Social Media as a Communication Strategy for the Audit Board of the Republic of Indonesia in the Era of Information Disclosure

Priambodo; Sri Hastjarjo; Sudarmo

Department of Communication Science, Sebelas Maret University, Surakarta, Indonesia

Abstract

Public information disclosure is an important aspect in a democratic system, to ensure public participation in the government accountability process. Republic of Indonesia Law No. 14 of 2008 concerning Public Information Openness stipulates that every public organization must develop a system to manage and provide adequate public information within the scope of its authority. As a public organization, the Audit Board of the Republic of Indonesia (BPK RI) has implemented transparency management of public information using social media, including Twitter, Instagram, and Facebook. By using the communication strategy approach proposed by Lesly and the related regulations currently in use, this paper will analyze the communication strategy in the use of social media as a medium for public information disclosure implemented by BPK RI. A case study strategy was used in this research, combining in-depth interviews and documentation as the main data collection method. Data were analyzed using the interactive analysis model of Miles and Huberman. Data display, analysis, and discussion are presented in a qualitative approach. The results showed that, overall, the communication strategy of using social media as a medium for information disclosure of BPK RI has not been implemented optimally. This is due to a lack of coordination between work units in providing information and limited human resources in managing social media.

Keywords: *Social Media; Communication Strategy; Government; Public Information Transparency*

1. Introduction

Public information disclosure is an important aspect of a country that upholds democracy by guaranteeing freedom and human rights. This is related to fulfilling individual rights to public information. Public information disclosure aims to encourage public participation or stakeholders in the public policy-making process and to increase the active role of the community in making public policies and good management of government organizations. Therefore, the disclosure of public information can realize a good, transparent, effective and efficient, and responsible state implementation.

However, stakeholders need more than just an increase in the amount of information, they need information that is more useful and understandable (Laud & Schepers, 2009). Government organizations

are always required to improve their ability to face challenges and environmental changes very quickly. Government use of the internet has become popular and is believed to have contributed to the effective and efficient flow of government information (Sweeney, 2007). In addition, the presence of social media has shaped and supported new ways of communicating, interacting and collaborating. Social media offers a faster and more appropriate way to participate in online information exchange.

By looking at the effectiveness of social media in building communication and interaction with the public, government organizations must be able to take advantage of social media to attract attention and support from the wider community and no longer survive in conventional ways of communication. This is also supported by the population of internet users in Indonesia which continues to increase in line with the development of information technology infrastructure and government programs that introduce internet facilities to remote parts of Indonesia.

The Audit Board of the Republic of Indonesia (BPK RI) is a government organization that is also required to be able to implement a social media-based communication strategy to build communication and interaction with the public both internally and externally. Social media platforms such as the microblogging service twitter facilitate exchange information across user councils (Bruns & Stieglit, 2012). BPK RI began using social media communication strategies via Twitter in 2016. Then BPK RI developed other social media, including Instagram and Facebook.

2. Literature Review

Public Information Disclosure

In democratic societies, the provision of government information to citizens is considered mandatory, and generally includes "proactive disclosure of information" and "provision of information responsive to requests" (Grimmelikhuijsen & Meijer, 2012). All information generated in state administration belongs to the people (Retnowati, 2012). Information is the basic need of every person for personal development and their social environment guaranteed in the constitution of the Republic of Indonesia as a Human Right to obtain information contained in UUD 1945 in Pasal 28F and fulfilled by enacting laws regulating the transparency of public information through Undang-Undang Republik Indonesia No. 14 of 2008 concerning the Openness of Public Information (UU KIP) which was enacted in 2010 (Komisi Informasi, 2015). Broadly speaking, transparency can refer to a set of organizational practices that promote good governance and enhance democratic processes (Christensen & Cheney, 2015).

There are four reasons why public information disclosure is important. First, freedom of public information is a form of human right in which everyone is entitled and free to obtain information. Second, freedom of public information is one of the features of democracy where the state, company and private secrets need to be narrowed, and the public information space must receive a larger portion. Third, freedom of public information will bring transparency which in turn will encourage public participation in development. Logically, the more people know about information about matters relating to their livelihoods, whether it be policies or budgets, the more they want to participate at least as monitors of the performance of state apparatus who care for them. Finally, with more information and information rotating, society moves towards a form of information society (Aritonang, 2011). Transparency has also been praised for its ability to promote positive perceptions of an organization's credibility and trustworthiness. (Holland, 2017).

Organizational Communication Strategy

The communication process carried out cannot be separated from various obstacles. Therefore, communication planning aims to overcome these obstacles in order to make communication effective. In

addition, communication planning is needed to carry out the program to be achieved, whether for imaging, marketing, spreading ideas, cooperation or developing communication infrastructure (Hanana, Elian, & Marta, 2017).

Rogers in (Cangara, 2014) provides a definition of a communication strategy as a design designed to change human behavior on a larger scale through the transfer of new ideas. From this definition there is a main objective in the behavior change communication process. Changes in behavior in accordance with what the source wants or it can be called a communicator requires the right communication strategy so that it can achieve the desired goals.

Middleton in (Cangara, 2014) also states that a communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), recipients to influence (effects) designed to achieve optimal organizational goals.

Communication strategy is basically planning and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows directions, but must be able to show how the tactics are operational (Effendy, 2006).

The communication strategy provides a framework that helps ensure that every staff and member of the organization works from the same set of assumptions and understands how their work fits into the work of the broader organization. This framework can: 1) Assist in setting priorities and clarifying future directions; 2) Improve performance and stimulate creative thinking; 3) Build teamwork and improve skills; and 4) Using limited resources effectively (Patterson & Radtke, 2009).

There are several communication strategy approaches, one of which is Philip Lesly's communication strategy which consists of two main components, namely the organization that drives the activities and the community that is the target of the activity. In the organizational component there are six stages; whereas in the public component there are two stages that must be carried out by the communication planner.

National and local government organizations need specialist staff who can handle communication problems, whether it is for imaging purposes, marketing, or collaborative activities with other stakeholders. In the organizational component, the steps that must be taken are analysis and research, policy formulation, implementation program planning, and communication activities. Analysis and research are carried out as a first step to diagnose or find out the problems faced, after that the formulation of policies that include the strategies to be faced, after that the formulation of policies that include the strategies used. At the implementation planning stage, resources to be mobilized include manpower, funds, and facilities, while at the communication activity stage, actions must be taken, namely creating and disseminating information both through mass media and through other communication channels.

The public is the second component that becomes the target of activities of central government agencies or local government agencies. The public can vary depending on the type of activities of the institution. In the public component, steps that must be taken are feedback and evaluation or adjustments. Feedback can be identified through research by distributing questionnaires, interviews, or through focus group discussions. The aim is to find out the opinions, complaint ideas and goals of the public. Based on the opinions, ideas, complaints and suggestions from these audiences, they are taken into consideration for decision making in order to improve, enhance, and adjust programs to be carried out by the implementing agency (Cangara, 2014).

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Social Media

The Internet and web 2.0 provide a platform by which to improve services that can be used to: create and share thoughts and stories (Blogger and Twitter); sharing information and links (Delicious, Digg and Twine); multimedia sharing (Youtube and Flickr); create and share knowledge (Wikipedia, Yahoo Answers and SlideShare) and create and share relationships (Facebook, MySpace and LinkedIn) by large groups (Brussee & Hekman, 2015).

Social media is defined as a social structure in which technology places power in communities, not institutions, and a set of open, web-based and user-friendly applications that allow users to connect, share data, collaborate, and produce shared content. Web 2.0 becomes the basic platform for social media (Kaplan & Haenlein, 2010). Social media has several characteristics, namely: 1) participation; 2) openness; 3) conversation; 4) community; and 5) connectedness (Spannerworks, 2009).

3. Methods

The method used in this research is qualitative with a case study strategy. A case study is a research strategy in which the researcher carefully investigates a program, event, activity, process, or group of individuals (Creswell, 2008).

Data collection techniques and tools in this study were carried out by including in-depth interviews and documentation. Interviews were conducted on the social media management team of the BPK RI Bureau of Public Relations and International Cooperation. Keyperson in this study is the Head of the Information Services Sub Division and the BPK RI social media management team. While the documentation in question is standard operating procedures and reports on the implementation of BPK RI social media management.

The data analysis technique used in this research is the interactive model of Miles and Huberman's analysis which shows that the data analysis process can be carried out interactively and continuously until it is finished, so that the data becomes saturated. Data saturation is indicated by no new data or information retrieved. Data analysis was carried out using analysis techniques that formulated three components of analysis, namely: a) data reduction, b) data presentation, and c) data verification / conclusion (Moleong, 2012).

4. Result and Discussion

Public Information Disclosure at BPK RI

As a government organization, BPK RI is required to provide, convey and / or publish public information under its authority to applicants for public information, in addition to information exempted in accordance with the provisions. Public information management in BPK RI is carried out in accordance with the principles and objectives as stipulated in the Law of the Republic of Indonesia No. 14 of 2008 concerning Freedom of Information. Every public information in BPK RI is open and accessible to every information user in a fast and timely manner, low cost, and in a simple way. This is to realize a good state implementation, which is transparent, effective and efficient, responsible and responsible.

Public information in BPK RI is managed by Pejabat Pengelola Informasi dan Dokumentasi (PPID) and Pusat Informasi dan Komunikasi (PIK) domiciled at the Public Relations Office and International Cooperation Bureau and in all representative offices of all provinces in Indonesia. In accordance with BPK RI Regulation Number 3 of 2011 concerning Public Information Management, BPK RI provides and publishes public information through two public information channels. First, the

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BPK RI website which contains some information such as institutional profiles, BPK RI programs / activities, BPK RI Performance Achievements, BPK Strategic Plans, and BPK RI Audit Reports. Second, PIK as a work unit that provides information that has never been published on the BPK RI website.

Public information applicants can have the opportunity to find out public information by accessing them electronically through the BPK RI website or submitting a written application to the Secretary General of BPK RI and the Head of Representative Offices in each province. Public information data updating is carried out by the head of the work unit at least once a month.

Social Media Communication Strategy at BPK RI

a. Analysis and Research

As a first step, BPK RI, through the Bureau of Public Relations and International Relations, conducts a review of laws and regulations regarding transparency of public information in Indonesia. Republic of Indonesia Law No. 14 of 2008, BPK RI Regulation No. 3 of 2011, and Regulation of the Minister of Administrative and Bureaucratic Reform No. 83 of 2012 becomes the basis for the management of public information at BPK RI. The three regulations require BPK RI as a government organization to inform BPK RI institutions and publish BPK RI activities, both related to audit and non-audit activities, to all levels of society through systematic social media and mechanisms that are fast and not limited by space and time.

b. Policy Formulation

This step includes the formulation of policies and strategies that will be used in publishing BPK RI information. As previously explained using social media as a public information channel, BPK RI uses a website and PIK. However, BPK RI sees the population of internet users in Indonesia increasing from year to year in line with the increasing development of information technology infrastructure in Indonesia and government programs that introduce internet facilities to Indonesia. The growth of internet users is increasing rapidly, along with the growth in sales of smart phones that can access the mobile internet so that people can access the internet anywhere and anytime.

The use of social media has shaped and supported new ways of communicating, interacting and collaborating. Social media offers a faster and more convenient way to participate in online information exchanges. By looking at the effectiveness of social media in building communication and interaction with the community, BPK RI must be able to utilize social media to get the attention and support of the wider community and no longer survive in conventional communication methods. Therefore, BPK RI adopted a policy of utilizing social media as a channel for public information.

c. Program Planning

After making a policy on the use of social media, BPK RI made a decision on standard operating procedures for managing social media with its official accounts, namely @ bpkri (twitter), @bpkriofficial (instagram), and @ humasbpkri.official. Furthermore, BPK RI formed a team that managed the program according to their respective duties and positions. In planning this program, BPK RI involved the Technology and Information Bureau as an internet network service provider.

d. Communication Activities

At this stage, the management team begins to carry out tasks according to their respective roles. The management team coordinates with the Head of Information Services Sub Division to compile a list of information to be posted each week. Furthermore, the list of information is submitted gradually to the

Head of the Bureau of Public Relations and International Cooperation for approval. The list of approved information will be posted by the management team on the same day as the information received.

There are several types of information posted by the social media management team, including: 1) Description of BPK RI duties, functions and authorities; 2) Activities carried out by BPK RI / Leaders; 3) Results of press conferences and press releases; 4) News of condolences from BPK RI and Family Leaders; and 5) Clarification of negative information from BPK RI.

e. Feedback

Feedback from a program can be identified through research using several media, such as distributing questionnaires, interviews, or through focus group discussions. The aim is to find out the opinions, ideas, complaints, and goals of the public. However, BPK RI has not fully carried out research related to public feedback on public information disclosure programs through social media. Opinions, ideas, and targets from the public are only monitored from comments/responses/opinions conveyed through social media accounts.

f. Evaluation

The purpose of this evaluation is to determine the obstacles faced by BPK RI that hinder program implementation. Evaluation is also intended to determine how effectively the planned and implemented programs can be targeted and implemented correctly.

To monitor the development of public information management, the management team prepares materials to prepare monthly reports on BPK RI social media management. This report contains data regarding the number of followers, accounts followed, and the number of posts.

Overall, BPK RI has not been able to optimally implement public information management through social media. This is due to limited human resources and institutional support, so that there is no special work unit to handle public information management through social media.

Conclusions

Based on the research results, it can be concluded that one of the important characteristics of a democratic country that upholds the sovereignty of the people is the ease of obtaining information which is a human right and the openness of public information with the aim of realizing good state governance. Public information disclosure is used as a means to optimize public oversight of the state and public administration.

The presence of social media has shaped and supported new ways of communicating, interacting and collaborating. Social media offers a faster and more convenient way to participate in online information exchanges. This was taken into account by BPK RI in adding public information channels, namely by using social media.

The communication strategy in managing public information through social media starts with the analysis and policy formulation stages. In practice, social media accounts are managed by the Information Services Subdivision through the social media management team. However, until now the BPK RI has not been able to provide answers / clarifications directly to the developing comments. Evaluation of program implementation is carried out to determine the effectiveness of the program and the problems faced. Overall, the management of public information through BPK RI social media has not been implemented optimally. This is due to a lack of coordination between work units in providing information and limited human resources in managing social media

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