Participative Communication of Citizens through Social Media as Evaluation of Development Programs

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ABSTRACT : Social media has become a new medium that is used effectively in communicating between government officials and citizens. Community participation in providing input to government development programs can be conveyed through this new media. The purpose of this study is to analyze the communication of citizen participation in Indonesia, especially in Bekasi City through social media in providing input and evaluation of local City Government development programs. The research method uses a combination of quantitative and qualitative virtual ethnographic approaches with the help of Nvivo software. The results showed that participative communication from community was more dominated by complaints about development programs carried out by local governments. Complaints were giving input and or questions which criticizesabout programs that are considered not running well. Social media has proven to be a means for citizens to be used as tools in communicating with the government, because it is more effective and efficient. However, sustainability and responses from city government are not fast enough in responding to the input and complaints submitted. Therefore, this study recommends that local government can respond quickly to complaints and input from the public. Social media accounts created by the government must be managed properly, so that input from the public can also be inventoried as part of the evaluation of the development program carried out.

KEYWORDS : Evaluation, development, participatory communication, social media

I. INTRODUCTION

Social media becomes a new media that can be an alternative as a means to convey messages to the public. One of the characteristics of social media is as a participatory media that is open to get feedback [1]. Users can participate in online discourse in a number of ways including podcasting, blogging, tagging, social networking, social bookmarking and other means of collaboration. According to Servaes in broad terms participatory communication as an appropriate way in moving the community to social change, empowering individuals and society [2].The form of communication in development is in participatory development that provides space for people to inspire, dialogue and consult with the government in planning and implementing development programs [3].

As a community-based approach, participatory development communication uses communication to build basic relationships with the community and facilitate collective action. Therefore, participatory development communication relies on the effective facilitation of development workers with good communication skills [4]. Bouty et al (2019) suggested that in government the use of information and communication can be developed by the government and made a priority scale, because it can support public services [5]. Especially with the Presidential Instruction No. 3 of 2003. The Bekasi City Government is one of the regional governments in Indonesia that uses social media accounts to communicate with the public [6]. Social media used include Facebook, Twitter and Instagram, however, in this papes only discuss the pemkotbekasi account on Facebook. In addition to social media, another facility used is the integrated complaints service application or what is called POT (Integrated Online Complaints). Evaluation can be in the form of input, complaints or complaints submitted by citizens to the government through accounts on social media or the POT application.

During the reign of the Mayor and Deputy Mayor of Bekasi for 2018-2023, Rahmat Effendi-Tri Adhianto prioritized his development program to improve public services through the integration of several key elements of existing city development, namely governance, economic quality of life, environment, human resources, and transportation. At the beginning of his reign, the Health Card program was superior because people easily went

to any hospital by only showing their cards. But lately, the program has been hampered by swelling budget allocations so that in the rules of their use there are system changes. If seen from the Regional Medium-Term Development Plan (RPJMD) of Bekasi City in 2018-2023 other programs that are constrained by the lack of budget are infrastructure development programs such as pedestrian, roads, and others. Problems in other fields are congestion, population density, flooding, and other social problems[7] .

Based on this, the participation of citizens is needed to support the smooth development program carried out by the region. Community participation in social media can be a parameter of community concern for the smooth running of any development program carried out by the Bekasi City Government. Therefore, research on community participation in utilizing new media in communicating to the local government is an important thing to do. This is to know the description of the use of media/ facilities used in providing input and evaluation of development programs that are being carried out by all devices of the Bekasi City Government to be right on target.

II. LITERATURE REVIEW

2.1 Participative Communication

The levels of participatory communication are divided into four levels, as follows: (1) Information Sharing, one-way communication, informing about what is being done; (2) Consultation, especially one-way communication with emphasis on feedback. Stakeholders provide input but do not have significant decisions in the decision making process; (3) Collaboration, two-way communication that supports open interaction in decision making, input in decision making is balanced; (4) Empowerment, the transfer of control over decisions and resources [8].

2.2 Social Media as a Development Channel

Social media can be defined as one of the technologies or tools used to create and as a minimum exchange of messages between users to show identity, conversation, good relations, reputation, groups and share message content [9]. In disseminating information on social media Zhu et al introduced a new competitive model called the DMCU (Dissemination Model for Constant Update). This model is to describe the process of information dissemination with constant updates and competitive relationships between original and most recent information in the dissemination process. The model was generated from experiments whose data were collected from social media. DMCU is considered to be able to describe the process of updating information on social media effectively [10]. Porumbescu suggests that the results of a 2012 study of 110 Seoul, South Korean citizens, disseminating information through social media was more effective in improving public relations with the government than using e-government websites which are more commonly used to send detailed information [11].
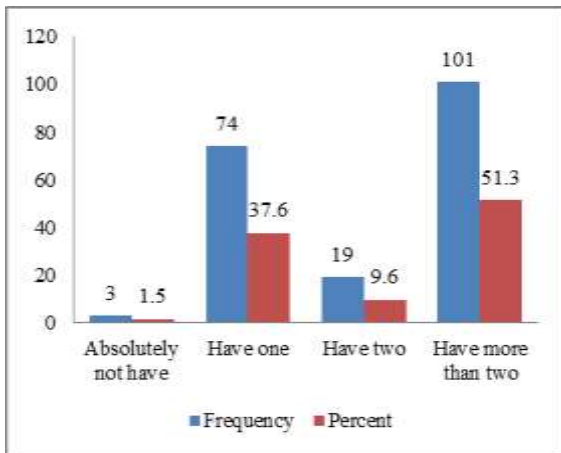
III. RESEARCH METHOD

The research method uses a mix method, which is a combination of quantitative and qualitative approaches to carry out detailed examinations of certain cases that arise naturally in social life [12]. Quantitative methods are used to determine the extent to which the people of Bekasi City use social media. While qualitatively using a virtual ethnographic approach, which in this context as much as possible approaches the condition of 'what happened' in cyberspace and uses in a practical level to explore relationships that occur through internet media encountered by ethnographers [13]. The approach is done descriptively, which is describing the communication of the participation of the people of Bekasi City through the social media account of the Bekasi City Government. In this regard, researchers as ethnographers conduct research by observing and documenting conversations of Bekasi City residents to the Bekasi City Government through social media accounts owned by the leadership and SKPD staff within the Bekasi City Government. The message conveyed by the residents of Bekasi City was analyzed and categorized based on the service and related programs as part of the evaluation of the development program.

Data collection techniques were carried out using the following methods: (1) An observation of messages conveyed by residents of Bekasi through social media accounts on facebook @ pemkotbekasi during June-August 2019. (2) Interview, aimed at finding out informas responses to messages conveyed by Bekasi residents through social media. Informants consisted of the Mayor of Bekasi, Deputy Mayor of Bekasi, Head of the Department of Communication, Information, Statistics and Encoding (Diskominfostandi) of Bekasi City, Bekasi City Public Relations. (3) Documentation, this technique is carried out by collecting archives relating to the delivery of messages conveyed by the leadership, Diskominfostandi and Public Relations of the Bekasi City Government on social media. (4) Distribution of questionnaires, to find out the extent of the use of social media by residents of Bekasi City.

Analysis of data qualitatively using interactive analysis techniques models Miles and Huberman. This technique uses four activities that occur simultaneously, including data collection, data reduction, data presentation and drawing conclusions or verification which is a cyclical and interactive process [14]. In the data reduction stage, researchers used Nvivo software to assist in the process of coding and grouping development messages from social media and data sourced from interviews with informants. Based on this, the researcher

categorized the development messages conveyed by Bekasi City residents in Bekasi City Government social media accounts. The categorization carried out is one step to reduce data from the entire development message delivered. The data that has been coded and categorized is then analyzed and triangulated with the informant's answer.

IV. RESULTS AND DISCUSSION

4.1 Social Media for Government

The Bekasi City Government began May 8, 2017 to issue the Bekasi Mayor's Instruction Number 555.7/ 494/ SETDA TU concerning the Establishment of the Rapid Reaction Unit (URC) [15]. URC is a follow up of the Regional Apparatus through Integrated Online Complaints (POT), Smart Online Reporting and Observation Tools (SOROT), social media, SMS, Telephone and others. These rules are instructed in order to optimize public services through the website and social media as official media that serves to convey various information and complaints and public complaints to the Government. The instruction was followed by the creation of an account by each Regional Work Unit (SKPD) to the village level. Through social media accounts, SKPD and other regional apparatuses are expected to be able to deliver information on their development work programs more quickly and receive input from the public regarding issues and other complaints.

One of the official accounts of the Bekasi City Government which was later created was @pemkotbekasi. This account can be accessed through social media Facebook, Twitter and Instagram. The public can join the account to get the latest information about Bekasi City government programs and or provide input or complaints about development problems in Bekasi City. However, the discussion in this study is limited to Facebook accounts only, because accounts on social media are the first accounts created. The Mayor of Bekasi, RE, explained, in addition to using the POT and SOROT application, he responded to the community's complaints directly using a special number on his cellphone.

"*We have a smart city dashboard, POT and SPOT that are processed. But more directly to me and immediately responded yes. It's already been an hour, we haven't opened 598 messages,*"[RE, Interview results, 2018]

The Mayor of Bekasi's statement stated the seriousness of the rapid reaction efforts made by the Bekasi City Government in responding to complaints and complaints from the public. While based on the analysis of messages from the @pemkotbekasi account on Facebook, it is known that many things that have been conveyed by the public include issues relating to services, construction, waste management, roads, and schools. The words that appear a lot are presented in Figure 1 in the form of worcloud from the analysis using Nvivo 12 software.

Figure 1 Review the words on the Facebook account @pemkotbekasi.

4.2 Characteristics of Social Media User Communities in Bekasi City

Based on the results of a random survey conducted on 197 respondents in Bekasi City, the highest ownership of social media accounts has more than two social media, which is 51.3% as presented in Figure 2. Whereas those who do not have social media are only 1.5 %. This shows that almost all Bekasi residents have social media accounts. This is a potential that can be utilized by the Bekasi City Government to be able to channel information through this media.

Figure 2 Social media ownership

When looking at frequency data when using social media, most respondents stated more than five times each hour. This shows that the average intensity of Bekasi City residents in receiving information and providing feedback on social media is very large. Even the percentage of citizens who use social media every minute is 23.9 percent as presented in Figures 3 and 4. This shows that in communication on social media, local governments must be able to use a special admin so that they can quickly respond to questions or input from the public.
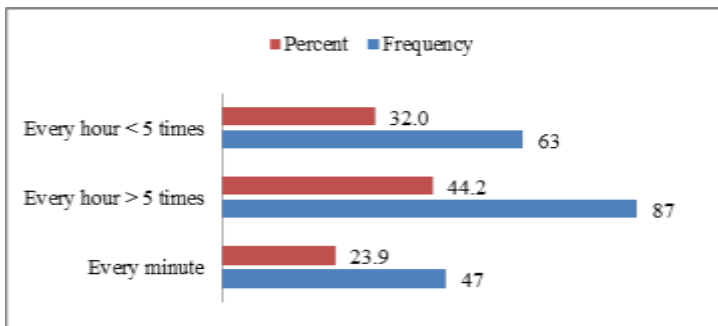
Figure 3 Duration of use of social media
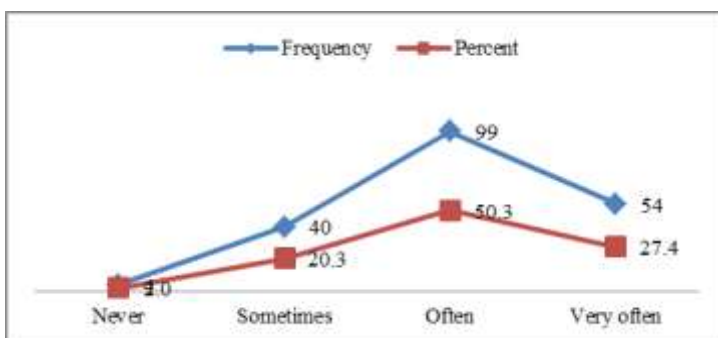
Figure 4 Frequency of use of social media

4.3 Communication of Participation of Bekasi City Residents on Social Media @pemkotbekasi

The discussion on participatory communication in this case is based on the theory put forward by Aycrigg (1998) in Kheerajit and Flor (2013) that there are four levels, namely information sharing, consultation, collaboration and empowerment. Based on the four levels, the results of the analysis conducted by information sharing activities were mostly carried out by residents of the City of Bekasi in the Facebook account @pemkotbekasi, which is 21 times divided into two information topics namely complaints about the construction and complaints of facilities, services by the Bekasi City government.
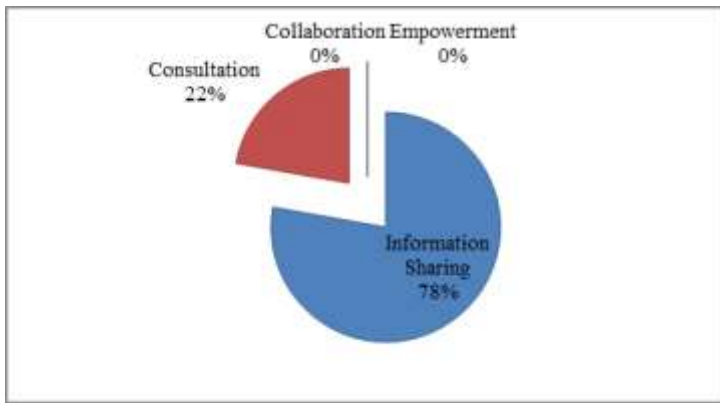
Figure 5 Communication of Bekasi City citizen participation

One of the Bekasi City Government social media admins, D, admitted that most people did submit complaints and complaints which were then conveyed to the relevant officials. Responses from officials are then sent back through social media in response to questions from the public. Following the quote,

> "*The issue does not exist, the most common complaints from the community in the form of roads, channels and bridges. As the admin of complaints from the community we convey to the officials, Section Chief, Head of Division. I entered the group, ordered the head of the cadre immediately, because Kabid automatically knew, he immediately instructed Kasienya to answer immediately if there were complaints.*"[D, Interview results, 2019]

Facility complaints submitted by the public through the Bekasi City Government account on social media Facebook @pemkotbekasi are recorded at the most with a total of 18 of them concerning traffic jams, population administration, development protests, and others presented in table 1 below,

Table 1 Topic of public complaints

Community Complaints Topic	Total
Population administration problems	5
Traffic jams and road accidents	3
Public services (water, wifi, disability aids, etc.)	3
Report on the existence of civil servants	3
Lost report	1
Slum City	2
Development protest	1
	18

Table 1 shows that the social media account owned by the City Government of Bekasi has been used by its citizens to submit complaints and complaints regarding issues of development, population administration and others. One excerpt from the public complaint as stated below,

Figure 6 Citizen complaints in Fb @pemkotbekasi

Caption: [*Good morning, today July 20, 2019, I passed the GOR area of Bekasi city, looked dirty with tents in a culinary area that was not well ordered, and incidentally the area faced directly with residents of the Ministry of Finance complex. Very uncomfortable in the eye. A small homemade bridge to the tent adds to the slums of the culinary area (he said). And the karaoke activities available at the culinary area disturb the residents. After Maghrib until sometimes at 24.00 and even 01.00 in the morning. Is this karaoke really permitted by the manager and the Bekasi City Government ..? And it is not monitored or managed? Please pay attention because*

the land that is intended for culinary which should be neatly arranged actually looks shabby. Is this design like it built? I attach a photo in the morning].

[*Assalamulaikum'For the Bekasi City Government, especially the Mayor of Bekasi, Bang Rahmat Efendi and his Deputy, want to report that this week there are often accidents on the Narogong Highway almost every day, taking casualties 'for the Bekasi City Government'. 'We Need Government For The Solution, Thank You*]
(Source: Facebook @pemkotbekasi. 2019)

Based on the excerpts from the community complaints, it can be seen that the community needs a quick response from the local government related to the problem raised. According to Bekasi City Government Public Relations, SR, input and criticism from the community is an important part as an evaluation material in implementing development programs in Bekasi City. Every week the Bekasi City Office of Communication, Information and Encoding (Diskominfostandi) evaluates complaints or public input submitted through social media. The evaluation results are then submitted to the regional leaders as a reference in carrying out the development process. This was stated by Tufte and Mefalopulos that in participatory communication the monitoring and evaluation phase was one of the most important stages in monitoring the progress of a program [16]. That is because the community as recipients of the program can directly feel the development program implemented by the government. In this phase the local government can pay more attention to every input and complaint of the community, because it is also a form of attention to its citizens.

V. CONCLUSION

Comments or responses delivered by the people of Bekasi City on Facebook @ pemkotbekasi social media are mostly dominated by complaints and complaints from the development program implemented by the local government. This means that not all of the development programs implemented by the Bekasi City Government are felt well by the community. Communication media by relying on social media have proven to be chosen by many people in sending their input and complaints. This condition should be evaluated for the entire development program implemented.

Social media has become a tool that has been used effectively by the community, so it requires a fast response by the local government so that communication can take place in two directions (dialogic). This makes participatory communication effective and efficient between the government and the community.

VI. ACKNOWLEDGEMENTS

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