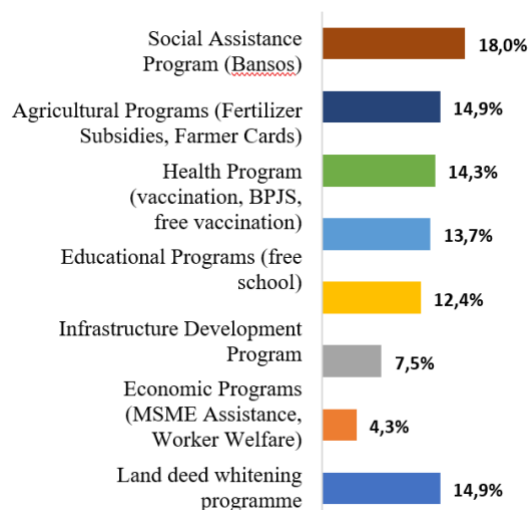


Figure 2. Known Types of Programs/Policies (n=161)
(Source: Primary data)

Reporting from the Indonesia Baik page (<https://indonesiabaik.id/infografis/bantuan-sosial-di-year-2024>), various social assistance will be disbursed by the government to the community in 2024. The first, the Family Hope Program (PKH), is an annual assistant provided by the Government to Beneficiary Families (KPM) registered in the Integrated Social Welfare List (DTKS) of the Ministry of Social Affairs. The distribution is carried out every three months (quarterly). This program is aimed at helping the underprivileged, especially in the aspects of welfare, education and health. The amount of assistance is around Rp 3 million per year for pregnant women and children under five. For education, the government provides assistance to elementary school children of Rp 900 thousand per year, junior high school children Rp 1.5 million per year, and high school children Rp 2 million per year. Meanwhile, for welfare, families who have members over 60 years old and people with disabilities will receive IDR 2.4 million per year. Non-Cash Food Assistance (BNPT) or basic food cards, are given to beneficiary families based on DTKS. The community receives assistance in the form of money of Rp 200,000 per month, distributed every two months so; So that in one year there are six levels of distribution.

The government also provides Rice Food Assistance of 10kg/KPM with the quality of medium CBP rice. This assistance program aims to enable the target group to maintain food stability and reduce inflation. The beneficiaries of this assistance are taken from P3KE data and distributed every three months. There is also direct cash assistance (BLT) for Food Risk Mitigation. This scheme is given to anticipate the impact of Elnino, where after the Elnino BLT is completed in 2023, to mitigate the risk of rising food prices as a result of global uncertainty, a follow-up BLT will be implemented. The recipients of this assistance are the same as the recipients of BPNT or Basic Food Cards. The distribution is carried out once every three months. People in the Central Java Province area confirmed the existence of this social assistance as one of the populist programs/policies that they feel. So the survey results managed to capture this very well.

Sources of Information related to Local Government Policy Issues

The results of the survey show that the internet is the highest source of information used by the public. This was stated by 36.6% of respondents. This shows the new media era where communication relies more on the element of information technology integration. Indeed, through the internet, people have become very easy to access the various information presented. Compared to various other modes of communication, the internet has advantages in terms of speed, synchronicity, and actuality. People also have high flexibility in consuming information, because information presented through the internet can be listened to through various (Rusadi et al., 2014) devices such as computers, tablet computers, smartphones, and others. Thus, public access to various sources of information is also wider. The second highest source of information is television at 24.8%. Although it is not classified as a new type of media, television is still quite in demand compared to other types of electronic media such as radio. Through television, various information can be listened to by the public visually (audio visual). In addition, the public also knows about the programs/policies of the Central Java Provincial Government from information from government agencies such as village offices and officials (8.7%), outdoor media (8.1%), family/friends/neighbors (6.2%), direct involvement in activities (2.5%), short messages or SMS (1.9%), radio and newspapers (1.2% each).

The existence of village offices and apparatus as a source of information is interesting to observe. This illustrates that, even though we have entered the era of modern and sophisticated communication, the conventional approach by relying on inter-persona communication modes is still quite in demand. The distribution of information involving policy actors to communicate directly is still inevitable. So that in policy communication, the government still needs to consider this conventional dimension as effective communication as a means of socializing programs/policies to the community.

The survey also collects information from respondents related to the types of mass media (such as newspapers, electronic media, social media, and outdoor media) that are most often used to obtain information on programs/policies of the Central Java Provincial Government. For newspapers, the online form of newspaper (Indriyani, 2020) is more often used than print newspapers. For electronic media, the majority of people use television more often than radio. For social media, the majority of people use Facebook more often, followed by Tiktok, Instagram, and Twitter or X. while for outdoor media, the use of billboards and banners is still quite dominant. Various other types of outdoor media such as billboards, videotrons, posters, leaflets, and pamphlets are used by a small part of the public.

It is interesting to emphasize, the social media that is more often used by the people of Central Java are Facebook and Tiktok. Compared to other social media platforms, Facebook's existence is indeed more 'oldies', but its existence is still in great demand and is used as a dominant source of information. When attributed to the characteristics of respondents who are mostly 35-44 years old (26%) and 45-54 years old (21%), this group has indeed grown along with Facebook's growth. So it is quite reasonable if this survey shows Facebook as a social media platform that is often used as a source of information. While Tiktok is in second place, considering that there are around 18.4% of respondents who are in the age group of 25-34 years and 6.2% in the age group of 18-24 years. They are the younger generation who are very familiar with Tiktok, which is still happening. Tiktok is one of the social media that is in great demand by young people, because of the characteristics of its information presentation that can be packaged in a fun, energetic, and contemporary way. In accordance with the young spirit of the millennial generation.

Official Social Media Exposure of the Central Java Provincial Government

The Central Java Provincial Government has a number of social media accounts spread across various platforms, such as Facebook, Twitter (X), Instagram, and Youtube. Social media accounts officially managed by the Central Java Provincial Communication and Information Service include: <https://www.facebook.com/diskominfo.jateng/> (for Facebook), https://x.com/kominfo_jtg (for Twitter or X), <https://www.instagram.com/kominfo.jateng> (for Instagram), and https://www.youtube.com/@pemprov_jateng (for Youtube).

The survey results show that the level of public awareness of these various types of social media is relatively low, below 15 percent. However, the level of public visits to existing social media is relatively good in the range of 45 to 54 percent. Based on information from various existing social media, the level of public knowledge about the Central Java Provincial Government's Youtube channel Facebook is confirmed to be the highest (11%), followed by Facebook Diskominfo Central Java (10.5%). Again, the high recognition of this type of social media is confirmed considering the characteristics of mature respondents (35-44 years and 45-54 years) are very dominant (reaching as much as 47%). In addition to Facebook, Kominfo Central Java's Instagram is also relatively well known to the public (7.3%). As is known, Instagram has the advantage of displaying various pictorial and video information so that it is quite attractive to the public. The existence of Instagram as the official social media of the Central Java Government is very helpful in the dissemination of information on graphics-based development programs/policies. Instagram's strength in its interaction aspect is also another factor why (Heru Saputra NPP & Javanese Timur, n.d.) this platform is in demand so that it has gained relatively significant public recognition.

Although the Central Java Communication and Informatics Office's Twitter (X) received relatively low recognition (4%) compared to other official social media, the level of visitation was relatively good. Twitter (X) of the Central Java Communication and Informatics Office received the highest percentage of visitation at 53.7%, followed by the Youtube channel at 48.2%. Meanwhile, Instagram and Facebook accounts with the largest public exposure have a lower visitation rate -- namely 47.3% for Instagram, 44.9% for Facebook. Compared to other types of social media, Twitter (X) is known as a type of social media that has a very high intensity of interaction. In it, there are various features that allow the public to have intensive discussions about a policy issue, including in the format of mentions, re-tweets, to tweet wars that involve Twitter users (X). So, even though the exposure is low, those who know the official Twitter media of the Central Java Communication and Informatics Office can intensely visit and interact --both with account managers and among other visitors who are fellow Twitter users (X).

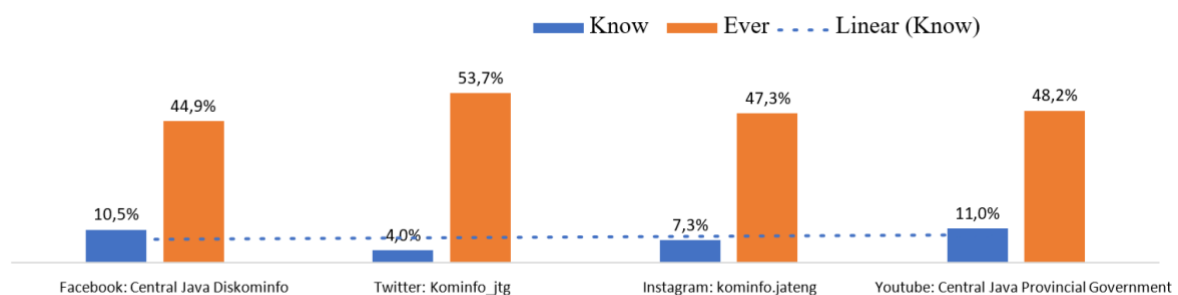


Figure 3. Knowledge and Community Visitation on the Official Social Media of the Central Java Provincial Government

This is also illustrated from the results of the survey where around one-fifth or 21% of the public who know the existence of official social media accounts managed by the Central Java Provincial Communication and Informatics Office interacts with account managers. Their forms of interaction include comments, mentions (Communication et al., 2018), reposts, and so on. Those who have interacted give a relatively good assessment of the account manager in serving the interaction or communication carried out. The majority of people (73.7%) consider account managers to be good in providing services for various forms of interaction they make. reposts, and so on. Those who have

interacted give a relatively good assessment of the account manager in serving the interaction or communication carried out. The majority of people (73.7%) consider account managers to be good in providing services for various forms of interaction they make.

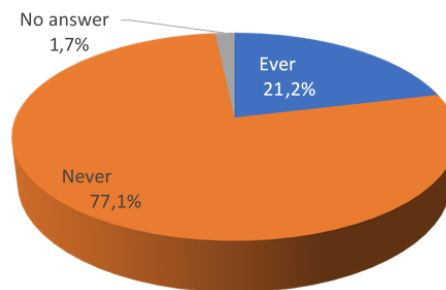


Figure 4. The Level of Community Interaction with Official Social Media Accounts

Exposure to the Official Information Channel of the Central Java Provincial Government

In addition to the official social media accounts that have been explained above, there are also information channels affiliated with the Central Java Provincial Government. These information channels include: the Central Java Communication and Information Service website (<https://diskominfo.jatengprov.go.id/>), the Central Java Provincial Government website (<https://jatengprov.go.id/>), the LAPORGUB complaint portal! (<https://laporgub.jatengprov.go.id/>), the Integrated Service Disclosure Portal (<https://grms.jatengprov.go.id/>), the Covid-19 information portal (<https://corona.jatengprov.go.id/>), and the public information service portal (<https://ppid.jatengprov.go.id/>). Similar to social media, public exposure to various information channels owned by the Central Java Provincial Government is also relatively low, in the range of 4 to 13 percent. The most widely known channel to the public is the Covid-19 information portal (13.2%), followed by the Central Java Provincial Government website (9.4%), the website of the Communication and Informatics Office (8.1%), and the complaint portal LAPORGUB! (7.9%), public information service portal/PPID (6.2%), and integrated service disclosure portal/GRMS (4.2%).

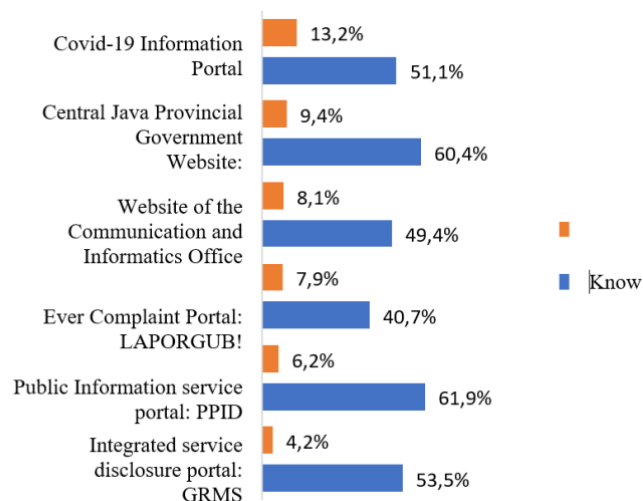


Figure 5. Knowledge and Community Visitation of Information Channels Central Java Provincial Government

Although public exposure is relatively low, the survey results confirm that the level of public visitation to the information channels owned by the Central Java Provincial Government is relatively good. People who are exposed to these information channels have generally visited the information channels; The visitation rate is in the range of 40 to 62 percent. The highest level of visits was found on the public information service portal/PPID (61.9%) and the Central Java Provincial Government website (60.4%). Meanwhile, the lowest level of visitation is on the LAPORGUB! (40.7%).

Actually, the provision of these various information channels is very good. From the government's side, this is one way to open the transparency and accountability of the government bureaucracy in providing various important information needed by the public. Meanwhile, from the public side, this is a good opportunity for the community to be involved in the process of implementing better policies because they can provide input to the government on matters of concern to them in order to get the proper response from the Central Java Provincial Government. However, the existence of these information channels has not been optimally utilized by the community. This is illustrated by the results of this survey where only 4.7% of people admitted to having used existing information channels to complain or report a policy that does not meet their expectations. A relatively low number. However, this phenomenon is not surprising, because it is not the only phenomenon in public engagement efforts in relation to information exposure through official channels of government agencies (Susanto, 2018) (Aqsal & Duku, 2023b).

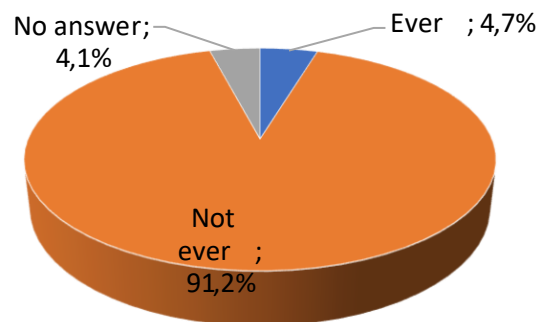


Figure 6. Utilization of Information Channels for Public Complaints

For example, for such an important election issue, where the KPU provides various information channels for the public to check the names in the Voter List -- both temporary lists (DPS) and permanent lists (DPT), public awareness in utilizing the official channels provided by the KPU online is also only 11 percent. (LP3ES, 2019). The same thing can happen in various other fields, related to programs or policies of government institutions.

Nevertheless, we also get an encouraging picture. Among the people who have submitted complaints through information channels owned by the Central Java Provincial Government, although still limited to a relatively small scale, they tend to be satisfied. This was conveyed by the majority of respondents (68.8%) who stated that they were satisfied with the handling provided by officers or policy managers for the problems they complained about.

The Effectiveness of Short Messages and Preferences for Mass Media Types

The dissemination of information on development programs or policies by the Central Java Provincial Government is also carried out through the dissemination of short message service (SMS). There are around 17% of community members who have received text messages from certain offices or agencies within the Central Java Provincial Government. This short message via SMS turned out to be quite effective. People who have received the short messages consider that the messages they receive related to the information on the development program or policy are useful. This was stated by the majority of respondents (77.5%). Compared to various modes of communication with social media platforms, short messages are indeed not a new mode of communication. Short messages (SMS) have been known since the early 2000s, along with the development of information technology used by smartphones. However, because development communication must reach a pluralistic segment of society in a very wide dimension, communication using short messages through SMS blasting is quite effective. This is considering that although the use of social media has been very massive, not all groups can be reached by social media. Through short messages, the government in collaboration with communication service providers can disseminate various short information to reach the community of mobile phone users.

It is important to note, according to a survey conducted by Google (2023) the number of active mobile phones in Indonesia reaches 354 million devices. This number exceeds the total population in Indonesia as a whole. Because, based on data from the Central Statistics Agency (BPS), the number of Indonesia's population has reached 278.69 million people in mid-2023. This means that one person is likely to use more than one mobile phone (Kompas, 20/10/2023). In addition to the use of short messages or SMS, this survey also succeeded in mapping people's preferences for various types of existing mass media (such as newspapers, electronic media, social media, and outdoor media) to listen to information related to development policies. For newspapers, the form of newspapers brave preferred over print newspapers. For electronic media, the majority of people prefer the use of television to listen to development policy messages/information rather than radio. For social media, the majority of people prefer Facebook to other social media (Tiktok, Instagram, or Twitter or X). Meanwhile, for outdoor media, the use of billboards and banners is still preferred to listen to messages or information on development policies.

4. Conclusion

The community still relies on information related to programs/policies from government agencies such as government agencies and village officials. This illustrates that, although today we have entered the era of modern and sophisticated communication, the conventional approach by relying on inter-persona communication modes is still quite in demand. Public exposure to various types of social media owned by the Central Java Provincial Government is also relatively low (below 15 percent). Public exposure to various information channels owned by the Central Java Provincial Government is also relatively low, in the range of 4 to 13 percent. However, public visitation to the information channels owned by the Central Java Provincial Government is relatively good in the range of 40 to 62 percent. The two channels with the highest visit rate are the public information service portal (PPID) at 61.9% and the Central Java Provincial Government website at 60.4%. Meanwhile, the lowest level of visitation is on the LAPORGUB! by 40.7%.

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