

The Character of Social Media of the Government of the Province of Jakarta to Help Inclusive and Sustainable Economic Recovery in Jakarta

Saktisyahputra¹ Yuli Evitha² Degdo Suprayitno³ Dedy Kusna Utama⁴
Synthia Sumartini Putri⁵

Institut Ilmu Sosial dan Manajemen Stiemi, Jakarta^{1,2,3,4,5}

Email corresponding author : saktinabil@gmail.com¹

ABSTRACT

The COVID-19 pandemic has occurred in the world since 2020, not only in Indonesia but also in all countries in the world. The economic impact of the Covid-19 pandemic has been felt by the Indonesian people since the implementation of the Large-Scale Social Restrictions (PSBB) on March 15, 2020. Community activities are forced to be carried out through digital transformation in services, transactions and work, for example Government of the Province of Jakarta. This study aims to determine the Social Media Character of the Government of the Province of Jakarta in assisting an inclusive and sustainable economic recovery. The object of this research is the Government of Province of Jakarta. This study uses the method of Phenomenology of Edmund Husserl. Having the concept of phenomenology as a scientific method that does not start with doubt, direction, and the truth of an experience. Data collection techniques in this study by means of observation, interviews, and documentation. Data analysis techniques in this study use data reduction, data display, and verification of Miles and Huberman. Based on the Data Findings, Data Results and Discussions that the researchers have conveyed, it can be concluded that The Government of the Government of Jakarta has used Social Media Characters to assist an inclusive and sustainable economic recovery in Jakarta. However, it is also important for the DKI Jakarta Provincial Government to improve the use of social media and digital literacy among the people of Jakarta so that inclusive economic recovery can be achieved in Jakarta.

Keywords: Character, Social, Media, Government, Jakarta

INTRODUCTION

The COVID-19 pandemic has occurred in the world since 2020, not only in Indonesia but also in all countries in the world. The economic impact of the Covid-19 pandemic has been felt by the Indonesian people since the implementation of the Large-Scale Social Restrictions (PSBB) on March 15, 2020. Community activities are forced to be carried out through digital transformation in services, transactions and work, for example Government of Province of Jakarta.

The digitalization of media through the wide internet gateway is open to all people. Most of the world's population is connected to the internet. There are several research results that Indonesia ranks one to five as the country with the largest number of social media to the content that floods the digital medium. For institutions or organizations, it provides a kind of alternative for information dissemination, activation, public and business communication, as well as public relations and business activities for institutions. Digital media provides changes and even revolutions in the relationship between institutions and society. During this time, communication tends to be dominated by one-way and broadcast type, but now it has become interactivity. Institutions and audiences are entities (in internet language referred to as nodes) that are comparable, are in the same network, and can influence. For example, digital media constructs

trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed. (Nasrullah, 2021).

The social media research trend is on the rise and is popular nowadays. This is evidenced by many researchers conducting research and publications in international journals discussing social media. Like (Jernigan, 2020), (Isaac Kofi Nti; Adebayo Felix Adekoya; Michael Opoku; Peter Nimbe, 2020), (Enilda Romero-Hall; Erika Petersen; Renata Sindicic; Linlin Li, 2020), (Stephan Längle, 2019), (Martins, 2022), (Kenneth Nwanua Ohei, 2019), (Ryanto Budiana et al., 2016), (Akbar et al., 2021), (Fajriyah et al., 2020), (Wilantika & Wibisono, 2021), (Sajane & Gaikwad, 2022), (Sajane & Gaikwad, 2022), (Uitz, 2012), (Charalambous, 2019), (Salafia & Diplacido, 2022), (Vaterlaus et al., 2022) dan (Squires, 2022) Discussing Social Media helps in health, teaching and learning activities, leadership business, feminism, pop culture the role of Social Media The Regional Government helps provide information and handle the Covid-19 Pandemic And Evaluation of Local Government Performance through social media are happening around the world today.

Based on the formulation of the problem above, the purpose of this study is to find out How is the Social Media Character of the Government of Province of Jakarta in helping inclusive and sustainable economic recovery in Jakarta.

METHOD

This study uses the method of Phenomenology of Edmund Husserl. Husserl asserted that not only research but philosophy of theory or philosophy of science. The method used to find out from his experience actually becomes the truth he experiences. Method is to be understood here not as a technique of research, but in the etymological sense of a means of access to a field of research, which is to say that those considerations belong to the theory or philosophy of science.

According to Husserl, the method of achieving eidetic knowledge is knowledge of reality. So, intentionality or directness to objective knowledge is a formal goal. Intentionally, denoting the presentational and objectivating function of consciousness, more precisely, the fact that the same object appears in a variety of manners of presentation, is entirely due to apperceptive characters.

Practicing the phenomenological method, the non-essential elements are reduced through epoche. By placing non-essential elements to consciousness to capture the meaning and understanding of reality. (Poespwardojo, T. S., & Seran, 2015).

The character of social media in digital communication is as follows. First Network (network) between users. The word network (network) can be understood in terms of technology fields such as computer science which means infrastructure that connects computers and other hardware. This connection is necessary because communication can occur if computers are connected, including data transfer (Castells, 2002; Gane & Beer, 2008. Social media has the character of a social network. Of course, social media is built from social structures formed in networks or the internet. , as emphasized by Castells (2002), that the structure or social organization formed on the internet is based on an information network that basically operates based on information technology in micro-electronics. The network formed between users is a network that is technologically mediated by technological devices such as computers, mobile phones, to tablets. Although social networks on social media are formed through technological devices, such as the internet, it is not just a tool (tools). The internet also contributes to the emergence of social bonds on the internet, values in virtual society, to the

social structure on line. It's no surprise then. Manuel Castelles (2002: xxxi) says that "The network is the message, and the Internet is the messenger".

Second Information (information) as a character in social media can be seen from two aspects. First, social media is a medium that works based on information. From the institutional side, social media is built based on information that is encoded (encoding) which is then distributed through various devices until it is accessed by users (decoding). From the user side, information becomes the basis for users to interact with each other and form a network community on the internet. Second, information becomes a commodity on social media. Every person who wants to log in to social media, then he must include his personal information regardless of the data is real or fabricated in order to have an account and access. This uploaded data becomes a commodity that can be traded from a business perspective. This data is also a representation of the identity of the user himself. Especially for users who have never met physically and met offline, the formation of a network on social media is certainly one of the reasons for the similarities such as regional origin, hobbies, to the status uploaded by other users. Information here becomes a commodity that is consumed between users.

Third archives become a character that explains that information has been stored and can be accessed at any time and through any device. Any information that is uploaded on Facebook, for example, then the information does not just disappear when the turn of the day, month to year. The information will continue to be stored and can even be easily accessed (Nasrullah, 2015a). There are two changes to archives with the advent of communication technology, namely the ability of internet users to access archives and make changes to them; and secondly, the archive itself is becoming more developed due to what Appadurai calls "the nature and distributions of its users". Because archives in this case are not only seen as only certain official documents that are stored, but the internet itself with networks, information distribution, and mediation between humans and machines becomes a kind of data repository (see Appadurai, 2003:17).(Rulli Nasrullah, 2021)

The objects used as informants in this research are Mr. Dr. Eko Nugroho Lecturer and Communication Science Researcher from Jakarta State University who lives on Jalan Mampang Prapatan X, South Jakarta and Mrs. Dr. Handrini Ardiyanti as Researcher of the National Research and Innovation Agency for Communication and Public Opinion Expertise resides at Jalan Palmerah Utara Iva Number 84 Palmerah Residence Complex K-26, Palmerah, West Jakarta. The total number of informants are two people. This informant is seen to represent what he wants to study and is selected based on the context that the researcher wants to discuss in this study.

The results of the study were formulated in two main terms, namely the quality of the research instrument, and the quality of data collection. The quality of the research instrument is in accordance with the validity and reliability of the instrument and the quality of data collection is in accordance with the methods used to collect data. Data collection is done naturally (natural setting), in the laboratory with experimental methods, at home, seminar meetings, discussions, and others. The technique of collecting is done by questionnaire (questionnaire), observation (observation), interview (interview), and collaboration. (Sugiyono, 2021)

Data analysis in qualitative research is carried out during data collection. Researchers conduct interviews, if the answers interviewed after being analyzed feel unsatisfactory, the researcher will continue the question until the stage of obtaining data that is considered credible. Miles & Huberman (1992) suggested that activities in qualitative data analysis were carried out interactively. Activities in data analysis are data reduction, data display, and data verification. Conclusions in qualitative research answer the problem formulation, maybe not. The conclusions of qualitative research are expected to get new findings that have never existed or complement

existing findings. The findings are in the form of a description or description of the object of research. (Ronda, 2018)

RESULTS AND DISCUSSION

Researchers conducted interviews with key informant Mr. Dr. Eko Nugroho Lecturer and Communication Science Researcher from Jakarta State University who lives on Jalan Mampang Prapatan X, South Jakarta. The character of social media in digital communication is as follows. First Network (network) between users. The word network (network) can be understood in terms of technology fields such as computer science which means infrastructure that connects computers and other hardware. (Rulli Nasrullah, 2021). The DKI Jakarta Provincial Government's use of the network has not been fully carried out by the DKI Jakarta Provincial Government. Mr Dr. Eko said that

“...According to my assessment of the DKI Jakarta Provincial Government in using the network, I don't think it has been fully implemented by the DKI Jakarta Provincial Government. The reason is because it seems that all network infrastructure does not take actors into account. Can all Jakarta residents or Jakarta community groups be detected from this network? Second, does the network then provide direct benefits to the activities of citizens or to the activities of stakeholders because it could be that the network exists but is of no benefit. Next, is the network economically capable of providing a significant function for economic contraction or community economic activity. In this case we see that the people of Jakarta are divided between those who have education and those who do not have education. Such divisions may be dominated by certain communities. For example, is the use of the marketplace used by the DKI Jakarta Provincial Government really used or only by certain groups? There needs to be great digital literacy and information technology literacy. Use has not been carried out optimally so that economic recovery is not yet underway. This means it is not widely used. If computer-based networks are used optimally, digital becomes exclusive because it requires literacy. If we define a network as multidimensional, it is connected digitally and analogue. It is still possible for penetration into society which could significantly provide economic recovery. For example, we know that there are vegetable traders who only use cellphones for telephone calls. Cannot use networks that have more complex systems. Of course, there needs to be some kind of intermediary program that can connect people to a more complex system. For example, all payments should be digital. That way, in a society like today, payments that are not digital must be provided, so that the payments will have digital aspects that touch them. For example, cash payments are digitally recorded, so there is a mix between a cash payment system and a digital recording system. Now what is happening is that the DKI Jakarta Provincial Government is using a digital payment system. "In my opinion, this is still not able to build penetration, it is still flawed or not perfect, so the economic recovery is still not significant..."

Second Information as a character in social media can be seen from two aspects. First, social media is a medium that works based on information. From the institutional side, social media is built based on information that is encoded (encoding) which is then distributed through various devices until it is accessed by users (decoding) (Rulli Nasrullah, 2021). Many social media profiles are not used by the DKI Jakarta Provincial Government. Mr Dr. Eko said that

“... Profiling data related to social media of the DKI Jakarta Provincial Government. If we look at the DKI Jakarta Provincial Government as a system, of course they have Big Data. Is the information used as big data by the DKI Jakarta Provincial Government

capable of building inclusive economic recovery? This means that data such as population data and so on can be used to map economic data or used as joining data for other data needs. For example, for infrastructure development, building an economic system, to provide aid or for disaster mitigation. Social media networks have become data gaining. Can information on social media be used as accurate mapping or mitigation material for the purposes of the DKI Jakarta Provincial Government? Second, whether the available data can also be integrated digitally and can also be algorithmized into information displays for the benefit of the state, especially the DKI Jakarta Provincial Government to carry out disaster mitigation, economic mitigation and so on. This will build a significant function in economic recovery. Otherwise, I think social media will run on its own and it is not impossible that data on social media in the form of many things cannot be integrated. On Google, we now use our own telephone numbers, our own names, even in academic circles there is Google Scholar where academic profiles are there. If that happens, it means being separated will be less than optimal. On the other hand, the DKI Jakarta Provincial Government has failed to use it, this could be a problem for actors. When users cannot use it, this will not be good. If we look at the current conditions, I don't see whether Jakarta has used this completely because a lot of information is not linked. There is also a lot of social media profiling that is not used by the DKI Jakarta Provincial Government. For example, does the marketplace have data about the network in the marketplace? Has the pattern been mapped? Can the data on Google be mapped? The data can be a representation of the economy. If this has been done, the level of significance will increase regarding inclusive economic recovery. The problem is, this is most likely not due to the low literacy of the community, a lot of community profile data is not included there. Or literacy in human resources among the actors, in this case the DKI Jakarta Provincial Government, is also still low, meaning it has not been able to build a systematic vision with social media profiling. An example of profiling on Google is like where culinary delights are now widely accessed by the public. This can be seen on the Google timeline. If it is visible, we can carry out a survey there or regarding movement during floods. How is transportation during a flood? This can be seen using Google Maps. I think this is something that has not been used by the DKI Jakarta Provincial Government. I think what is good is that TransJakarta has started to use this integrated thing, but not yet satellite mobile. It is hoped that in the future there will be. Apart from that, economic data is also necessary. For example, the DKI Jakarta Provincial Government has not been able to build a digital guide book directory that can be accessed by everyone. How to buy spinach at a cheap price? This should be accessible. This doesn't exist yet, the DKI Jakarta Provincial Government should build big data and use secondary data and then integrate it with other parameters provided by social media. These parameters will be better used for inclusive economic recovery in Jakarta. At the moment I don't think so, the proof is that we are having a bit of difficulty with art and culture exhibitions, for example. This matter was not profiled by the DKI Jakarta Provincial Government. This should be profiled by the DKI Jakarta Provincial Government and should be scheduled digitally. Everything is still imaging, not functional. Multimodality information cannot yet be used by the DKI Jakarta Provincial Government. The DKI Jakarta Provincial Government only uses this as an image and not as functional information..."

The three archives become a character that explains that information has been stored and can be accessed at any time and through any device. Any information that is uploaded on Facebook, for example, then the information does not just disappear when the turn of the day, month to year. The information will continue to be stored and can even be easily accessed (Nasrullah, 2015a).

(Rulli Nasrullah, 2021). The DKI Jakarta Provincial Government does not yet have good archives and has not implemented digital archiving well. Mr. Dr. Eko said that

“...The DKI Jakarta Provincial Government does not yet have good archives and has not implemented digital archiving properly. This means that archives are not in the sense of filing cabinets, but in the context of big data. Big data management still seems weak. For example, big economic data, how to buy chilies, where to drink your favorite coffee for tourism, but preparing complete big data about what coffee is and so on. Or regarding hospitals and health. I think this data should be archived properly and then it can be accessed. Who accesses it? What is accessed? Who is the access provider? The DKI Jakarta Provincial Government still seems unsure about this matter. User access is still limited because there are still literacy problems, engagement problems, and access facility problems. Then regarding the archive, what is the collection method? How is big data created? So what kind of network is there? What kind of network is effectively digitally based on social media? ...”

The researcher also conducted interviews with the informant Mrs. Dr. Handrini Ardiyanti as a Researcher of the National Research and Innovation Agency for Communication and Public Opinion Expertise, 47 years old, lives at Jalan Palmerah Utara Iva Number 84 Complex Palmerah Residence K-26, Palmerah, West Jakarta. The character of social media in digital communication is as follows. First Network (network) between users. The word network (network) can be understood in terms of technology fields such as computer science which means infrastructure that connects computers and other hardware (Rulli Nasrullah, 2021). The DKI Jakarta Provincial Government has used the first characteristic of social media, namely networking, well. Mrs. Dr. Handrini said that

“...The DKI Jakarta Provincial Government has used the first character of social media, namely networking, because as far as I know there is a Jakpreneur program. I know because there was a friend who before the pandemic had a Kanaby fried onion business and after the pandemic he posted about Jakpreneur and invited people to do so by uploading Facebook statuses. Apart from that, I also happen to follow the DKI Jakarta Provincial Government account on Facebook and the account uses the hashtag #snacks from home to buy Jakpreneur snacks. The Facebook account also provides a catalog link for various snacks that can be purchased online....”

Second Information as a character in social media can be seen from two aspects. First, social media is a medium that works based on information. From the institutional side, social media is built based on information that is encoded (encoding) which is then distributed through various devices until it is accessed by users (decoding) (Rulli Nasrullah, 2021). The DKI Jakarta Provincial Government has used the second characteristic of social media, namely good information. Mrs. Dr. Handrini said that

“...The DKI Jakarta Provincial Government has used the second character of social media, namely information, because through the accounts the DKI Jakarta Provincial Government has spread the Jakpreneur program and various requirements and benefits. Not only the accounts of the DKI Jakarta Provincial Government, the accounts of those who participate in Jakpreneur also upload various kinds of information about the Jakpreneur program and the procedures for participating in the program...”

Third archives become a character that explains that information has been stored and can be accessed at any time and through any device. Any information that is uploaded on Facebook, for example, then the information does not just disappear when the turn of the day, month to year. The information will continue to be stored and can even be easily accessed (Nasrullah, 2015a).

(Rulli Nasrallah, 2021). The DKI Jakarta Provincial Government has used the third character of social media, namely archives, well. Mrs. Dr. Handrini said that

".... The DKI Jakarta Provincial Government has used the third social media character, namely archives, well because accessing archives about the economic recovery program is quite easy to search because it always consistently uses the same hashtag #Jakpreneur..."

CONCLUSION

Based on the Data Findings, Data Results and Discussions that the researchers have conveyed, it can be concluded that The Government of the Province of Jakarta has used Social Media Characters to assist an inclusive and sustainable economic recovery in Jakarta. The first character is The DKI Jakarta Provincial Government has used the first character of social media, namely networking well through the Jakpreneur program. Second, using Social Media Characters. Second, Information. The DKI Jakarta Provincial Government has used the second character of social media, namely information, because through the accounts the DKI Jakarta Provincial Government disseminates the Jakpreneur program as well as the various requirements and benefits. Third, using the Third Social Media Character, namely Archives Through Basically all information uploaded on social media will be archived. The DKI Jakarta Provincial Government has used the third social media character, namely archives, well because accessing archives about the economic recovery program is quite easy to find because it always consistently uses the same hashtag #Jakpreneur.

The researcher recommends that the Government of Province of Jakarta prepare the network and then provide direct benefits to citizen activities or stakeholder activities. Second, the DKI Jakarta Provincial Government must be able to profile data related to social media as a system with Big Data. Then the information used as big data by the DKI Jakarta Provincial Government is able to build inclusive economic recovery. This means that data such as population data and so on can be used to map economic data or used as joining data for other data needs. For example, for infrastructure development, building an economic system, to provide aid or for disaster mitigation. Third, inclusive and sustainable economic recovery in Jakarta. The DKI Jakarta Provincial Government must improve good archives and carry out digital archiving well. Improving the management of big data archives is very important. For example, big economic data, how do you buy chilies? where to drink your favorite coffee for tourism? This requires a complete big data archive about what coffee is and so on.

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