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ABSTRACT

Internet has become a crucial part of Indonesian people's lives today so that the variety of social media in it can be one of the best references for publishing various information. The internet as a public space that can be accessed by many people requires accurate and unique information. Bandung city government through the Regional Work Unit (SKPD) chose to apply a unique local content using Sundanese and Sundanese idioms in the Instagram account to convey information. Variety of information and work programs are campaigned and can be well-accepted by the public. This research uses descriptive method to describe and analyze the Instagram account management, information selection, consideration of using local content and its impact on the city of Bandung. The subjects of this study are the staff and leaders of Bandung Regional Government Work Unit (SKPD), especially those who handle the Instagram accounts. Communication messages related to the current situation in Bandung can be conveyed more quickly and well-understood by people in Bandung and everyone should do it, especially the Bandung City Government as a source of information. Being smart in using digital media, thus, is the key to the success of public communication strategy applied by Bandung Government to the citizens of Bandung in hope that there will be good communication between them; communication that supports each other, reciprocity, and mutual benefit. The results of the study show that local content presented on Instagram is able to attract the attention of the community while facilitating the delivery of information to the public.

Keywords: Public communication, Social media, Instagram, Local content.

1. INTRODUCTION

Internet users are increasing nowadays, particularly on social media. Social Media has become one of the most important communication means in recent times towards the exchange of knowledge, data, and the unknown information. Social media is a form of electronic communication through which people interact with each other. Social media has attracted millions of internet users and made them integrated the social networking sites (SNS) in their daily lives routines. Indeed, it is a powerful medium in enhancing the communication between the societies as a whole. Social media has brought radical changes in society creating both positive and negative impacts. Any information whether good or bad can be easily spread over through social media. As Social Media Technology (SMT) is growing fast, since is not only restricted to net-based technology but also compatible with mobile technology, it convenes any user to complete his/her communication easily through their digital devices. It is confirmed that Twitter, Whatsapp, Instagram and Facebook as the most popular social media platforms (Alwagait, Shahzad, & Alim, 2015; Michikyan, Subrahmanyam, & Dennis, 2015).

Entering 2016, internet user penetration data in Indonesia shows increasingly significant results through public communication activities. Out of 256.2 million of the total of Indonesian population in 2016, about 132.7 million of them use the internet. It explains that now the internet has become an important part of Indonesian people's lives so that the internet and its variety of social media can be one of the best references for publishing various pieces of information. This condition is certainly very beneficial, especially for the government. The city government of Bandung, in particular, understands this very well and does its best to maximize the use of digital media as a new way of communicating and interacting with people in a wide range.

The high number of internet users gives an opportunity for government agencies or organizations to effectively broadcast their information through this media. Thus, no wonder, the government takes serious efforts to regulate provisions of the use of the internet through social media, especially in the field of public relations. Within Indonesia's cultural and political context, the tradition of active audience research is relatively limited. This can be attributed, in part, to the authoritarianism of the once-ruling New Order government. At the time, research focused more on the effects of media, as the media was positioned as conveying government messages and socializing the development agenda (Hill, 2011). In politics, meanwhile, polling was only rarely done to learn audiences' views and opinions, as such research was seen as potentially endangering the stability of the regime. Only after the fall of the New Order government, when Indonesia began its transition to democracy, did studies of active audiences become more common. The rise of the new media has offered more space for active audience studies.

The target of using social media is to form a harmonious relationship between the government and the community as an external public; also as a forum for aspirations, opinions, and discussion for government policies that are managed in an integrated, optimal, effective, and efficient manner so that social media can be realized to enhance the government's good reputation in the public eye. Referring to this regulation, there are several benefits from the use of social media by the Bandung City Government, namely to disseminate information, build the role of the state apparatus, socialize future development strategies and objectives, build interaction between the government and the community, increase public awareness and participation towards government policies and programs, and explore the aspirations, opinions, and public input on government policies and programs.

The use of social media managed by each Regional Work Unit (SKPD) of Bandung city must be accompanied by careful planning about the objectives and strategies to be developed so as to be able to bridge a variety of information needs by the community, especially matters relating to the development of government programs in the SKPD. It is expected that information conveyed through social media can be well received by the public. The Bandung government applies a new strategy for optimizing digital media channels (Instagram, Twitter, Facebook, etc.)

to campaign for various programs of activities, information, and matters related to the development of Bandung City. Social media is chosen for communication campaigns since it has the capability to remove space and time restrictions in socializing so that communication can be done anytime and anywhere.

Two most popular social media are Instagram and Snapchat. Instagram is a social networking application that became trendy real fast even though it was established recently, in 2010, and was bought by Facebook in 2012. It is considered as the most influential social network in the world. The main purpose is to share and edit photos and videos through Smartphone's, which are displayed on your profile and those that follow you can see your posts and vice versa. The application is very user-friendly. The number of users has increased rapidly up to 800 million monthly active users as of September 2017 (Galdeano, et al:2019). The City Government of Bandung builds uniqueness on Instagram by inserting local contents, namely Sundanese language, Sundanese idioms that are typical in the community or greet with the style of Sundanese people. This aims to make the campaigns more interesting, on point, and involve the community.

This research will focus on the analysis of Instagram since it is a social media that attracts a lot of interest. In the process of data analysis, the author will only specialize in the discussion of local content elements which become uniqueness on Instagrams of Bandung City SKPD. The local contents are displayed on Instagram posts of SKPD of Bandung City Health Office, Bandung City Public Relations, and Bandung City Diskominfo, which are SKPD with quite a number of posts and followers compared to other SKPD. Such local content can be seen mainly from the delivery of information in the local language, namely Sundanese, in the form of Sundanese idioms, familiar greetings of Sundanese people, and special announcements.

The purpose of this paper is to map the way of how Bandung City Government conveys information through Instagram by inserting local content about ideas, achievements achieved by Bandung SKPD, how Bandung SKPD clarifies an issue, and analyzes the appeals made by Bandung SKPD to the public.

2. LITERATURE REVIEW

The development of technology and information requires government organizations to perform better by maximally utilizing various mass media channels. Government organizations should be able to design various communication strategies following the development of existing media. In general, the relations between government organizations and the mass media have not changed. The change lies in the scope of mass media that become more complex and the use of internet technology which has become the people's choice of mass media over television, newspapers, and radio.

Since there are always positive and negative sides in information technology advancements, government organizations must be able to implement strategies that can be understood by the wider community. One of them is to adjust the strategy in accordance with the audience as the recipient of information. In addition, the government should also wisely manage communication messages so that they can bridge the interests of the organization and community.

The recent rapid development of media requires the government to be able to adjust to what is trending in community. Instagram as a today's popular social media can be used as an effective campaign media without having to forget the real identity of the community. However, on the other side, the media may also become a means to resist the power. The media may become a means to build the dominant culture and ideology for the interests of the dominant class, and at the same time, the media may become an instrument of struggle for the oppressed to build a counter-culture and a counter-ideology. Although Althuser and Gramsci criticized each

other, both thinkers agree that mass media are not a free, independent thing, but they are related to social reality. Various interests prevail in the mass media. Besides the ideological interests of the public and the state, other interests hide in the mass media, such as capitalism interests of capital owners, interests of employment sustainability for employees, at cetera. In such a condition, it is impossible for the mass media to stand statically in the middle; the mass media will dynamically move amidst the whirlpool of interests. This reality makes the bias of news unavoidable.(4/242) (Hermawati and Runiawati:2019).

The rise of users and use of social media is in line with the results of research conducted by the Indonesian Internet Service Providers Association (APJII) in 2018 with the research theme of "Penetration & Profile of Indonesian Internet User Behavior". The results of research carried out through the survey method provide data that internet user penetration in Indonesia reached 171.17 million people or around 64.8% of the total population of Indonesia of 264.16 million people. This data shows a significant increase compared to 2017 which was only around 143.26 million people (from a total population of 262 million) or around 54.68 percent. Access to social networking sites continues to occupy the top position in the 2018 survey, that is 19.1% followed by access to communication via messages by 16.4, and to fill spare time by 15, 2%.

Social media as a major part of the internet use by Indonesian people is quite interesting for media observers, given that hoax case is rife in the community generally spread through social media. Nevertheless, on the other hand, the presence of social media also has a positive impact on information dissemination, whether in the field of education, trade, business, health, government, etc. So far, the favorite social media for Indonesian people is Facebook. APJII 2018 data shows that 50.7 percent of the Indonesian people mostly visit Facebook, followed by Instagram and YouTube. The following is an infographic about the most frequently visited social media by Indonesian people:



Figure 1: Infographic about the Most-Visited Social Media by Indonesian People

Figure 1 above explains that the use of social media in various fields of life, both individually and organizationally, is inevitable. The high number of social media use indirectly shows a relatively high "dependency" on internet access. This condition is also utilized by various government agencies in Indonesia, particularly, for the dissemination of information in public services.

Digital media according to Folkerts, et al (2008) are forms of media and media content that are created and shaped by technological change. Internet is one of the digital media in the 21st century. As a new and sophisticated technology, the forms of media and technology emerge simultaneously and are called media convergence. Media convergence is a combination of two or more of conventional media which processes to bring convenience and profit to its users. Social media such as Facebook, Twitter, Instagram, and Youtube are examples of digital media.

In the era of industry 4.0 based on technologies, it is certain for various government and community agencies to improve communication through social media. The positive use of social media by the Bandung city government has also received appreciation from many institutions. This is evidenced by awards received by the Bandung government for good public service delivered through social media; one of which is an award at the 2019 Public Relations Indonesia Award (PRIA) for the social media category (bronze winner sub-category of local government) and the government most popular city in the media.

The high utilization of social media today cannot be separated from the condition of conventional mass media of print and electronic which tend to be out of date and no longer become the favorite mass media, especially by the younger generation or better known as millennial generation. The presence of new mass media has changed people's habits in choosing and using media. In other words, newspapers, radio or television are only used by fewer circles at this time. Today, social media is considered to be more effective in building communication and interaction in the community. However, the best way is to mix and match all types of mass media both offline and online. It is because online media will build a discourse on issues, expand the conversation, and lead the public to action or action; while offline media will manage the action and involve the public in various fields.

As it is stated by Mohsen A. Khalil, a director of *Global Information and Communication Technologies at The World Bank Group*, that phenomenon of communication technology convergence involve a variety of different aspects. At the technological level, convergence has made it possible to deliver multimedia communications across a variety of traditionally separated networks. Rahayu et al (2016: 1) in their research confirmed that this condition has fundamentally changed the communication technology business, infrastructure, services, companies, content, and markets. They also stated that the change challenges existing structures and encourages the emergence of innovative models.

The concept of social media is clearly outlined by Cangara (2014: 155), who says that what is referred to as "social media" generally raises social problems (social interaction) mediated by the media. This is why we often see social issues as the main points conveyed through social media. The emergence of various social media is certainly inseparable from the development of technology and the internet. Merging between written text, audio-visual content, to photography in the digital sphere occurs by the help of media convergence. In this millennial era, the community develops rapidly in various fields which are supported by the level of access to digital media on a daily basis (Permana, Mahameruaji, 2019: 29). In line with this explanation, the City of Bandung continues to improve the quality of its public communication, especially in conveying information and absorbing complaints from people of Bandung.

The concept of interest, effectiveness of messages, and active participation possessed by digital media is the basis of Bandung City Government to fully use it, especially to campaign for various work programs within the respective SKPD and in receiving and responding to complaints submitted by citizens.

The increasing use of social media for various purposes is one form of the Bandung government's campaign to deliver various programs and activities that will, are being, and have been carried out in the community. According to Rogers and Storey (1987; in Venus, 2004: 7), campaigns are "a series of planned communication actions with the aim of creating a certain effect on a large number of audiences that are carried out sustainably over a certain period of time". While the campaign definition of Mendoza (2004: 9) is "a series of interrelated events covering a

period of time, each of which builds organizational strength and brings it closer to victory (campaign objectives)". Therefore, in carrying out a campaign, everything must be well planned and determined accordingly, starting from the issues that will be brought, the message that will be delivered, the media that will be used, the right target audience of the campaign, the purpose of the campaign, the expected effect in the form of changes in the audience as well as the program and the duration of the campaign. The audience does not have to be in large numbers, but it must be right on target. This means that the audience must be in accordance with the criteria needed and the issues/problems/ideas to be campaigned for.

Based on the definition above, every communication campaign activity should have at least four things (Venus, 2004):

1. Campaign activities aimed at creating certain effects or impacts
2. Large number of target audiences
3. It is usually done within a certain period
4. It is through a series of organized communication actions

These four things are also classified as campaign characteristics which can be a distinguishing indicator between the campaign and other communication activities.

Referring to the above definition, the campaign strategy carried out by Bandung City Government on social media is very well organized so that Bandung people can figure out various developments occur in their city, to support, and participate in various activities being conducted.

3. METHODS

This research uses the description method, where observation is the basis for explaining the problem. Nazir (2005: 54) defines the descriptive method as "a method of examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present". The purpose of this descriptive study is to make a description, picture of something, or an overview in a systematic way, factual and being accurate about the facts, properties, and relationships between the phenomena investigated. Thus, based on the above understanding, it can be concluded that the descriptive method is a method of describing everything objectively based on the facts exist today.

There are several data collection techniques that the researchers use in this paper:

1. Observation, which define as "eye observation without the help of other standard tools for the purpose" (Nazir, 2005: 175). Meanwhile, according to Nawawi (1986: 100), observation is "direct observation of the object at the place where the event took place, so that the observer is with the object being investigated". In this paper, the observation technique applied is direct observation of various social media owned by the Bandung City Government SKPD.
2. Literature study. Researchers collect data and information from various books, scientific journals, magazines, newspapers, etc. Through literature, the researchers expect to get theoretical support that will enrich the discussion. In this context, researchers will also utilize online media that provide complete data as referred to above.

The subjects of this study are the staff and leaders of the Bandung City Regional Work Unit (SKPD), especially those who handled the management of Instagram accounts. This study examines how Instagram accounts are managed, how to select information to be displayed, how to consider local content and how it impacts the people of Bandung.

In general, the challenges of public communication carried out by government organizations include two things as shown by the picture below:

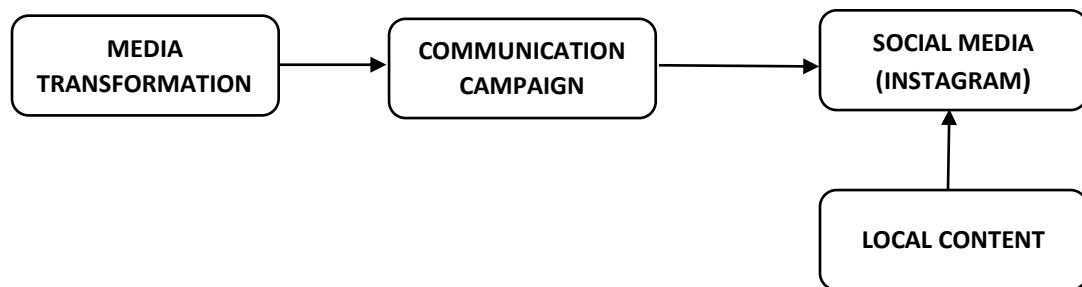


Figure 2: Research Flow Chart

The picture above explains that currently there are two major challenges: media transformation and public transparency. Media transformation must be well-handled so that public communication can proceed as expected. The second challenge is public transparency which concerns the increasingly critical public so that governments should prepare themselves in many ways, including managing information well. Criticism delivered by the community must be responded to as quickly as possible and handled wisely so that the criticism can be managed properly.

To anticipate obstacles in fostering public communication, Bandung City Government is currently utilizing digital media technology by spreading various messages and information through social media owned by various agencies. This is the right choice considering that currently, the conventional print and electronic mass media are no longer the most widely used media by the public. The presence of new mass media has changed people's habits in using media.

4. DISCUSSION AND ANALYSIS

Permenpan (Regulation of the Minister of State Apparatus and Bureaucratic Reform) No. 83 Tahun 2012 clearly defines the use of social media in government circles. The target of using social media is to form a harmonious relationship between the government and the community as an external public; integrated management in an optimal, effective and efficient manner; and as a forum for aspirations, opinions, and discussion on government policies so that social media can realize the better government's reputation in the public eye. Referring to this regulation, there are several benefits of using social media by government agencies:

1. To disseminate information
2. To build the role of state apparatus
3. To promote future development strategies and objectives
4. To build interaction between the government and the community
5. To increase public awareness and participation in government policies and programs
6. To explore the aspirations, opinions, and public input of government policies and programs

The government should manage good communication with the public in order for the public to well-receive messages delivered by the government, and vice versa, the government listens to the public demand. This kind of relationship, in turn, will create mutual understanding between the government and the public.

Referring to this, Bandung city government agencies, in general, have already had their own social media and actively share information with the public, including receiving various complaints from them. Some of Bandung City government's social media accounts are distributed via Facebook, Instagram, YouTube, Twitter, and vlog. Their Instagram accounts are @humasbdg, @diskominfobdg, @disdagin_bdg, @disbudpar.bdg, and @dispora_bdg.

The use of social media should be planned carefully and has goals to be achieved. Accordingly, the existence of social media managed by the PR of each Bandung City Government agency can bridge a variety of information needs, especially matters relating to various events in the City of Bandung. Each SKPD has an admin (usually the public relations division) assigned to manage social media and assisted by a special team who arrange content in the form of video, infographics, videographics, photos, captions and so on. The selection of material or content is carried out through discussions between the public relations department (the head and related staff in each agency) and also the head of the department when it comes to crucial materials. But in practice, not all material comes from the related SPD because there are also some posts (raw data) from other SKPD. Mr. Yayan (Head of Public Relations of Bandung) explained that posts from other SKPDs can be in the form of:

1. Field release
2. Work program
3. National program
4. Rules/regulations

The data will then be packaged by each of the public relations in each agency in the form of infographics, videographics, etc. Posts in each SKPD are displayed in packages according to their specific characteristics. In the researchers' observation, there were several materials in SKPD social media accounts that posted several times, indicating that the messages were very important and needed by the community, especially messages about knowledge and announcements. Furthermore, Mr. Yayan outlined a number of material criteria that are worth re-posting, such as:

1. Knowledge information
2. Announcements information
3. Social regulations or sanctions
4. Official leadership activities

Based on an analysis of several SKPD social media accounts in Bandung and interviews with the Head of Bandung Public Relations and also supported by existing data analysis, the flow or process of loading information on the social media pages is shown in the following chart:

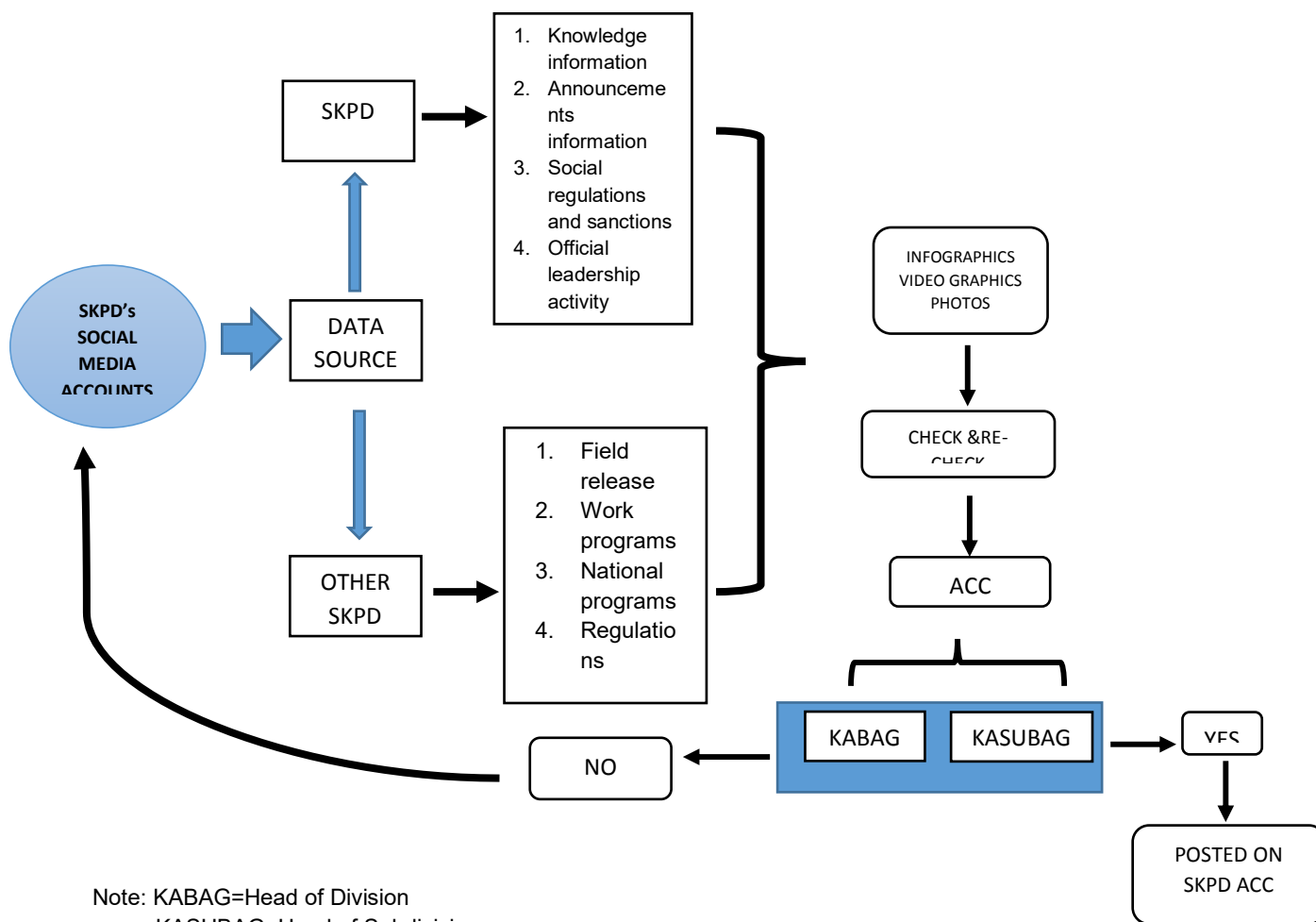


Figure 3: The process of Information Posts on the SKPD Bandung Accounts

In general, the flow of loading one post applies to all SKPDs, but in certain cases, one post can be loaded immediately without having to seek for approval from the head of department or head of division. Those points above should also be followed by the awareness of Bandung citizens to utilize social media properly. It necessary to be done so that the activities in cyberspace can be performed according to the existing ethics, being positive, and do not post hoaxes and/or hate speech. Based on observations and analysis of three instances of Bandung City SKPD accounts, dated November 22, 2019 at 18.58 WIB (West Indonesia Time), the amount of data contained in each account is as follows:

Table 1. Data of Each SKPD's Instagram Account

NO	SKPD	POST	FOLLOWERS	FOLLOWING
1	Bandung PR	10.2K	88.2K	480
2	Public Health Office	879	6603	196
3	Communications and Public Information Office (Diskominfo)	213	3694	344

The data above shows that each SKPD is quite active in delivering information in its Instagram account. Variations in the number of posts, followers, and following are also influenced by the time span of activation of the Instagram account and the availability of the account

manager. However, based on researchers' observations, the three accounts are quite active in conveying information through Instagram.

Although the essence of Instagram is intended for photo posting, but following its feature developments, the posts on the three SKPD's Instagram account are also in the form of:

1. Photos
2. Video
3. Infographic

Based on the three forms of posting, Gani (2017: 417) describes that generally, the message content in an Instagram account is used to:

1. Socialize and campaign of activities/government programs. Each SKPD in Bandung socializes various government programs/activities that are currently or will be carried out.
2. Inform the ideas, achievements, and development programs in Bandung. In line with the function of mass media as a means to disseminate information, through various social media accounts of Bandung City Government, the public can find out various developments in their city.
3. Inform activities of officials in Bandung, especially the Mayor, Deputy Mayor, Regional Secretary, and the heads of each department, etc.
4. Clarify a problem. The interaction formed between the government and the community on social media is an active interaction where citizens can be "free" to comment on what is posted by the government and the government is also free to respond, explain, and clarify an issue.
5. Invite citizens to do or not do an action/activity. Public communication messages delivered in a government account must be positive, motivating, educating, and occasionally entertaining.
6. Shortening and simplifying the flow of Bandung government bureaucracy. This was confirmed by Kang Emil, a former Bandung Mayor who is now a governor of West Java that "the use of social media such as Twitter will shorten and facilitate the flow of communication in the complicated bureaucracy. To improve the quality of public services, all offices and government officials in the Bandung City Government, including heads of offices, sub-district heads, and village heads are required to use Twitter (Kamil, 2014: 207).

A variety of information presented should also be followed by the awareness of Bandung residents to be able to utilize social media properly. It needs to be done so that the activities in cyberspace can be performed according to the existing ethics, being positive, and do not post hoaxes and/or hate speech. An attempt to use social media properly and correctly, particularly in establishing interaction between the government and the community, is by bringing up local content using Sundanese language. The five components of the message content above are posted by using Indonesian and Sundanese languages.

The three SKPD instagram accounts often post the messages that are packaged in such a way in Sundanese, either in captions, infographics, hastags, and photographs. The following is the detailed description of various local contents aforementioned:

1. Appeal or announcement. The three SKPD instagram accounts generally convey information of announcements, appeals, or invitations in Sundanese. In addition to make Bandung people concern with the message conveyed, the use of the Sundanese word "wargi Bandung" (means people of Bandung) also aims for intimacy. It can be seen in the following post:



22 likes

humasbdg Wargi Bandung, dalam rangkaian kegiatan peringatan hari keselamatan sedunia banyak gelaran yang bisa diikuti untuk mengenang dan mengambil hikmah dari setiap peristiwa kecelakaan agar tidak terjadi kembali di kemudian hari. Catat tanggalnya ya, jangan sampai terlewatkan!

32 minutes ago · See Translation



29 likes

dinkeskotabdg Wargi Bandung, yuk ramaikan Hari Kesehatan Nasional (HKN) ke-55 tingkat Kota Bandung dengan mengikuti lomba-lomba berikut.

Menangkan hadiah uang tunai dan hadiah menarik lainnya.

Figure 4: Appeals Post

2. In Infographics and posters. The various poster designs and infographics posted in the three SKPD's Instagram accounts often use Sundanese, either in the form of main messages, idioms, and abbreviations that have certain meanings which can be seen in the following example:



50 likes

diskominfobdg Melupakan mantan ala KANGPISMAN

KurANGi kenangan (yuk mulai kurangi menggunakan bahan yang akan sulit terurai)



Liked by disdagin_bdg and 121 others

humasbdg Wargi Bandung @disdagin_bdg menggelar bazar murah lagi nih. Catat yaa, tanggal 21-22 November 2019! Jangan sampai terlewat yaa

View all 2 comments
2 days ago · See Translation

Kata-kata “hayu baraya Bandung” atau “hayu ah urang ka bazar murah” merupakan bentuk ajakan dalam bahasa Sunda yang disampaikan melalui poster

Figure 5: Posts of Idioms in Sundanese Language



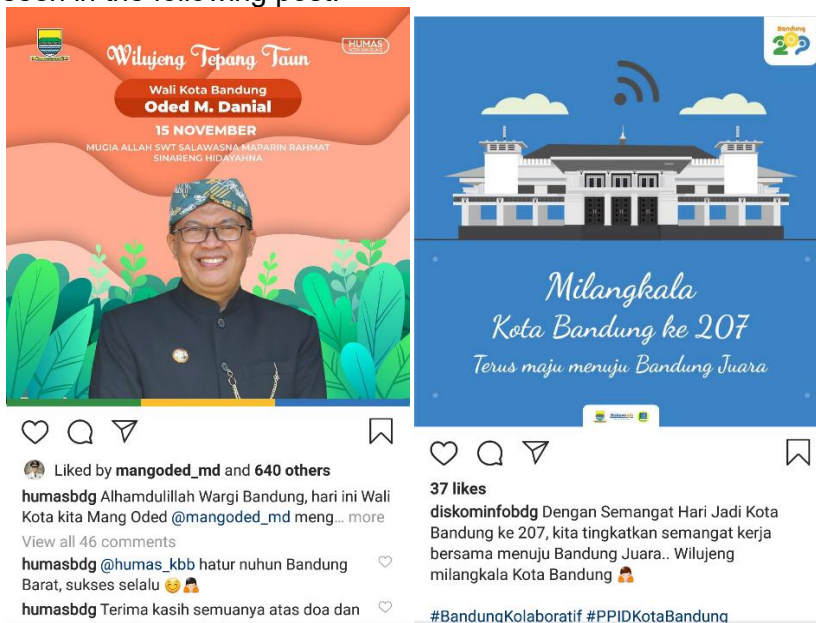
“BADAMI” is a Sundanese word means negotiating or deliberating. On the poster, BADAMI is an abbreviation of Bandung Discussion and Monitoring Innovation. Besides the greetings poster, the post has also caption in Sundanese language.

Liked by [ahyani_raksanagara](#) and 35 others
 diskominfbdg Drengggggg Drengggggg Wargi Bandung !!!!

Hayuu ah stay tune di RADIO SONATA di hari Kamis Manis bersma Narasumber yang ga kalah manis .

Figure 6: A Post with Abbreviations in Sundanese Language

- To congratulate on certain events, for example, a birthday wish to the Mayor, Head of Division, etc. or happy anniversary of Bandung City conveyed in Sundanese that can be seen in the following post:



Liked by [mangoded_md](#) and 640 others
 humasbdg Alhamdulillah Wargi Bandung, hari ini Wali Kota kita Mang Oded @mangoded_md meng... more
 View all 46 comments
 humasbdg @humas_kbb hatur nuhun Bandung Barat, sukses selalu 🙏🏻
 humasbdg Terima kasih semuanya atas doa dan

37 likes
 diskominfbdg Dengan Semangat Hari Jadi Kota Bandung ke 207, kita tingkatkan semangat kerja bersama menuju Bandung Juara.. Wilujeng milangkala Kota Bandung 🙏🏻
 #BandungKolaboratif #PPIDKotaBandung

Figure 7: Congratulation Posts

- Rebo Nyunda. The Bandung City Government has launched a thematic day of "Rebo Nyunda" every Wednesday where ASN (state apparatus) and students wear the traditional attire of Sunda/West Java, namely Pangsi (for men) and Kebaya (for women) and speak in Sundanese all day long. Rebo Nyunda is held to preserve Sundanese culture. The Bandung Public Relations Instagram account conveys this message in infographics by

displaying various terms marked with the #reboNyunda hastag as shown in the posts below:



Figure 8: Posts in Sundanese Language

Photos in posts below are the activities of ASN in Rebo Nyunda day wearing Pangsi and Kebaya:

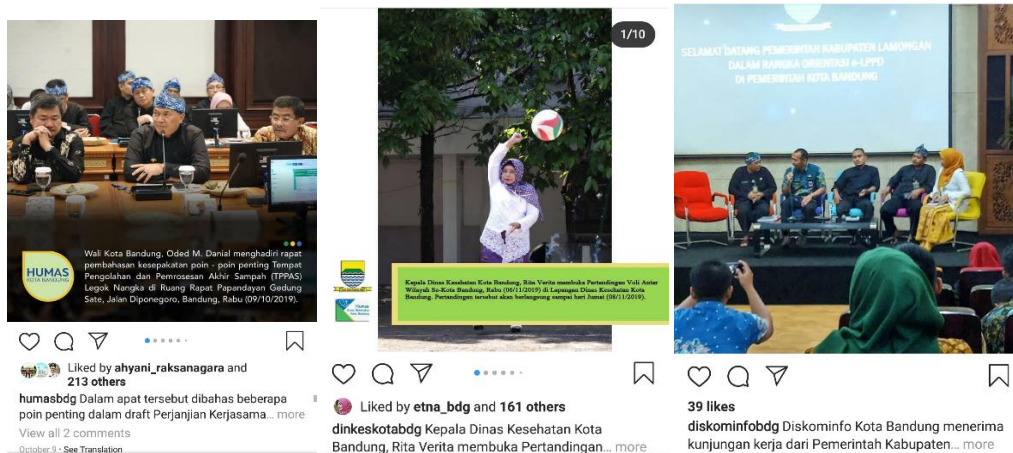


Figure 9: Posts of Sundanese Attire

From various forms of local content delivered through the SKPD Bandung Instagram account, it can be seen that the Sundanese values are an interesting part of their content. It is in line with a view stating that social media has enabled a new form of social organization and social interaction based on electronic information networks. Although information technology does not directly cause social change, but it is an inseparable part of the many movements in social change such as new forms of production and management as well as the existence of new or popular communication media referred to as economic and cultural globalization. Social media has also given birth to new businesses, different ways of trading, and even become a new source of income (Anwar, RK, Ruhmana, A: 2017: 206).

In the context of building digital literacy, Bandung City Government and Bandung people should keep this in mind that social media is a jungle with absolutely "no rules". Anyone can post anything they want and respond to as anything they wish. The following explanation from the Press Council (2017) is one of the right steps to do when disseminating and responding to

messages on social media. It is said that when it comes to conveying and disseminating information, paying attention to the values and norms that apply in people's lives is crucial. The greeting of "wargi bandung" in the posts of SKPD Bandung, for instance, is an example of wise words in the context of inviting Bandung people to do something. Through this Sundanese greeting, it seems like the people of Bandung close to their government and gave a familiar impression.

The results of observation on various social media accounts of government agencies or SKPD in Bandung show there are some interesting things related to the use of social media, especially some activities carried out by Bandung City Government as its public communication strategy which is explained in paragraph below.

Socialization and campaign of activities/government programs that are currently or will be carried out by each SKPD of Bandung City. The non-optimal realization of Bandung City Government programs so far is not because the program is inappropriate, lack of funds, or the absence of the executors. One obstacle is the lack of effective delivery of information to the public. Because of that, it needs continuous socialization and campaign activities to make people "aware" and care about what the government is doing. The incessant campaign on social media aims to make people know, understand, and ultimately take action in these activities. Therefore, Bandung City Government tries to design appealing messages to attract public attention. One of them is through the more interesting display of infographic data and numbers which is easier to understand. Below are some examples of socialization messages and campaign activities posted on the Bandung City Public Relations PR Instagram page (source: Instagram @humasbdg):

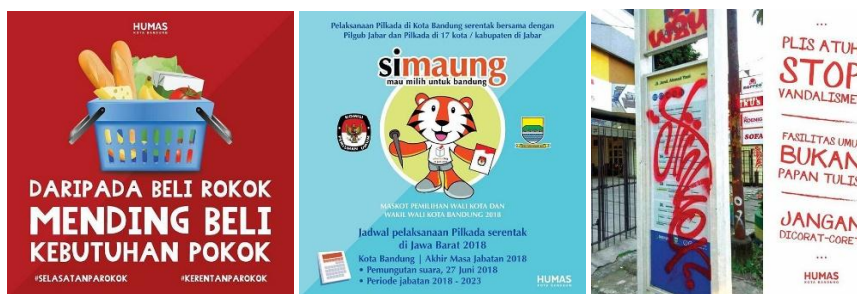


Figure 10. Message Socialization and Campaign Activities

Disseminate information about ideas, achievements, and development programs in Bandung. This is in line with the function of mass media as a means of disseminating information. Through various social media accounts of Bandung City Government, the public can find out various developments in their city. It is not only about ideas that will be implemented, but also news about the achievements of Bandung government agencies, the condition of its population, cultures, etc., as it shown in the post of Bandung PR Instagram account below (source: Instagram @humasbdg):



Figure 11: Posts of Ideas, Achievement, and Development Programs of Bandung City

Clarification of a problem. The interaction formed between the government and the community on social media is an active interaction, in which citizens can be "freely" comment on what is posted by the government, and the government is also free to respond, explain, and clarify an issue. In some social media accounts of Bandung city government, the admins often respond to complaints submitted by the public and they do not forget to post the results or follow-up on the report. Ridwan Kamil posted a case of Taman Film (Film Park) destruction by some (bad) viewers of Persib Bandung (they previously watched the soccer game of Persib Bandung) and became viral on social media. Around 3,000 netizens gave their pros and cons on the comments page of the post. This photo post has a caption of "In relation to the damage of facilities and trees, the soccer Nobar (watching sport together) will no longer be allowed in the Film Park. * Ngarerakeun maraneh teh! Ku kami diijinan deui lamun viking/bomber dkk meresan/memperbaiki ieu fasilitas anu meunang hese (shame on you all. I will give you permission if viking/bomber fix the damage of this facility that we had laboriously built)." It showed Mayor's annoyance over the damage of the film park which is one of the thematic parks in Bandung. Apparently, the criticism conveyed was of concern to the public, then they took the initiative to repair the damage. This post is an example that if the government use the social media well, it will help solve the existing problems.

An appeal or invitation to do or not do an action/activity. Public communication messages delivered in a government account must be positive, motivating, educating, and occasionally entertaining. Researchers observed there were quite lot of communication messages contained those things in several Bandung City Government accounts. One of them was the tweet from kang Emil (while he was still serving as mayor of Bandung) in Twitter @ridwankamil account dated August 17, 2013 said "let's continue to work hard, smart, thorough, and sincere to perfect our home called Indonesia. Longevity!". Or an invitation to pay taxes on time from Mang Oded, the current mayor of Bandung, on his Instagram account on October 23, 2019 with the caption "There is something free on Thursday. Bandung City Government together with @bppdkotabdg gives time until December 31, 2019 for wargi who have arrears of tax fines ". We can also check an example of the appeal message posted by Instagram account of Bandung City Public Relations (@HumasBdg) below:



Figure 12. Appeals for the Activities

Shortening and simplifying the flow of Bandung government bureaucracy. The use of Twitter will shorten and facilitate the flow of communication in the complicated bureaucracy. Thus, to improve the quality of public services, all offices and government officials in the Bandung City Government, including heads of offices, sub-district heads, and village heads are required to use Twitter.

The following posts show examples of local content displayed on Instagram accounts of three SKPD of Bandung City:

These are local contents on Instagram account of Bandung PR

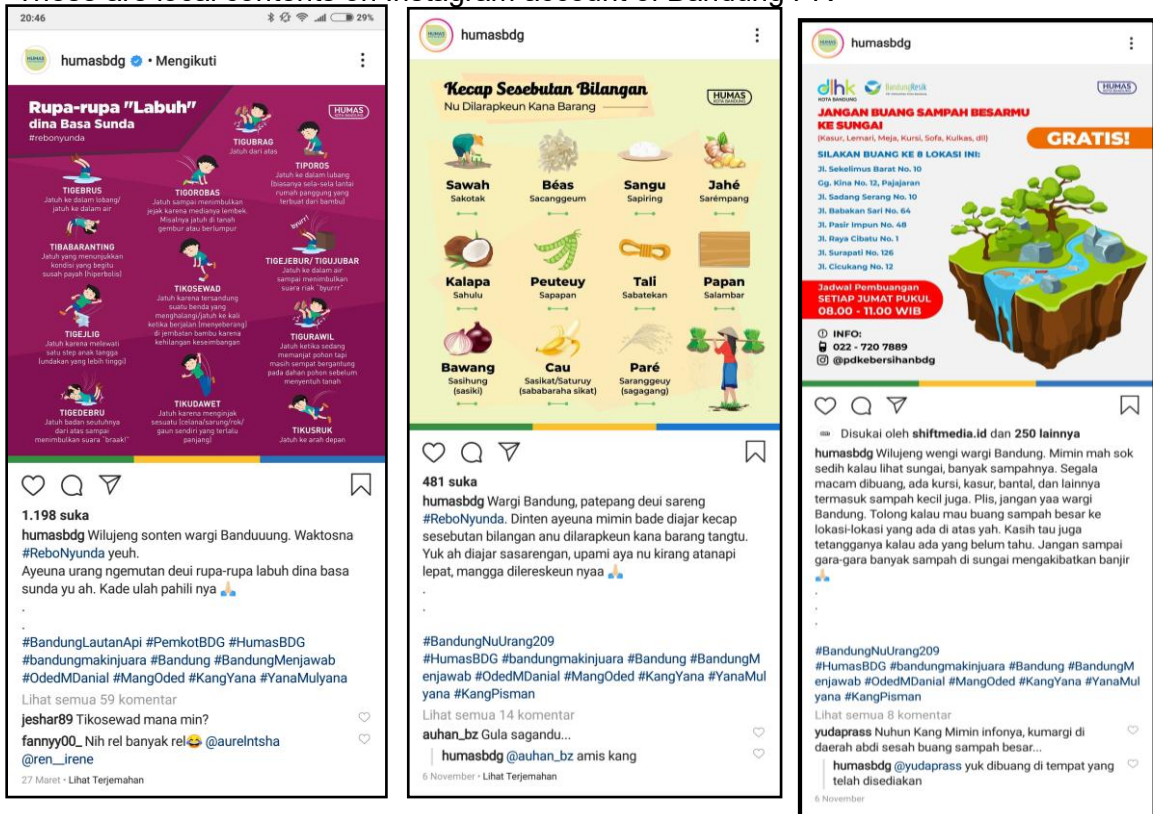


Figure 13. Posts of Local Content on Instagram Account of Bandung PR

Local contents on Instagram account of Diskominfo:



Local contents on Instagram account of public health office:

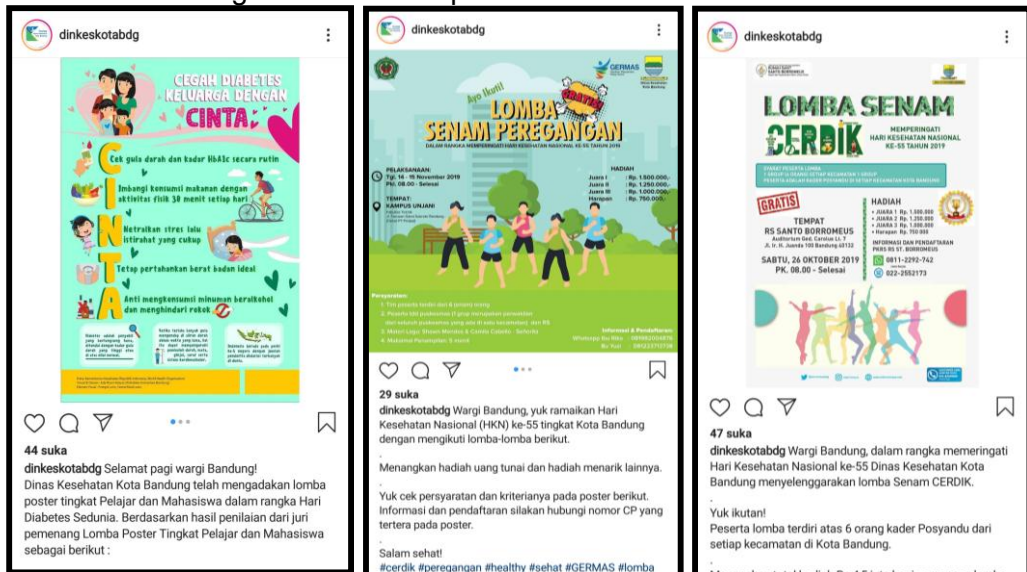


Figure 15. Posts of Local Content on Instagram Account of Public Health Office

CONCLUSION

The information conveyed by the Government of the city of Bandung aims to make its citizens aware of various agendas carried out and invite them to actively participate. Instagram is chosen since it is a popular social media widely used and information displayed can fulfilled the needs of Bandung people.

To attract more attention, messages delivered through Instagram contain a lot of local content. The distinctiveness of the activities displayed, the typical greetings of Bandung residents, Sundanese language to convey various information, as well as the use of Sundanese idioms make the message on Instagram has its own charm.

Both the Bandung City Government as a source of information and the community as recipients of information should have to filter the messages received before they are broadcasting in their respective media. The context is not only the correct information content but should also consider the element of benefit when the message is disseminated. By taking into account the various stages above, the communication campaign message delivered by the Bandung City Government to the public will be taken properly without causing conflicts. This step is also part of increasing public awareness by acting smart in using digital media.

Communication messages related to the current situation in the city of Bandung can be more quickly delivered and understood by the citizens of the city, and this must be done by everyone, especially the Bandung City Government which is a source of information. Therefore, being smart in using digital media is the key to the success of public communication strategy adopted by the Bandung City Government to Bandung citizens so that good communication is established between them beside the emergence of mutual support and mutual benefit.

LIMITATIONS AND OPPORTUNITIES

As for further study a research social media, and recognizing the complexity of media information to the public, this academic document retains considerable limitations. These shortcomings may serve as the basis for further research, investigating such topics as the dimensions of audience response and how various social parameters influence audiences' perception of the information that use online media.

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