

Communication Strategy Of Government Public Relations Depok City In Managing Covid-19 Information During Pandemic On Instagram

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Abstract.

Multiple crises in aspects of life have occurred due to Covid-19. The infodemic on social media has resulted in government agencies needing to carry out optimal management of government communication media, especially social media. Diskominfo Depok has a communication strategy to deal with Covid-19 information on Instagram. Qualitative research methods with a case study approach, Mc.Luhan's Media Ecological Theory and S.W.O.T Analysis in public relations. The results showed that the implementation of persuasive and contributive communication strategies by Diskominfo on Instagram @pemkotdepok to achieve good public communication and realize the vision and mission of Diskominfo as government public relations. The progress of social media Instagram @pemkotdepok is intensively developed as concrete evidence of Mc. Luhan's assumption in Media Ecology Theory "the medium is the message" and technological progress is very attached to human life. Shows the development of Diskominfo as a communication facilitator. The S.W.O.T analysis used aims to identify the strengths, weaknesses, opportunities, and threats for Diskominfo in carrying out communication strategies on Instagram social media caused by Diskominfo's internal and external factors during the pandemic.

Keywords: *Communication Strategy, Government Public Relations, Instagram Social Media, Media Ecology*

I. INTRODUCTION

The Covid-19 pandemic has resulted in multiple crises, multiple crises that have an impact on all sectors of life. In the aspect of communication, a lot of distorted Covid-19 information is not even proven true. Infodemic is taken from the words information and pandemic. Infodemic is a phenomenon when information becomes like a picture of a pandemic due to certain conditions that are not ideal, including overload of information that spreads quickly even though its accuracy and accuracy are not clear (BALAIRUNG, 2020). Based on data from the West Java Covid-19 Information and Coordination Center (Pikobar Jabar), Depok City is the city with the second highest increase in Covid-19 cases after Karawang City (Pusat Informasi dan Koordinasi Covid-19 Provinsi Jawa Barat ,

2021). In addition, based on a release published on July 4, 2021 on the official Depok news portal, it is known that the city of Depok has experienced an increase in Covid-19 cases over the last three weeks with a positivity rate reaching 42.23% (Berita Depok, 2021). During the Covid-19 pandemic, the Depok City Government is required to be able to provide information and communicate effectively to the public. The city government as a public service provider must have high integrity in providing information to the public regarding Covid-19.

The information provided must be updated according to the conditions to provide knowledge to the public regarding Covid-19. The gold predicate in the Indonesia Attractiveness Award (IAA) 2018 is proof that the Depok city government is trying to build public communication optimally. Specifically, public services are services to the people of the city of Depok in the field of communication managed by the Depok City Communications and Information Office (Diskominfo) (Pratiwi & Fitriani, 2021). The Depok City Communications and Information Office as the government's public relations officer has a responsibility in the process of informing the public regarding Covid-19. Diskominfo must be responsive in providing information on Covid-19 during a pandemic.

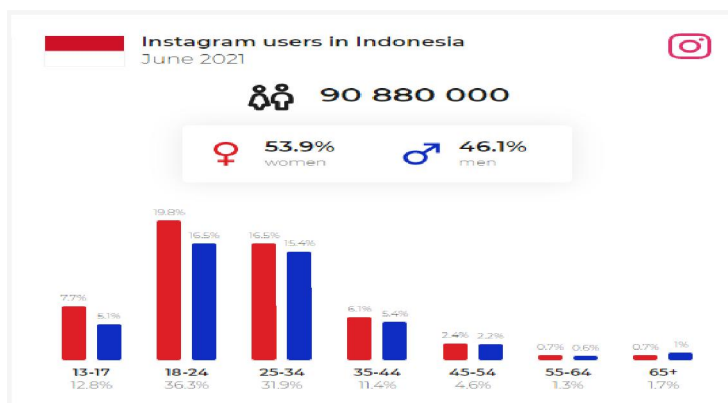


Fig 1. Instagram users in Indonesia for the period of June 2021

The current conditions make major changes in life and require government public relations to follow the existing changes, including the increasingly massive use of gadgets. During the pandemic, smartphone users continue to increase. Global Web Index 2020 data shows the number of smartphone usage is 355.5 million people while internet usage is 150 million people. Almost half of Indonesia's population already owns a smartphone, actively uses it, and uses the internet in their daily life (Novianti et al., 2020). Based on wearesocial.com data, many smartphone users in Indonesia access Youtube, WhatsApp and Instagram. According to data released by Napoleoncat.com, it was noted that Instagram users in Indonesia in June 2021 reached 90,880,000 users or as much as 33% of the entire Indonesian population. Currently, the Instagram @pemkotdepok social media is actively managed by Diskominfo and has 40,000 followers as of June 2021. This can be an indicator of the number of people in Depok who use the @pemkotdepok account as a

source of information, including information on Covid-19. Diskominfo tries to create contests that are easily understood by its followers so that the information needs of the community can be met and in accordance with their goals.

In using Instagram, it needs to be accompanied by increased skills in managing information content and public relations strategies. According to Cutlip, public relations strategy is a planning strategy in the field of public relations which includes activities to make decisions regarding program goals and objectives, identify determining audiences, establish policies or rules to determine the strategy to be chosen and decide which strategy will be used (Syarah & Prastika, 2020). Therefore, the public relations strategy as a part of communication is very necessary in managing the content of social media which is now a communication bridge for government public relations. Previous research on government public relations has also been carried out by Cahyani (2020) with the title "City Government PR Communication Strategy Surabaya Through Social Media (Study at the Public Relations Office of the Surabaya City Government)". Public Relations of the City of Surabaya utilizes several media to facilitate the public. Pratama & Hermawati (2020) "Tangerang City Government PR Communication Strategy (Qualitative Descriptive Study on Communication Strategies in Delivering Orderly Messages on Health Protocols to the Community in Tangerang City)." The results showed that the public relations of Tangerang City used the old media and new media in a structured way to spread the message of orderly prokes. The research that will be carried out by researchers is about how the communication strategy carried out by Diskominfo as public relations for the Depok city government in tackling Covid-19 information during the pandemic through Instagram social media. This study aims to determine the implementation of persuasive strategies and contribution strategies carried out by the Depok City Communication and Information Office in making decisions regarding the needs and interests of targets related to COVID-19 information on Instagram. This study provides new insights about public relations communication strategies on the use of social media which is the latest public communication medium in a government.

II. METHODS

This study uses a descriptive qualitative type of research to see how the public relations communication strategy of the Depok city government in dealing with Covid-19 information during the pandemic using Instagram social media. This research approach is a case study that aims to examine research questions and problems that cannot be separated, between phenomena and the context in which the phenomenon occurs. /comparative (Yin, 2008). Researchers collect research data through literature study, Instagram @pemkotdepok observations, and interviews. The researcher conducted interviews with the Information and Public Communication Public Relations Diskominfo of Depok City. To test the validity of the data, the researcher conducted a triangulation analysis of theoretical and method sources by comparing and re-examining the data from interviews,

observations, and documentation that were in line, not contradictory and showed similarities in meaning and meaning (Kriyantono, 2016).

III. RESULTS AND DISCUSSION

Overview of the Role of Diskominfo as Government Public Relations

Public Relations of Depok city government, in this case Diskominfo, has a big responsibility for public services in the field of public information and communication. Diskominfo has shown how Diskominfo organizes government public relations work by dividing tasks and working together to carry out managerial roles as public relations for the Depok City government. All activities that are part of public services have been carried out by the Information and Public Communications Division. Another Diskominfo managerial role is as an expert practitioner. Diskominfo has the responsibility to provide input to the leaders of the Depok city government. Diskominfo shows itself as a government public relations practitioner who acts as a liaison, translator and mediator to assist management in hearing what the public wants and expects. So that with this reciprocal communication can create mutual understanding, trust, respect, support and good tolerance from the internal and external public.

The existence of public services in various forms using various media is one of the facilities created by Diskominfo to provide convenience for the public so that they can carry out communication processes such as complaints, requests for information and so on related to public information comfortably and easily. Regulation of the Minister of Empowerment of State Apparatus and Bureaucratic Reform of Indonesia No. 55 of 2011 government public relations is always required to improve its ability to face challenges and rapid changes in the environment, and be able to function as a bridge to build a conducive atmosphere with the public through a good communication process. Diskominfo must be able to face challenges in the process of communicating to the public. The real challenge currently being faced is the communication crisis, the existence of an infodemi makes the government's public relations officers urgently need to deal with information related to Covid-19 in various government communication media. The infodemic that occurs due to the communication crisis during the pandemic must be handled by the government, which is fully responsible for providing information to the public. This, of course, continues to be pursued by the Depok City Communications and Information Office. Efforts and strategies are made and used by Diskominfo as the government's public relations officer to remain optimal in carrying out its responsibilities as a communication facilitator for the Depok city government, especially in dealing with Covid-19 information.

Analysis of the Implementation of Diskominfo's Persuasive Communication Strategy in Informing Covid-19 During the Pandemic Through Instagram Social Media

Diskominfo, as the government's public relations officer, sees the changes that have occurred as a result of the pandemic, of course, it requires new thinking about what

kind of communication strategy is needed at this time, especially to deal with infodemic related to the Covid-19 virus on Instagram social media. Persuasive communication strategies that exist in the aspect of public relations / public relations can be created by paying attention to these four aspects, namely first knowing the main goal, understanding the intended audience or target, choosing the right message structure strategy, and identifying the appropriate channel (West J., 2015) Therefore, a persuasive strategy is interpreted by how a message conveyed must be based on the needs or interests of the audience as the target.

The main purpose of using Instagram social media by Diskominfo is how to create a two-way public communication from government agencies to the community and vice versa to join hands to build a better Depok city. The number of people who use social media at this time can be known by Diskominfo, one of which is by looking at reports of complaints that come from the public through social media, one of which is Instagram. Therefore, reports of complaints and so on from the public obtained through government communication media or complaints services that come from the public need to be known for further action by Diskominfo which then becomes the basis of a strategy for establishing a policy. Broadly speaking, the main purpose of using communication media to inform the public through various government-owned communication media is to create a good communication facilitator figure for the public. The use of Instagram social media chosen by the Depok city government is also carried out to answer all public questions regarding Covid-19 information.

Analysis of the Implementation of Communication Strategies Contributions to Achieving the Vision and Mission of Diskominfo through Instagram Social Media in the Pandemic Period

The contribution communication strategy carried out has a goal, namely to realize the vision and mission of the Depok City Communication and Information Office as the government's public relations officer. When carrying out the contribution strategy, of course, Diskominfo needs to pay attention to the current conditions in its implementation. The management of Instagram social media which is actively carried out by Diskominfo through the @pemkotdepok account is a form of contribution strategy carried out by Diskominfo by adjusting the current situation. The current Covid-19 pandemic is something that is very important to know. Therefore, the content contained in the @pemkotdepok Instagram account in addition to adjusting to current conditions, which means focusing on Covid-19 information to the public while still paying attention to the vision and mission of Diskominfo itself.

The vision of Diskominfo is the same as the vision of Depok City, which is to create a Superior, Comfortable and Religious Depok City. In this study, researchers looked at the implementation of this vision in Instagram social media. The content seen on the main Instagram @pemkotdepok page can be monitored by everyone, especially the people of the city of Depok. Of course, the vision of the Depok city government to make Depok a

superior, comfortable and religious city can be realized through the implementation of the missions that have been made. These include improving the quality of professional and transparent public services, developing religious, creative and competitive human resources, developing an independent, solid and just economy based on a creative economy, building infrastructure and public spaces that are equitable, environmentally friendly and family friendly, increasing public awareness in implementing religious values and maintaining inter-religious harmony as well as increasing awareness of national and state life.

The relationship between Media Ecology Theory and the making of communication strategies on Instagram @pemkotdepok by Diskominfo

It seems that in the midst of the current Covid-19 pandemic, humans are getting closer to technology, especially the internet and social media. Instagram social media according to wearesocial.com data ranks third as the most frequently used social media by the Indonesian people in January 2021. The implementation of policies related to the handling and prevention of Covid-19 has resulted in the necessity to carry out all activities from home. All activities in all aspects of life are carried out from home as much as possible, with the exception of those who are responsible for the front lines of efforts to deal with Covid-19. The researcher sees that there is a relationship between the theory of media ecology and the research results found in the field. The use of Instagram social media in daily life which is implemented by Diskominfo as the most effective communication service to the public in informing the Covid-19 and also the public's views on social media and how humans use technology that currently exists in their daily lives in the midst of a pandemic has shown that the assumptions in media ecology theory can really occur and be applied in real life.

S.W.O.T Analysis in Communication Strategy on Instagram Social Media by Diskominfo

The acceleration of Bureaucratic Reform in government agencies can be done by implementing e-government through the use of Information Communication Technology (ICT) which can make the administrative system more effective, efficient and integrated. One measure of success in this area of governance strengthening is strengthening e-government policies, application infrastructure, networks, information, management and public information services (Munandar & Tambunan, 2018). The communication strategy by involving social media including Instagram has indeed been carried out for the past few years. However, this Covid-19 pandemic situation is a new thing that of course requires special attention and treatment for handling. Diskominfo needs to adjust communication strategies during the pandemic which in this study specifically looks at how the communication strategies made by Diskominfo in tackling Covid-19 information. Therefore, to find out how the communication strategy carried out by Diskominfo as public relations for Depok city government in tackling Covid-19 information during the pandemic through Instagram social media, it is necessary to know.

For this reason, in this study, researchers used the S.W.O.T Public Relations analysis model to see how the communication strategy made by Diskominfo as the government's public relations officer to cope with Covid-19 information during the pandemic through Instagram social media. Strength, Adequate communication facilities greatly support the work of Diskominfo in carrying out its duties. Starting from mass communication facilities such as television, radio, magazines, newspapers, billboards, running texts and so on then supported by new media communication facilities such as websites, digital applications, various social media such as Facebook, Twitter and Instagram is one of the strengths that owned by Diskominfo in conducting public communications. Ownership of adequate data related to everything related to the city of Depok that comes from complaints from the people of the city of Depok can be the basic idea of creating content or information content in communication media. Furthermore, it was conveyed by Diskominfo through government-owned communication media to benefit a wide audience.

Weaknesses, lack of human resources so specifically for information on social media or content that cannot be produced quickly, especially in the midst of a pandemic that often reduces human productivity due to many things such as illness, decreased immunity and stress. Opportunity, Diskominfo is increasingly literate on social media owned, especially Instagram. The pandemic has made Diskominfo increasingly literate of digital communication media or in other words, increasing digitization in the public service process. Another opportunity is the increasing number of people in the city of Depok who use social media at this time, it has a good impact on the social media accounts of the Depok city government which are increasingly known to the wider public. Threats, many Instagram account accounts have been found calling the city of Depok in disseminating information. This can lead to an infodemic and even provoke provocation by spreading false or distorted information.

IV. CONCLUSION

Seeing the weakness, Diskominfo currently has regarding the lack of human resources, it is necessary to add members to the management and public information division. The addition of my human resources will be able to provide better productivity in the implementation of public relations tasks, especially in managing information in the government's public communication media, be it mass media or social media. Paying attention to the target on the Depok city government's Instagram social media in a more specific way in managing information carried out by the information management section as a public relations kitchen.

This section is very capable of utilizing the information or data it has which can be used as a basic idea in creating content to make it more interesting for the audience to see. For further researchers, researchers see that technological developments will continue to develop so that there is potential for research themes in government public relations or

government public relations to be something that is always interesting to research such as by conducting research related to public communication with a focus on government mass media after the end of the pandemic period which will present something the new one.

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