



The Communication of Cyber Public Relation (CPR) Bureaucracy in the Field of Social Media

Edy Sutrisno¹, Ismi Dwi Astuti N², Andre Novie Rahmanto³

¹ Communication Science, Sebelas Maret University, Indonesia

² Faculty of Social and Political Science, Sebelas Maret University, Indonesia

³ Communication Studies, Postgraduate Program of Sebelas Maret University, Indonesia

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Abstract

Cyber Public Relations (CPR) bureaucracy is a transformation of public relations by using internet-based communication media due to the technological advancement. The internet communication media has changed, not only as a medium of information but also as a medium of interaction by the presence of social media. However, disinclination from CPR to utilize social media—which holds great potential as a medium of interaction—still exists. The New Media Theory by Mark Poster considers the use of social media using two approaches, namely the approach of social interaction and social integration. By means of literature study, this article seeks at how CPR should be integrated with social media so that it could shape social interaction and social integration.

Keywords: Cyber Public Relation; Bureaucracy; Social Media

Introduction

The advancement of online communication media affects the bureaucracy as an institution implementing political policy (Dwiyanto, 2002) in determining the proper media to communicate with the public. The government bureaucracy has started to utilize websites to disseminate public information in response to the new media developments, complementing the old media that had been used before. Old media is considered to be less relevant to technological advancements at the present (Syaibani, 2011).

The response to the new media has again been challenged by the acceleration of the social media progress. Social media is becoming popular in the community because it no longer only provides one-way communication features but also able to conduct two-way interactions. It could be said that social media communication is a form of interpersonal communication in the public space.

The latest survey released by the Indonesian Internet Service Users Association (APJII) in February 2018 shows that the internet use in Indonesia in 2017 reached 143.26 million from a total population of 262 million or 54.68% of users, and 87.11 % of them access social media (www.apjii.or.id, accessed on May 2, 2019). According to the release of *Hootsuit* and *We Are Social*, internet users in Indonesia in January 2019 have reached 56% or 150 million of the total population of 268.2 million

(www.datareportal.com accessed on April 10, 2019). Thus, it cannot be denied that social media has an extensive contribution in public communication.

Moreover, the demand of Act No. 14 of 2008 concerning Public Interest Disclosure has provided space for the public to acquire public information from the bureaucracy. This demand forces the bureaucracy to change the culture from 'closed information' to 'open information' services. To address this demand, building websites supported by social media could be the solution. Website is considered as a medium of information while social media serves as a medium of interaction.

This is where the Public Relations (PR) bureaucracy performs its significant roles as a communication specialist by utilizing social media in establishing relationship with the community. This attempt aims to accelerate the information delivery and provide an immediate response to problems. This approach, often called as Cyber Public Relations (CPR), is able to form personal relationship (one-to-one) more than just mass relation as well as through advertising. One-to-one relationship is the approach that is considered as the most effective in the current era of social media (Sari, 2009).

CPR could convey information on public policy, socialize government policies and maintain good relations with various stakeholders so that it creates positive image and favorable public opinion (Sari, 2009). CPR could also answer complaints from public services so that they manage to provide answers and improvements as soon as possible. By using this open communication model, it could increase community participation in enhancing the quality of public bureaucratic services.

However, disinclination from CPR to utilize the social media—which holds great potential as a medium of interaction—still exists. Bureaucracy still considers itself as a passive party in disseminating information. In addition, the stigma that information disclosure will threaten the bureaucracy sustainability—that has been running for quite a long time and performs at a low standard—still prevails. Inadequate bureaucratic skills in managing social media also becomes another problem. As a result, when PR does not disclose the information through media that is in accordance with the development of society, the level of public trust will decrease. It is proportional to the decline in the level of community participation in government programs.

This article concerns on how the Cyber Public Relations (CPR) bureaucracy should communicate using social media in disseminating information and building bureaucratic images in the public eye.

Theory and Methods

This article uses literature study method on journals, books and scientific articles related to Cyber Public Relations (CPR) bureaucracy in communicating through social media. The literature is then compared with the New Media Theory as the analysis tool.

The New Media Theory

The New Media Theory delivered by Mark Poster considers the use of social media from two approaches, namely the approach of social interaction and social integration. Social interaction approach perceives social media not just as the information media as the previous CPR media but opens up opportunities for more extensive interaction. The interaction formed creates a new understanding on personal communication in a form that the media cannot accomplish before (Littlejohn and Foss, 2011).

The second approach, social integration, describes the media not in the form of information, interaction or distribution, instead it appears in the form of ritual. Social media could form cyberspace communities. People mostly access social media several times a day so that they insert social media icons on their browsers or smart phone home pages. People access social media occasionally to see the news, but truthfully because the community has performed it as a ritual.

Cyber Public Relation (CPR): As a Necessary Transformation

Public Relations (PR) government bureaucracy is different from private company PR where bureaucracy emphasizes efforts to improve public services.

According to John D. Millet (in Ruslan, 2008), PR in government institutions has several main tasks, namely:

1. observing and learning about public desires and aspirations;
2. advising the public about what is should desire;
3. ensuring satisfactory contact between public and government official;
4. informing and explaining about what an agency is doing.

Whereas Dimock and Koenig (Sari, 2009) mention that the tasks of public relations bureaucracy in general include:

1. providing information to the public about community services, policies and government objectives in implementing the work program;
2. embedding confidence and trust, inviting the community to participate in the implementation of development programs in various fields, such as social, cultural, economic, political, as well as maintaining national stability and security;
3. maintaining honesty in the service and dedication of the relevant government apparatus in carrying out their respective duties and obligations.

From the description above it could be seen that PR has the dominant communication function in the form of researching, advising, communicating, and informing. The advancement of internet technology has generated a new approach that is often called as Cyber Public Relations (CPR).

Finding and Discussion

Engaging in Social Media: The Dilemma of CPR Bureaucracy

PR Bureaucracy experiences various dilemmas when faced with communication media in the form of social media. First dilemma relates to formal and informal dilemmas. The existed bureaucracy is burdened with hierarchy, standard procedures and using formal language. Each policy is decided at the commissioner level, then hierarchically lowered to the subordinate level. Communication is conducted in formal way, while social media is conveyed in informal, communicative, interactive and personal. This problem must be addressed by CPR by applying human resource management (Miles, 1975) which provides opportunities to actualize and develop all of its capabilities in a less confined hierarchical structure. Thus, all potential human resources owned by CPR could support social media communication. Regarding formal interaction, CPR must be able to sort out formal legal or policy products. This information must still be submitted formally to avoid multiple interpretations. However, CPR has to be smart in communicating the policy in the informal style when it comes into social media.

Second, social media facilitates the bureaucracy to communicate in one-to-one style in the cyberspace. This interaction could be seen by public so an immediate response is strongly required. In this case, the bureaucracy will face the next dilemmatic position. On the one hand, quick response to public is absolutely necessary in order to maintain the public trust. On the other hand, when the bureaucracy begins to use social media in communicating, more people will respond in terms of quantity and various types of issue. Frequently, these problems have not been regulated in a standard regulation. Therefore, discretionary authority needs to be given to CPR bureaucracy at the level of public communication. As a concept, discretion is a step taken to resolve certain cases that do not exist or have not been regulated in standard regulations (Dwiyanto, 2002).

The Communication of Cyber Public Relations (CPR) in Social Media

Social media stands at the level of mass communication where this media tends to be used by community to compare the performance carried out in the real world. As a media confirmation, social media removes the communication barrier between bureaucracy and society. CPR could optimize the use of social media to increase bureaucratic credibility by providing information that supports real work performances.

The New Media Theory coined by Mark Poster considers the use of social media from two approaches, namely the approach of social interaction and social integration. Social interaction approach perceives social media not just as the information media as the previous CPR media but opens up opportunities for more extensive interaction. The interaction formed creates a new understanding on personal communication in a form that the media cannot accomplish before (Littlejohn and Foss, 2011). Social media provides intimacy in the interaction process so that it could be used by CPR to influence the community personally as well as publicly.

The second approach, social integration, describes the media not in the form of information, interaction or distribution, instead it appears in the form of ritual. Social media could form cyberspace communities. People mostly access social media several times a day so that they insert social media icons on their browsers or smart phone home pages. People access social media occasionally to see the news, but truthfully because the community has performed it as a ritual. The morning ritual is started by sipping a hot coffee while opening Facebook, or while in a queue accessing Twitter, and even scrolling Instagram becomes a ritual before going to bed. This pattern of accessing social media has become a habitual rite for the community so that CPR could utilize them by always updating the information needed, responding to complaints submitted, and providing solutions to problems that are conveyed through social media.

Conclusion

Social media could be utilized by CPR in carrying out its functions as a communicator specialist (researching, advising, communicating, and informing). CPR must first overcome the dilemma faced as bureaucracy then build social interaction and social integration through social media.

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