Indonesian Government Public Relations in Using Social Media

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Abstract : The industrial revolution 4.0 has presented new media and having effects on public relations, including government public relations. They need to adapt utilizing new media according to their needs in carrying out their functions. Each country has a trend in using a particular social media platform. This study was to determine trends of social media in government agencies in Indonesia and how the role and function of public relations of government institutions through the use of social media. This research was descriptive qualitative, with depth interviewed as collecting data method. The results showed that public relations at government agencies used social media since ten years ago. They used Instagram, Facebook, youtube and twitter. Instagram and Twitter social media are the most commonly used social media. The function of government public relations in using social media is only to inform constituents about the activities of government agencies and manage information internally for employees. Social media is used to carry out the government's public relations function as an information release, communicates every step, action, program and, policy to all levels of society to be understood. The use of social media by government institutions to carry out the function of information seeking seems less. The public relations role of government agencies in managing social media only as a communication technician. Public relations provide technical communication services for the organization while the decision is determined by another person or section in the organization.

*Keyword*s : *Social Media, Government Public Relations, Role and Function of Public Relations*

Introduction

The concept of the Industrial Revolution 4.0 produced internet of things (IoT) which would bring many changes. The development of information and communication technology produced new media, such as social media. Through that new media, various kinds of information can easily be obtained without obstruction of distance and time so that all necessary information can be quickly received. Social media has become a globalized phenomenon and its existence cannot be separated from the way humans communicate. The use of social media has shaped and supported a person's new way of communicating, interacting and collaborating. Richard Hunter (2002) in Nasrullah (2015) reviews that the presence of new media has made information easy to find and open. The presence of social media gives freedom to the public to participate in the competition to spread information or events in their immediate environment. Social media is an effective and intensive two-way communication tool (C. Pratiwi Dwi Takariani, 2017).

"The digital world has disrupted the world of media. Automatic also has an impact on the public relations profession. Ten years ago, PR only needed to pay attention to traditional

media. Now, public relations must monitor and analyze all channels, from Twitter, LinkedIn, YouTube, Facebook, LINE Today to the WhatsApp group. The number of online media has also increased (C. Pratiwi Dwi Takariani, 2017)

According to Agung Laksamana, "PR works to develop relationships for mutual benefits between the organization and its key stakeholders" (Laksamana, 2018). Public relations works to develop a mutually beneficial relationship between the organization and key stakeholder.

Public Relations builds and fosters good relations with all public organizations, both internal and external. With the existence of communication technology towards digital communication, the information channel has shifted from conventional to digital. And with the development of the digital world as it is today, the role and function of public relations is no longer dependent on conventional media.

With different media platforms, the current PR writing style has changed, writing PR now also means Twitter tweets, blog posts, facebook updates, Instagram one-liners, Path status, Pinterest boards or LinkedIn articles (Laksamana, 2018).

This also applies to government public relations. Government public relations is required to adapt in utilizing existing media according to their needs. The development of communication and information technology has brought new media and has a transformational effect on the community in how to communicate and obtain information the government is no exception. The demand for technology application is an effort to improve government services to its citizens, one of which is known as electronic government (e-government). Utilization of the internet in the government environment is done to improve efficiency and effectiveness in government internal operations, communication with citizens, and transactions with individuals and individuals the organization (Haryati, 2017).

Government public relations specialist officers become an important liaison between the community and the government.

Public relations practitioners today must have a strong blend of communicative arts skills related to a comprehensive understanding of the culture, policies, practices, and constituencies of organizations. Abundant and accurate information is used by effective democratic governments to maintain responsive relations with constituents, based on mutual understanding and continuing two-way communication (Haryati, 2017).In the implementation of government governance electronically emphasizes aspects of community connectivity. The management of public communication is one indicator of the success of governance, because the community is no longer passive and shows a passion for development in order to realize the ideals of the government in realizing a better government (good governance). In order to achieve this condition, the government is now trying to facilitate public participation by building a communication bridge between the government and the public. Social media was chosen by the government as the communication bridge because social media in Indonesia is currently quite popular and the level of usage is quite high. According to the Global Digital Statistic "Digital, Social & Mobile in 2015" from We are Social (2015), out of a total population of 255.5 million people in Indonesia, 72 million internet users in Indonesia actively access social media. A total of 62 million people actively access social media through mobile. This number is increasing from time to time. This condition is a pretty good potential in capturing opportunities for the use of social media in encouraging more effective communication between the government and the community to build a better government (good government) (Haryati, 2017).

But every country has a trend or tendency to use a particular social media platform from a variety of existing social media.

According to Kurniasih (2019), a PR should be able to identify their needs so they can make a decision of what platform of social media will be used to support public relations

tasks. And then, PR can prepare communication strategies and content tailored to the selected social media characteristics (Tumon, 2017) (Kurniasih Nining, n.d.).

The other research on the use of social media for the benefit of public relations show that in the United States mainly focus on Facebook (eg Cho, Schweickart, & Haase, 2014; Lee, Gil de Zúñiga, Coleman, & Johnson, 2014; Saxton & Waters, 2014) and Twitter (e.g. Adam & McCorkindale, 2013; Einwiller & Steilen, 2015; Saffer, Sommerfeldt, & Taylor, 2013). This focus can be justified given that the majority of Americans prefer Facebook. Until 2013, Twitter was the third most preferred social media after Facebook and LinkedIn (Pew Social Media Report, 2016). American companies use Facebook and Twitter for public relations because they are considered more "adult" social media (Barnes, Lescault, & Andonian, 2012). Public relations practitioners consider Facebook, LinkedIn and Twitter to be the best social media to serve organizational goals (Wright & Hinson, 2013). However, in Kuwait, Instagram is the most preferred social media, followed by Snapchat and Twitter (Greenfield, 2013; Kamal, 2016). Therefore, having a large enough public Instagram can influence the choice of corporate public relations companies in Kuwait (Al-Kandari et al., 2019).

The results of Al-Kandaria, Gaitherb, Alfahadc, Dashtia, Alsaberd (2019) based on content analysis of Instagram posts, public relations functions of eight Kuwaiti banks listed on the Kuwait Stock Exchange (KSEM, banks use Instagram for promotion, information dissemination, community development , and interactive engagements, in prominent order (Al-Kandari et al., 2019).

Kent, Taylor, and White, (2003) and Saxton, Guo, and Brown, (2007) find organizations rarely use online platforms to engage stakeholders. Greenberg and MacAulay (2009) suggest the majority of Canadian environmental organizations use the information dissemination function on social media and some experiments with dialogical features. Other research echoes this trend and confirms that organizations primarily use Facebook for information dissemination (Wright & Hinson, 2011) and social media to deliver persuasive messages (Valentini, 2015). Organizations have failed to open dialogues with stakeholders on Facebook (Waters, Burnett, Lamm, & Lucas, 2009) and mainly involve clients by recycling previous online questions (McCorkindale, 2010). Other scholars have turned to Twitter, which they view as a message-response format that can foster dialogical exchange, unwanted notice boards or notice boards. Lovejoy, waters, and Saxton, (2012) show that 64% of tweets consist of one-way communication messages, 20% use the conversation feature, and 16% indirect communication with certain users. The same result prompted McCorkindale (2012) to suggest that several organizations have acted to conduct indialogic practices with clients on Twitter. Until 2009, Twitter's use was predominantly limited to one-way communication. Other scholars are optimistic and argue that time will ultimately produce an organizational tendency, driven by consumer demand and preferences, to engage in online symmetrical communication (Alikilic & Atabek, 2012). Because online practices have changed over time, Wright and Hinson (2011) argue that Facebook was used primarily for marketing until 2009 before turning to public relations in 2010 (Al-Kandari et al., 2019).

In short, research shows online media has been used for four main functions: publicity and information dissemination, social responsibility and community development; promotion and marketing; and engagement and dialogue (Valentini, 2015). Lovejoy and Saxton (2012) found that the 100 largest nonprofit organizations in America primarily use Twitter to get information (59% of tweets), then build community (21%), promotion and marketing (16%), and finally, dialogue (4)%) In Malaysia, Parveenetal. (2015) found that organizations use social media for advertising and promotion, followed by branding, information dissemination, and dialogue (Al-Kandari et al., 2019).

The role of public relations in using social media is not only to communicate, the task of public relations is not only to design and disseminate messages from organizations through social media. However, the role of public relations can be greater than just doing communication activities. PR can contribute more to the organization, namely at the managerial level

Based on this phenomenon, the author wants to know how trends in the use of social media in carrying out the role and function of public relations in government institutions in Indonesia.

This study is a continuation of the study of al Kandariah et al. What is different in this study is the role and function of public relations in government institutions in Indonesia. Previously in his research al Kandariah suggested that future research be done to compare the use of Facebook as a social media for community development, Twitter as a text-based social media, and Instagram as a visual-based social media, to see how social media is used for various public relations functions. It can also compare the use of social media with various types of organizations representing the private and public not-for-profit public sector. Further research is also needed to eliminate Western social media and consider the use of social media in countries with country-specific platforms such as Weibo in China to reflect the wealth of global public relations practices and guide the development of theories and test theories that exist in the digital age.

The formulation of the problem in this research is
1. to find out how the trends of social media in carrying out the role and function of public relations in government institutions in Indonesia?
2. What is the role and function of public relations of government institutions through the use of social media?

Literature Review

The following is a similar previous study that discusses the use of social media, but has differences, especially in the use of concepts and research focus.

Haryati's research results (2017) states that by using social media, the government can improve its ability to communicate with various stakeholders, ranging from clients to their ability to communicate with various stakeholders. But it is difficult to see whether social media implemented in government has been effective. Although the government already has a regulatory and policy framework to regulate and policies to regulate the use of social media and the use of social media and other new technologies, there are no parameters to measure the success of the government-based social media communication model, and to see how the government develops and works with media the social.

The application of social media in government has become explosive, at present there is no framework for evaluating the success of transparency, participation and collaboration directed by government initiatives. The application of technology in current government practice is slowly bringing a shift in the pattern of government itself. The form of government made possible by technology leads to open government. While e-government that is in the process of changing internal processes and utilizing social media, is more about applying the concept of disclosure of government data to the public

In the initial phase of the Internet, scholars expressed enthusiasm about its online dialogic features (Wright & Hinson, 2013). For theorizing online media, many specifically adhere to the dialogical relationship management model from Kent and Taylor and the symmetrical and two-way model of Hunt and Grunig's public relations (Waters & Jamal, 2011). The models offer a normative approach to the way practitioners can use new media to provide ethical and two-way symmetrical communication (Kent & Taylor, 1998). However, research shows that the use of online media by companies usually repeats the practice of

disseminating information and manipulating opinions that are applied in offline settings (eg Cho et all., 2014; Weberling, Waters, & Tindall, 2012). Two views emerge to explain this finding. One of them is familiarity with the asymmetric paradigm, lack of expertise and training in an online context. Following this tone, the lack of readiness to adapt to the new online environment has led practitioners to leave symmetrical lines of communication lines with the public (Waters & Jamal, 2011; Wright & Hinson, 2008). Another view is that the public is still incomplete and has not used symmetric online features. Weberling et al. (2012) argue that only active publics want to be involved in dialogic online communication. To reach separate publics, Breakenridge (2012) calls for more strategic and tactical messages to connect with users. Kelleher (2009) suggests that connecting interactive communication in commitment, trust and honesty can encourage inactive publics. Kent, Taylor, and White, (2003) and Saxton, Guo, and Brown, (2007) find organizations rarely use online platforms to engage stakeholders (Al-Kandari et al., 2019).

The concept of the role of public relations is what is done by public relations in organizations (role enacted within organizational settings). Generally there are four typologies of the role of public relations that are known. The typology developed by Broom is expert prescriber, communication facilitator, problem solving process facilitator, and communication technician (De Santo, 2012). As an expert prescriber, public relations practitioners help management with their experience and skills to attract solutions for solving public relations problems faced by an organization. As a problem solving process facilitator, public relations practitioners help management work through collaboration with other parts of the organization to find satisfying problem solving for public relations problems. As a communication facilitator, PR practitioners help management by creating opportunities to hear what the public is saying and creating opportunities for the public to hear what is expected. As a communication technician, PR practitioners only provide technical communication services for the organization while the decision for technical communication that must be carried out is determined by another person or part of the organization. The first three roles are finally considered as managerial roles, while the latter are categorized as technical roles (Putra, 1999). Dozier holds that typology of managerial technical roles provides clear limits in understanding the role of PR: "the manager-technician typology provides a parsimonious way to operate roles and test relations with the antecedent and conseqential constructs" (in Moss and DeSanto, 2003, p. 6) . A communication technician runs his job based on his communication skills, for example writing, editing, making messages through audio-visual media and so on. They do not participate in organizational decision making and they implement decisions made by others. While in managerial roles, public relations conducts research systematically and plans every organization's public relations program. Communication managers participate in the decision making process at the top level of the company (Putra, 1999).

In another literature, Grunig (2006) argues the involvement of public relations in strategic management is the main characteristic of the principle of Excellence in Public Relations. An explanation of the practice of Excellence PR can be seen in three levels namely the macro level, meso level, and micro level (Holthauzen, 2006, p. 257). The explanation is as follows: a. Macro level: at this level it is important for most senior managers in organizations to support symmetrical (two-way) communication. This can be seen through respecting and tolerance of cultural and gender differences, supporting participatory culture in organizations, and the desire to change. If senior managers do not support symmetrical communication at this level, public relations practitioners will not be able to practice symmetrical communication in organizations. Macro level includes strategic environmental management and specifically focuses on the communication role of executive managers. b. Meso level: this level refers to the management function of the PR itself. The most senior public relations

practitioners must strive to form symmetrical communication in every organizational practice. This means that communication is not too dependent on the media and involves interpersonal communication and communication in small groups. The communication function must be applied strategically and practitioners play a role as a boundary spanners who bring the opinions and needs of the organization's public to the policy makers of the organization. In the meso level, it involves strategic organizational management of functions within the organization and focus on how those functions are organized. c. Micro level: at this level the actual communication activities are carried out. Communication must be strategically focused on the main public or specific public. Public input must always be used for organizational change and help organizations adapt to the environment. The micro level covers strategic communication management and focuses on the flow of communication and information between employees and their superiors (Prastya, n.d.)

In general the literature discusses how PR uses social media well to communicate, whereas social media is not just a communication device. The task of public relations is not only to design and spread messages from organizations through social media. On the other hand, public relations can contribute more to the organization, namely at the managerial level. These contributions can only be realized when public relations plays a role in organizational decision making. When public relations participates or has access in decision making, the contribution of public relations is to identify the consequences, stakeholders, public, and outcomes of decisions or matters that need management attention. For example, social media or digital media offer broader issue monitoring than if they only monitor news in conventional media such as newspapers or television (James 2007; Grunig, 2009). But once this monitoring and evaluation business is also not fully utilized (Prastya, n.d.).

A number of studies have found that less than 40 percent of public relations practitioners do not monitor what external strategic publics are talking about on blogs or other social media about organizations, and only 25 percent of respondents measure what employees (internal) talk about their organizations on social media (Macnamara , 2010b). While Wright's research (2012) shows that in the last three years less than 50 percent of public relations practitioners who were respondents were monitoring social media about what the external public was talking about about their organization. The percentage is getting lower in terms of monitoring communications on social media carried out by internal companies, which is under 30 percent. If drawn further, social media can also provide benefits for the PR itself, which is gaining more recognition from the organization where they take shelter. This is based on the opinion of a number of experts regarding the presence of the internet for PR. The use of the World Wide Web by public relations practitioners can increase the role of public relations practitioners - be they technical or managerial roles - and enhance their status in organizations. The use of the internet for information retrieval can improve the expertise and structural position of public relations practitioners (James, 2007). In their research, Diga and Kelleher (2009) concluded that public relations practitioners who have competence in using social media get recognition in terms of structural, expertise, and prestige (prestige) (Prastya, n.d.).

The role of public relations at the level of organizational management also includes cooperation or coordination with different departments. According to James (2007) the presence of the internet and social media requires organizations or companies to provide information quickly and accurately to the public. This factor may put pressure on public relations practitioners and the team in which they work. Pressure also occurs on the relationship between the PR practitioner and other divisions or departments, or staff in the senior ranks, specifically the CEO and the circle around him. In addition, pressure is also placed on relations with the information technology / IT division if direct access is not available to upload to corporate websites. Public relations practitioners may have to establish

stronger relationships with IT departments and may have to engage with organizational legal advisors in order to determine content procedures when content is directly requested to appear. Research shows that public relations practitioners who use new technologies such as blogging get more recognition in organizations that the PR has power. Some practitioners may find themselves working with key decision makers in organizations that do not control the media, and in the end, public relations works with decision makers who are very concerned with the development of the media and want to use them all without considering the full implications. Another example of managerial roles is in crisis management. The results of this study indicate that almost 48% of respondents stated that they use social media in a crisis management strategy (Prastya, n.d.). Smart practitioners know that social media can help prepare for organizations from all points of view when things go wrong. Practitioners can monitor issues developing in the community around the organization through social media (Wigley and Zhang, 2011). Public Relations and Policy on the Use of Social Media Involvement in forming organizational regulations is one form of the managerial role of public relations (Moss, Newman, and DeSanto, 2004). The involvement of public relations in the preparation of rules or guidelines for the use of social media is the managerial role of public relations in relation to social media. This is an opportunity for PR to contribute to the organization, because PR and communication professionals are in a good position to strategically guide all types of communication for their companies, including social media. Social media has demanded the need for public relations practitioners to work more closely with matters related to policy making, but with different capacities compared to PR practices in the past (Breakenridge, 2012). The use of social media needs to be regulated, because everyone has a different understanding of social media. Different people's understanding of technology — including social media: "[P] people always have choices about how technologies are created and used" (Lievrouw and Livingstone, 2006, p. 4). The rules for the use of social media are increasingly important because it is impossible to limit social media because everyone in an organization has social media. Kelleher's research shows that the production of corporate blogs is distributed and carried out by "many people who represent the organization and they do not consider themselves to be PR" (Macnamara, 2010b). This means that social media is indeed used by organizations, but does not illustrate that PR is the most active party in this area of communication. What is posted by each person in the organization through their personal social media accounts can influence the image of the organization. Deloitte's research found the majority of employees found it very easy to damage the company's reputation through social media. Twenty-four percent said they strongly agreed and 50 percent agreed. As for those who say disagree 20 percent and strongly disagree only 3 percent (Baker, et.al., 2011) (Prastya, n.d.).

The organization views the policy of using social media is important. Sixty-five percent of companies in the United States have a social media policy that regulates the use of social networking for employees (Breakenridge, 2012). Companies or organizations of international scale and with various fields of work - ranging from commercial companies, news agencies, food producers, non-profit organizations, to local governments or city governments - have guidelines for the use of social media for internal circles (Boudreaux, 2013). The scope of the regulation is not only limited to the department or PR practitioners, but applies to the entire internal environment of the organization. The drafting of regulations on the use of social media involves cross departments such as the departments of communication, human resources (HR), marketing, websites, information technology, legal / legal sections, and input from external parties such as trade unions (Breakenridge, 2012). This means that public relations can contribute to the process of drafting this regulation. Understanding public relations as a policy maker is a professional who initiates and guides the process of developing policies for the use of social media. The task of public relations is not

only until the rules are passed, but also provides training to the internal environment regarding the use of social media and social media governance. This practice is still not very well known, but it is urgent to do. A once less known and vacant spot needs to be lled quickly. This was a wake-up call to many company executives. In some cases, it was the "Uh oh" moment and other cases for the forward thinking, it was the "Ah ha" moment. Public Relations professionals were right there, in either case, to lend assistance. For the latter, PR alerted the company that there had to be some social governance for employee communication in the social landscape, and guidelines were also necessary to teach the public how to participate with the brand on various social properties (Breakenridge, 2012, p. 8)

As a drafting of social media rules, public relations has responsibilities ranging from preparing for policy development, initiating a policy-making team, conducting research and policy-making processes, as well as communicating and measuring policy implementation (Breakenridge, 2012) (Prastya, n.d.)

Astrid S. Susanto said that public relations or government public relations, according to actions aimed at generating opinions and opinion climate that supports the agency. While Scott M. Cutlip limits the public relations of the government is a legal management function, which helps make agencies, departments and other public entities responsive to citizens and all this is created for them. Whereas based on the Decree of the Minister of Communication and Information Technology Number 371 / KEP / .KOMINFO / 8/2007 concerning the Code of Ethics of Government Public Relations, the definition of government public relations is the activity of financial institutions or individuals who carry out management functions in the field of communication and information to the public stakeholders (stakeholders) and vice versa (Suprawoto, 2018).

The Purpose of Public Affairs in Government : 1. Inform constituents about the activities of government agencies, 2. Ensuring active cooperation in government programs - selection, roadside recycling, and compliance with regulatory programs - use of mandatory seat belts, antismochemical regulations, 3. Fostering citizen support for established policies and participation in census programs, environmental crime monitoring programs, personal health awareness campaigns, support for disaster relief efforts. 4. Acting as a public advocate to government administrators - conveying public opinion to decision makers, managing public issues within the organization, encouraging public accessibility to administrative official. 5. Managing information internally, preparing bulletins that focus on the organization, electronic bulletin boards, and the organization's internet site content for employees. 6. Facilitating relationships that maintain media relations with the local press, functioning as an organizational channel for all media inquiries; educate the press about the organization, its practices and policies.7. Build community and state-use government-sponsored public health campaigns and other public safety programs, and promote various social or development programs (Glen M. Broom, 2009).

According to I Gusti Ngurah Putra, the public relations function of the government in general is as a spokesperson for institutions, facilitators, providing information services to the public, following up on public awareness, providing information about policies, programs, products and services of institutions, creating a climate of conducive internal and external relations and dynamic, as well as being a liaison institution with the public. Such is the broad role of government public relations, starting to provide information and communication on everything the government does (Suprawoto, 2018).

Specifically, there are two functions of government public relations, namely :
1.Information release, the intention is that government public relations must always communicate every step, action, program and policy to all walks of life to be understood. If understanding of every step, action, program and policy can be achieved, the community will

support and implement it. For this reason, government public relations should be more open and act as a bridge between the people and the community.

2. Information seeking, meaning that government public relations is also the eyes and ears of institutions. So it's true that sensitivity is demanded. Therefore, government public relations must be able to hear the aspirations of the community as input and consideration in making policies, so that every policy taken does not get resistance from the community (Suprawoto, 2018).

According to Rulli Nasrullah, "social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users and form social bonds virtually" (Nasrullah, n.d.) According to Rulli Nasrullah, there are six broad categories to see the distribution of social media : (Nasrullah, n.d.)

      1. Social networking media.
      2. Online journals (blogs).
      3. A simple online journal or microblog (micro-blogging).
      4. Media sharing (media sharing).
      5. Social bookmarking (social bookmarking).
      6. Shared content media or Wiki.

Social networking Is the most popular medium in the social media category. "Social networking sites are the most popular social media. Social media allows members to interact with each other. Interactions occur not only in text messages, but also include photos and videos that might catch the attention of other users. All posts (publications) are real time, allowing members to share information as to what is happening "(Saxena, 2014)

The main character of a social networking site is that each user forms a network of friends, both to users who are already known and the possibility of frequently meeting in the real world (offline) and forming a new network of friends. In many cases, the formation of new friendships is based on something in common, for example hobbies or hobbies, political perspectives, school / university origins, or occupational professions.

BLOG Is a social media that allows users to upload daily activities, comment on each other, and share, both other web links, information, and so on. The term blog comes from the word "weblog", which was first introduced by John Berger in 1997 referring to online personal journals (Nasrullah, 2014: 29)

MICROBLOGGING is a type of social media that facilitates users to write and publish their activities and / or income. Historically, the presence of this type of social media refers to the emergence of Twitter which only provides a certain space or a maximum of 140 characters.

Users can network with other users, spread information, promote the opinions / views of other users, to discuss the hottest issue (trending topic) when it also becomes part of the issue by participating in Twitter (tweet) using a specific hashtag.

MEDIA SHARING Is a type of social media that facilitates its use for sharing media, ranging from documents (files), videos, audio, images, and so on.

Some examples of this sharing media are YouTube, Flickr, PhotoBucket, or Snapfish.

Methodology

The approach and research method used in this research is descriptive qualitative. Qualitative approach according to Bogdan and Taylor that "as a study that produces descriptive data in the form of words written or spoken from people and behaviors that can be observed" (Moleong, 1989). Descriptive research according to Narbuko and Achmadi is "research that tries to tell the solution of existing problems based on data, so he also presents data, analyzes and interprets. It is also comparative and correlative. Descriptive research helps

a lot, especially in longitudinal, genetic and clinical research."(Moleong, 1989).Research location: Public Relations Division of the Ministry of Government and Non-Ministry Institutions.Research time: May - October 2019

The key informants in this study were the staff of the Public Relations division in government agencies both ministries and non-ministries contained in the Jokowi Cabinet 1 for the period 2014-2019.

The data collected by researchers consisted of two categories, namely primary data and secondary data using in-depth interviews. In writing this study the authors also need secondary data to further strengthen the factors that are in this study. In order to better understand secondary data, the writer understands secondary data through publications and information released in various organizations or companies.

In analyzing data, the method used in this research is descriptive analysis method. Interactive Cycle Model created by Dabbs (1982). The in-depth data that the writer collected was then descriptive so that the purpose of this research could be carried out. After the data obtained by the author is deemed sufficient, the writer begins to edit existing data in accordance with the issues raised. Not all data received is then written in this scientific work, but there must be a reduction of data, which is a summary, sorting the data that has been collected so as not to overdo it. The results of the summary of the data obtained are then grouped into sections that have been systematically arranged in this scientific work. This stage is called data display. After all data is collected, summarized and placed in the right parts, the writer presents the results of his observations so far, through a descriptive method in the form of drawing conclusions about the subject matter discussed.

From the above information the author can conclude all the data that has been obtained by the author in the form of primary or secondary data. The results will be analyzed descriptively by the author to answer clearly the main problems in this study, namely through in-depth interviews to Key Informants verbally and in writing , while for primary data and materials or sources of literature as secondary data that disrupts interviews with informants, the writer will then analyze the data in descriptive analysis, so that the writer can clearly describe and know about the use of social media in carrying out the role and public relations functions in government institutions.

Validity test used in the process of data collection and analysi - data interpretation is the type of competency of the research subject, that is, the research subject must be credible, the way to test answers to questions with the subject's experience. For those who do not have experience and knowledge about research issues, the data from the subject is not credible.

Findings & Discussion

In this research, the object of research is government institutions both ministries and non-ministries contained in the Jokowi Work Cabinet 1 for the period 2014-2019.
Research findings are based on the results of researchers' interviews with key informants and informants.
1.Use of Social Media in Ministries and Non Ministries

Government agencies both ministries and non-ministries use social media. Social media are used in a variety of ways, ranging from social networking media (social networking) which are indeed the most popular compared to other types of social media such as Instagram and Facebook, to sharing media such as you tube and micro blogging, Twitter. These social media are used as a communication media besides other communication media such as web portals in the form of ministries' organizational portals.

There are government agencies that have Instagram and Twitter as the most commonly used social media, but the use of Facebook and YouTube go hand in hand. Usually this is related to the audience characteristics. Instagram and Twitter are considered media of

the millennial children different from Facebook which is considered more widely used by adult audiences. While the organizational portal is used by those who seek more complete information from the institution.

The use of social media by government agencies since 4 to 10 years ago, namely between 2010 and 2017 along with the Industrial Revolution 4.0, which gave rise to the Internet of Thing. The use of Android-based mobile phones is increasingly high. Social media is managed by the public relations team or a special team in the news section as well as the media and multi media ministries or the directorate of information and media. Social media administrators create and upload creative content according to the characteristics of each media. Then they monitor social media. This social media will become a reference for mainstream media, what is viral on social media becomes the main news in the mainstream media.

The contents of social media in the form of information to be conveyed by the institution both in the form of infographics and videography. The contents are formed according to the characteristics of the audience and social media, for example when Instagram used by the people who like to see definitely the picture and the caption, while for Twitter is usually used by the people who likes to know about the issue. Press releases and photo news use the website, while Twitter is in the form of a website link as well as instastories. Photo news and release are in website. Instagram is in its short form while YouTube is in form of videos related to agency activities.

Besides providing information, social media also contains questions, comments and complaints. Administrators try to answer only very important questions that are needed attention but they cannot answer all questions, so in social media there is interaction with the community as a feedback or they can justify and correct the wrong information or news. This shows that social media is interactive or two-way communication.

Each ministry has a standard operating procedure (SOP) in managing social media. This is a guidance of what can do or can not do, what content is allowed to be uploaded or shared both in the private or personal social media of the employee which is State Civil Apparatus (ASN) or in official social media government account. Do not give or share the wrong data, wrong comments, wrong content such as a provocative or tendentious or unbalanced information, or there is no strong evidence, because this information will concern the public. They have Government Agencies Social Media Utilization Guidelines No. 83 of 2012.

The target of the social media are the stakeholders or the wider community consist of various groups such as young people, academics, policy makers and media related to institutions, groups of public service activists. The media also look for press releases from the portal but if there are some news that cannot be reached by the media because of their limited nature, such as an event that cannot be attended by the media, the agency will inform it through social media. The media uses them as the source to be retweeted. But to deal with media, agencies have their own mechanism, not necessarily through social media. To communicate with journalists, there are whatsapp group which contained journalists, to provide notifications or the latest information

Whereas for employee communication media, they usually use other media. And usually employees follow the agency's social media, giving likes, shares or retweets a post on the official social media ministry to their own private social media so that there are wider coverage. For employee communication media, usually via whattsapp or other similar applications.

The positive impact of using social media is if the message given by the agency can be conveyed and provide educational value to the community. The range of information is faster and broader. So the information provided can be added value, can interact more broadly

with the community of social media users, it is certainly at the same time be able to counter some negative issues through social media as well. So that beside, building communication, government's function as a valid provider of information and as a reference for the community and the media are accomplished.

First, The Public Relations Function of Government Institutions In Using Social Media. Based on the interviews, it can be seen that social media is used by government agencies to convey information relating to government agencies both in the form of infographics and videographics. In addition to provide information, social media also contains questions, comments and criticisms or complaints from the public or stakeholders. Government agencies through social media admins try to answer directly important questions that are felt to require attention in proportion and proportion. This shows that social media is interactive or two-way communication. But it cannot answer all questions let alone be a coachman debate, So in social media there is interaction with the community as feedback or justify and straighten out the news even though in reality it does not always happen.

Thus this is consistent with what was conveyed by al Kandariah et al. In the early phase of the Internet, scholars expressed enthusiasm about its online dialogic features (Wright & Hinson, 2013). For theorizing online media, many specifically adhere to the dialogical relationship management model from Kent and Taylor and the symmetrical and two-way model of Hunt and Grunig's public relations (Waters & Jamal, 2011). The models offer a normative approach to the way practitioners can use new media to provide ethical and two-way symmetrical communication (Kent & Taylor, 1998). However, research shows that the use of online media by companies usually repeats the practice of disseminating information and manipulating opinions that are applied in offline settings (eg. Company, 2014; Weberling, Waters, & Tindall, 2012) (Al-Kandari et al., 2019).

Thus social media is used as a media for the purpose of public affairs in government namely in terms of informing constituents about the activities of government institutions and managing information internally for employees. Social media is used to carry out the information release function, which communicates every step, action, program and policy to all levels of society to be understood. If community have understood of every government step, action, program and policy, they will support and implement it. The use of social media by government institutions can also carry out the function of information seeking, government public relations can hear the aspirations of the community as input and consideration in making policies through input or comments and criticisms for social media users. However, this function seems to have received less attention.

Second, The Role of Public Relations in Using Social Media. The interviews showed that the public relations division or special team as the manager of social media. Their job are to create and upload creative content according to the characteristics of audience and each social media. Then they monitor social media. The contents of social media in the form of information to be conveyed by the institution both in the form of infographics and videography.

Besides providing information through content created and uploaded by public relations, social media also contains questions, comments and complaints. However, this monitoring and evaluation function has not been utilized maximally. Feedback on comments and criticism is only done in certain cases and is not becoming a further consideration of decision making. This means that at the managerial level in identifying the consequences, stakeholders, the public, and the results of decisions or things that need to be considered by management is still lackingThey have Government Agencies Social Media Utilization Guidelines No. 83 of 2012.

This shows that the role of public relations in managing social media only acts as a communication technician in four public relations roles delivered by Broom. As a

communication technician, public relations only provides technical communication services for the organization while the decision for technical communication that must be carried out is determined by the person or other part of the organization. A communication technician runs his job based on communication skills possessed in this case creating social media content both infographic and graphic video. They do not participate in organizational decision making and they implement decisions made by others. Guidelines for the use of social media set out in the Guidelines for the Utilization of Social Media Government Agencies No. 83 of 2012.

This research relevant with Narayana (2013) which stated that in general the literature discusses how public relations uses social media well to communicate, whereas social media is not just mere communication devices. A number of studies have found that less than 40 percent of public relations practitioners do not monitor what external strategic publics are talking about on blogs or other social media about the organizations, and only 25 percent of respondents measure what employees (internal) talk about their organizations on social media (Macnamara , 2010b). While Wright's research (2012) shows that in the last three years less than 50 percent of public relations practitioners who were respondents monitor what the external public was talking about their organization in social media. The percentage is getting lower in terms of monitoring communications on social media carried out by internal companies, which is under 30 percent.

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