

Social Media Management by the Sorong Regency Government in Maintaining its Image

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Abstract. This study aims to determine the management of social media by the Sorong district government in maintaining its image as a developed district in West Papua by looking at various aspects such as the type of social media used, the content that is served and the purpose of publishing the content on social media. The method used in this study is a descriptive method with a qualitative approach. Data collection techniques with in-depth interviews and non-participant observation and using purposive sampling technique in determining the informants. The results showed that the communication strategy of the Sorong district government in disseminating the government's work program through social networks was a strategy consisting of five planning stages, namely research, planning, implementation, measurement and reporting. The types of social media used are Facebook and Instagram. The information published on social media contains work programs that the Sorong district government has implemented to introduce these work programs to the community, hoping that the community will be able to evaluate all these work programs positively.

1. Introductions

Sorong district government's public relations set a strategy to maintain the image of the Sorong district government as an advanced district. As mentioned by Saraffudin Rumatras, as a public relations manager, the social survival program is a strategy that we implement to produce useful and effective information that the community needs to know about. We need traits and actions that benefit our target audience stakeholders. For the creation of a strategy that is reported with positive comments and photos. The Sorong district government's public relations strategy maintains the district's image on the cutting edge of technology by collaborating with the media to maintain relations through regular meetings, or by inviting them to events, for example. Journalists who always try to hear from the government, press conferences, and others. Sorong district government's public relations are always required to implement and maintain good relations between organizations and stakeholders, but from the perspective of government public relations and communication with the general public, it is possible that people do not understand the implementation of government.

Government officials rely on social media to improve services and communication with citizens, there is significant potential to see problems immediately so that the government can immediately respond to existing problems [1]. Public relations must be available to provide and create mutual understanding among participating citizens, and government public relations communicate with the public to support the government's best public relations activities for the image of the institution. Government Public Relations can choose one or more social media at a time. Currently the most popular and widely used social media by Indonesian people are Facebook, Twitter, Youtube, and Instagram [2]. The use of social media for the government in Indonesia is also widely applied, such as the Aceh Government. The aceh government's public relations and protocol bureau uses social media such as Facebook, Instagram, Twitter and YouTube to broadcast government information [3]. Other studies reveal how the use of social media is used for the benefit of the government in conveying information to the public, such as research that looks at the use of social media both internally and externally in the Chinese government [4].

The purpose of this study was to determine the use of social media for the Sorong district government in building its image to the public through social media. The importance of this research is to provide an overview of the government's social media management, if implemented properly, it will produce a positive image for the community and make it easier for the public to access information from the government.

2. Method

The data collection technique used by researchers to collect data related to this research is a literature review which includes collecting meaningful information that focuses on the problem being studied. And other references in this study, researchers refer to science books and internet searches to collect data sources. The second is a field investigation of the information gathered about the topic or problem sought by the data collection technology [5]. Information was obtained when conducting interviews with pioneers in observing participants at the scene. In this study, researchers used interview, observation, and documentation techniques. The qualitative study and the validity of the trial data included several trials. Researchers using reliability search results and reliability testing are needed to verify what happens to the results and data fields and whether they find it in their own reports or not. Therefore, researchers are expected to strengthen the data comprehensively and reliably. This test method is used to expand the field of view, greater durability, triangulation, discussion with colleagues and material testing [6].

3. Results and Discussion

3.1. Social Media Management in Sorong Regency

Based on the results of interviews with researchers with the Head of Public Relations of the Sorong Regency Government, as well as Sorong Regency Government Public Relations Officers, and local employees using interview and documentation techniques to obtain data on public relations strategies in maintaining the image in Sorong Regency. One thing that is very important because nowadays people prefer to dominate social media both in their daily life and in obtaining government information. The strategy made is indeed different, in many areas in Papua where people may be literate in technology and social media management strategies are not yet on the agenda for the Public Relations deficit of other regions in Papua and maybe they have other strategies in disseminating information. Agreeing with the interview point of view, Frazier Moore said that PR is an integral part of business/community activities.

The main research area of communication science if one can communicate well, The rapid development of media and public relations will make it easier to understand and understand programs and messages that are communicated publicly without obscuring the message. Must be proactive in work, adapt to see opportunities and challenges because the job of Public Relations is to connect messages and message recipients. Foresight and accuracy in managing these opportunities and challenges are the main challenges faced by the public relations industry. Therefore, in the field of public relations, procedures and work organization are expected to be coordinated in a systematic and flexible manner. "In developed countries, successful business management depends on sophisticated society depending on sophisticated and dynamic public relations." Moore said. Because for today's people, if you don't get information from social media, it doesn't seem right and just look at the impact now for us, the PR deficit has become a prestigious deficit with this social media management strategy. I think we have, although maybe we still need a lot to learn and adjust. We hope that the information we will get will not be intermittent because we also need to know about government activities that may involve the community and we also ask for more information to reproduce videos of important pieces of information.

Based on the results of interviews that researchers have conducted with the head of the Public Relations section of the Sorong Regency Government and the Sorong Regency Government Public Relations Officer and local employees. Planning this social media management program is for people who really need government information through various social media that I use every day. Our Sorong Regency is strongly encouraged not to stutter in technology and the information that we present must be creative according to the needs of the community and the information must be packaged as attractively as possible so that the people of Sorong are very accepting and appreciative of it. Government activities that may involve the community and we also ask for more information to reproduce videos of important pieces of information from the regent. The local government is also very close, maybe some government activities are the ones invited by civil servants to get involved, because especially for me personally the success of a government is also based on good appreciation from the community.

Strategic public relations planning uses social media to define policies or rules to guide program objectives and targeting decisions, targeting objectives, strategic choices, and strategic decisions. There should be a close relationship between the overall goals of the program, the goals set for each audience, and the strategies chosen. The key point is that the chosen strategy to achieve a certain result is indicated in the goal or objective.

Based on the explanation above, the researcher concludes that image maintenance is socially controlled by the government then that it will be done using the media. The district provides information on public relations activities and gives strong trust to the people of Sorong Regency to the Sorong Regency government with their perseverance and productivity in carrying out public relations activities, the district will survive.

3.2. The Purpose and Type of Social Media Used

In the process of communication strategy carried out by the Government's public relations Sorong Regency cannot be separated from communication facilities and media. The media used by government public relations Sorong Regency as follows:

a. Facebook

Public Relations of the Sorong Regency Government has an official Facebook page, which contains information about the program which was carried out by the public relations of the Sorong Regency Government and accommodated public complaints. The target of the news on this site is all levels of society in Sorong Regency.

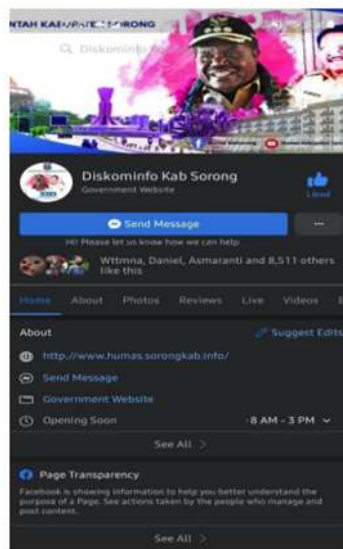


Figure 1. Homepage of Sorong Regency Facebook

The function of a public relations officer in the Sorong Regency Government as well has been running in accordance with its duties and the researcher also believes that The bottleneck problem may lie in internal and external technical faults such as the speed of public relations in receiving and disseminating correct information regarding government activities and policies to the community and the relationship between good communication between public relations and the media.



Figure 2. Content of Information on Facebook

4. Conclusion

Based on the description of the research and the findings previously described by the researcher, conclusions can be drawn from the local government's public relations strategy to support good through social media management. A program that implements the stages of strategic media planning, planning, performance, measurement, and reporting. Public Relations of the Sorong Regency Government is always active in conveying messages related to the Sorong Regency Government's work program through social media. Not only that, the Sorong Regency Government Public Relations always provides the best service to the community regarding comments, suggestions and complaints. We hope that this public relations activity on behalf of the Sorong Regency Government will be closer to the community. The obstacle faced by public relations in managing the social media accounts of the Sorong Regency Government is that some of the Sorong Regency Government spokespersons and employees have limited knowledge to manage all accounts properly, I can't do it.

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