Effectiveness Of Government Public Communication Through Social Media Influencers

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Abstract

Communication channels are the most critical part of public communication. In public communication, social media is one of the liaisons between public communicants and the surrounding community. As a public communication channel, social media has its influence in determining behavior because social media plays a role in forming public opinion. Managing public opinion properly has a function to win a form of competition to gain influence in society. In a public power that will compete in general elections, such as the presidential or legislative elections, it is essential to always use social media effectively and efficiently in conveying messages to the public. The use of influencers by the government is a natural thing in the development of digital information technology, which also affects social media. Influencers were used before social media presence, which community leaders carried out to socialize various things. Through influencers on social media, every public message from the government will be easier and faster to digest because every community can quickly obtain information without any obstacles and limits. Social media is very effectively used as a communication medium, mainly to provide information and evaluations from the surrounding community. So this sounds strange if the government does not use social media to explain each program so that the public can understand it well. The use of social media among the public is increasingly popular and growing in remote areas. With good information packaging, the audience will quickly understand the message from the government conveyed by public communicants. Therefore, using influencers in delivering public messages can be done effectively to attract the sympathy of the public, and they can understand the desired intentions of government public communicants.

Keywords : Government, Public Communication, Public Opinion, Social Media, Communication Channels

INTRODUCTION

The era of globalization has impacted the development of technology which is marked by the increase in the flow of information and communication. Information is a basic need of every society in order to improve knowledge. The method used to obtain information is the disclosure of public information, where this need is used by the community in providing public information services. The development of technology in communication increases every support for public information services through social media. Various social media exist as intermediaries that make it easier for public governments to convey information to their people. This makes it easier for them to get public information anytime and anywhere so that social media is used as a medium of communication information for its users.

Public channels are means that function to facilitate the delivery of political messages to the surrounding community. These political messages are used in contexts where symbolic forms such as talk, pictures, and actions are used. It can also be used to combine symbols to produce a story. The tools in question are technical media or channels for exchanging symbols, but humans here are the primary or main communication channels (Rosmilawati, 2017). In their daily lives, humans are never separated from communication, from children to adults to politicians from various institutions.

Need communication to describe their thoughts regarding the problems they face in their lives. Technological advances can trigger the development of social media as a communication option by the public, which has a significant impact on the way people think, including how the public can express their opinions to the government. The public uses social media to express opinions because currently, the choice of media is seen as easy and has a massive effect. Government agencies set policies and provide services to the public, which are expected to meet all the community's demands.

Government agencies also continue to move dynamically for public needs so that public trust in the government increases, one of which is maintaining public communication with the community. Public communication is used to implement community service functions, namely between government agencies as information providers using social media and the community as information recipients (Atthahara, 2018). Social media plays a supporting role in mediating public communication between community members, politicians, and political parties. Social media also provides alternative tools for public communication that make it easier to be more interactive. By using social media, every public member can now easily target politicians to convey their aspirations, ideas, and criticisms of the issues raised. Positive communication will be established with and impact its reputation in increasing trust in the community; therefore, public communication is not only a means between government agencies and the public in communicating but more broadly as a function of the communication itself. Through positive public communication, it is hoped that the government can get feedback from the policies that have been set to find out the aspirations of the public. This feedback is based on public

communication that is known through analysis carried out by evaluating the success of the publication program.

The purpose of public communication is to grow each institution's reputation in managing public communications, forming a public opinion, and managing messages of public aspirations to efforts to clarify any data that develops in life in society and to disseminate government policies and programs. It is hoped that public communication management will be able to establish synergies in managing issues and improving the quality of communication systems. Public communication is implemented to achieve effective and efficient communication, which can be one of the strategic instruments in delivering information to the public. In delivering information, it is necessary to have a connecting tool, namely social media, to be appropriately conveyed because all humans currently have social media as their daily activities. With the increasingly widespread activity from digital communication, especially in social media, various activities have emerged, and new terms have emerged, one of which is the term influencer.

In the digital world, these influencers have different characteristics in the mechanism. The name of this influencer is commonly referred to as celebrity endorsements which open up practices in the use of famous figures such as promoting specific products. The results of the study show the form effectiveness in delivering messages in the form of promotions mainly aimed at the broader community currently the use of the internet with social media is used as an endorsement practice that is not limited to traditional celebrities but is very wide which is intended for people who gain fame by having much money. Followers on social media. In the political field, leaders in government and political parties have begun to realize the importance of social media and the use of influencers to build public opinion, gain majority support, and even hold a competition in general elections at various levels. According to Zhang (2019), the use and control of opinion on social media has proven essential and can affect public trust and government performance at all levels.

METHOD

Understanding phenomena related to social media influencers for government public communication, this research was conducted using qualitative research method media using literature review or literature review. A literature review is an approach that can explain to the reader an overview of the assessment results and fill in each research to enrich previous learning. The sources used in this research are the results of studies that come from journals, books, magazines, and regular articles and are selected subjectively. In rearranging every critical idea from the results of logical and systematic research. Overview of various government public communication strategies in the digital era. In a literature study, this article is reviewed through efficient public communication. Communication can attract public attention, stimulate public interest, and build desire and attention in acting according to the message conveyed and directing

the public to act in line with the message given. In order to achieve effective communication, it must be able to fulfill the communication model proposed by Laswell (1984), which includes sending a message (sender), receiving a message (receiver), message (message), media (channel), effect (effect).

RESULT AND DISCUSSION

A. SOCIAL MEDIA USER

Social media in the current era or an era where technology proliferates and cannot be separated from human activities in their daily lives. Research conducted by Lenhart, Smith, Anderson, Duggan, and Perrin (2015) proves that the 13-19 year age group is the age group with high social media use, where 87% have a computer to access the internet, and 58% have a tablet device or smartphones.

No	Presentation Access Tool	Presentation
1	computer	87%
2	Tablet/ Smartphone	58%

Table 1. Percentage of social media users

Social media is a place used to build and form relationships, build self-identity, express oneself, and learn about the life that surrounds us. Even though this is the case, it is essential to know that social media itself certainly has good and bad impacts on various aspects of life for its users (Ainiyah, 2018). In addition to facilitating the communication process, social media also makes it easier for us to find information on the internet. In addition, social media can also be a means of entertainment and learning because, currently, all information is on social media. However, social media can also have adverse effects such as damaging mental health and often causing envy of what we see on social media. Social media can also be a medium for spreading hoax news, so skepticism is needed in digesting the information on social media. In the era of globalization, technology is increasingly advanced and coupled with the presence of the internet in everyday life, both in socialization, education, and business activities. Social media has a considerable influence on human life (Anang Sugeng Cahyono, 2016). Someone who initially is still not widely known because social media can turn him into a famous person. Humans cannot be missed in everyday life to open social media to find important information intended for the public or use social media for other activities.

B. UTILIZATION OF SOCIAL MEDIA FOR PUBLIC COMMUNICATION

The public is one type of form of communication or the number of communicants, consisting of intrapersonal communication, interpersonal communication, communication with groups, and mass communication. Public communication is known by many terms, including public affairs, public information, and, finally, public relations. Because with many viewers, public communication can be identified or commonly referred to as mass communication, but the meaning of the two is very different for understanding mass communication itself, namely communication carried out in mass media (Ritonga, 2018). To make it easier to interpret public communication, communication occurs when a person and group are mutually involved in a public space dialogue in conveying messages to the public (Simarmata, 2014). The event to speak in public is called public speaking.

Social media is a form of technological development, and social media can support every need for information services as an intermediary for communication information. Therefore, various media appear to be intermediaries used to make it easier for humans to convey their communication activities via the internet. The internet makes it easier for us to access information wherever we are. Based on research by the Association of Internet Service Users, it is stated that the statistical data of Indonesian internet users is 132.7, or about 51.5% of the total population in Indonesia. Most internet users are on the island of Java, with a total of 86,339,350 users or around 65%.
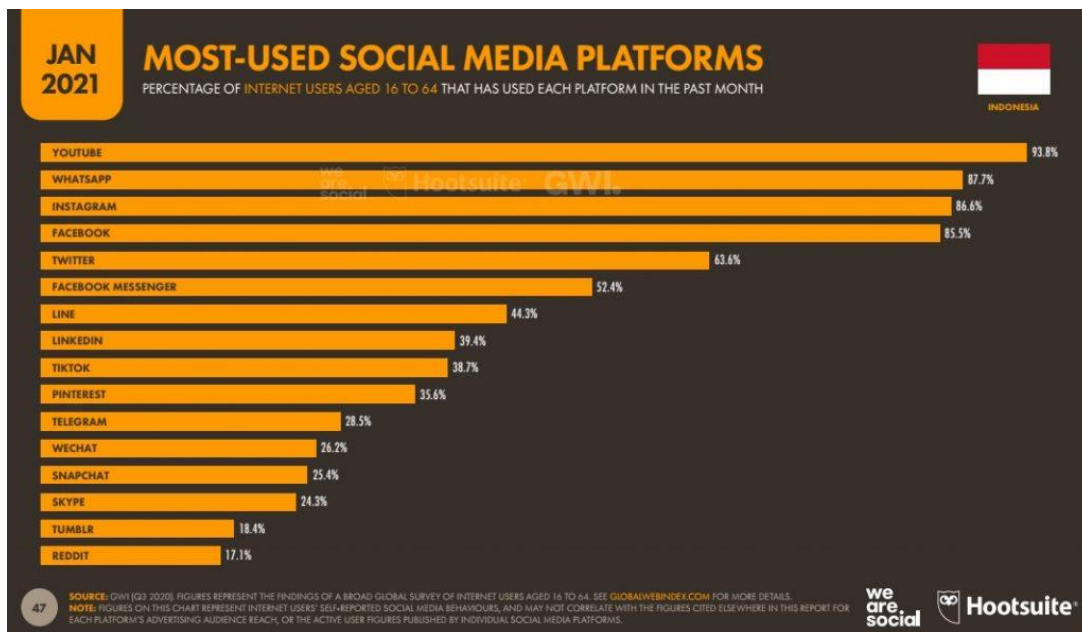

Fig. 1. The Most Use of Social Media

C. EFFECTIVENESS OF INFLUENCERS AS GOVERNMENT PUBLIC COMMUNICATORS

For the general public, the term influencer can be understood well. Currently, influencers are one of the fields of interest to all groups, especially young people. Influencers are generally engaged in the business sector, where they, as famous figures, act as parties who market or offer goods and services on social media. These influencers are commonly referred to as influencer marketing, where they determine business strategies and target markets for the products they market (Wildan & Nurfebiaraning, 2021). Based on data released by the Influencer Marketing Hub, the following data shows the growth of agencies that oversee influencer marketing.

Based on these data, it can be seen that there is an increase in the need for influencer marketing. This shows that influencers have succeeded in carrying out their role by inviting others to use or buy the products offered. Through positive images and popular characteristics, influencers will influence every desire to use or get promoted products; various studies show that popular influencers are a very effective activity to convey messages and promotions to the broader community (Larasati et al. ., 2021).

In the political sphere, political figures, both in government and in political parties, are aware that social media and influencers can shape public opinion and gain broad support from the community. The use of opinion control in social media is critical and impacts public trust and government performance. This is evident from various election cases in several countries, for example, the success of using Facebook to call for a presidential election campaign as an example of the presidential election in the United States where Facebook was used to support Barack Obama in the 2008 election, the phenomenon of the use of social media is different from the phenomenon of influencers who more directed to communication activities on social media which have the aim of conveying conversations or opinions related to issues whether it is done for a fee or voluntarily.

The role of influencers in political communication is that they call for and carry specific issues to appear by justifying all means, namely by using hate speech, even eliminating other characters who have different opinions. This allows for the emergence of an anti-tolerance attitude. The practice of using influencers in public communication activities is something that cannot be avoided, in the life of a democratic country that is a figure in carrying out all public communication activities that are supported by continually upholding the level of difference and freedom of opinion (Bakti & Zubair, 2021). The use of influencers can also harm the government because influencers have not fully developed as a profession of public communication that has competent and ethical standards for public communication. In the future, influencers will develop into a promising profession. In order to go in this direction, of course, it is necessary to standardize regulations, competencies, and compliance with norms and ethics in certain public communications to fulfill the

requirements to be a good influencer. Qualify and standardize for influencers and become a good and respectable profession. Influencers who work in government agencies need to have qualifications and capabilities relevant to the field they are dealing with. Influencers chosen by government institutions must openly convey to the public the message conveyed in the form of a public campaign, and this is commercial (Prastowo, 2020).
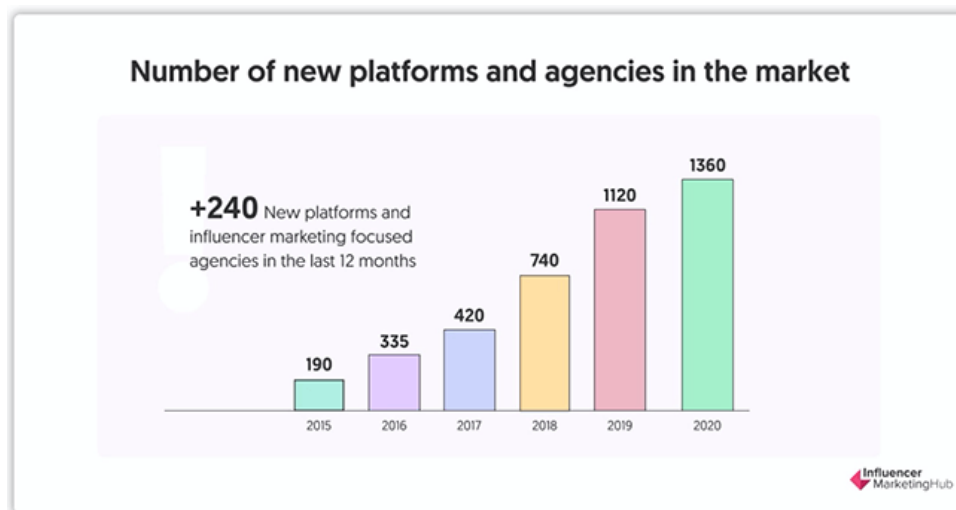

Fig 2. Influencer Agency Growth

CONCLUSION

As a means of public communication, social media has a profound role in carrying out public supervision, especially related to implementing policies for every community member who has the right to know and criticize every public policy so as not to harm the surrounding community. The research above shows that the presence of influencers has a negative or positive impact on the development of digital internet technology, of course, bringing convenience to its users. Thus, in public communication, the formation of public perceptions or opinions in a democratic manner is significant. Raising opinion and public support by influencers by using hate speech will bring our character to the decline of democracy. So with the development of influencers, it is hoped that they can provide developments in delivering information from public communication to the broader community.

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