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

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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 West Java. This study aims to determine the Social Media Character of the Government of the Province of West Java in assisting an inclusive and sustainable economic recovery. The object of this research is the Government of Province of West Java. 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 Province of Jakarta has used Social Media Characters to assist an inclusive and sustainable economic recovery in West Java.

The first character is that the digital economy network has made various activities much more efficient, innovation-friendly, and the business models can be diverse. The digital economy also has room to grow and create an equal level playing field for everyone.

Keywords: Character, Social, Media, Government, Java

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 West Java.

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 West Java in helping inclusive and sustainable economic recovery in West Java Province.

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. (Poespowardojo, 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 Mrs. Dr. Endah Fantini, 45 years old, is an Advertising Assessor for the National Agency for Professional Certification of the Republic of Indonesia (BNSP RI) who lives in Pondok Gede District, Bekasi City, West Java Province and Mr Feri Sanjaya is a 44 year old Doctoral Student in Communications at Padjadjaran University who lives in Bandung City, West Java Province.

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)

RESULT AND DISCUSSION

Researchers conducted interviews with key informant Mrs. Dr. Endah Fantini, 45 years old, is an Advertising Assessor for the National Agency for Professional Certification of the Republic of Indonesia (BNSP RI) who lives in Pondok Gede District, Bekasi City, West Java Province. 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 Government of Province of West Java has used the first character of social media, namely networking, to help inclusive economic recovery in West Java. Mrs. Dr. Endah said that

"...The West Java Provincial Government has used the first character of social media, namely networks, to help inclusive economic recovery in West Java. This is because the network in West Java is quite stable, already 4G in big cities and BTS are spread everywhere to remote villages, so it helps inclusive economic recovery because many residents work online or digitally, such as teaching online, meeting with zoom meetings, online seminars and online sales. So the network character has indeed been implemented in West Java Province..."

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). (Rulli Nasrullah, 2021). The Government of Province of West Java has using the second character of social media, namely information, to help inclusive economic recovery in West Java. Mrs. Dr. Endah said that

"... The West Java Provincial Government has used the second character of social media, namely information, to help inclusive economic recovery in West Java. This happened because there was already active social media from the West Java Provincial Government, especially under the Governor of West Java, Mr. Ridwan Kamil. All information is provided via social media Twitter, Instagram, Tik Tok, Facebok and Youtube. These social media are active in providing information to the citizens of West Java Province when the Governor of West Java, Mr. Ridwan Kamil, whose many followers are very helpful for inclusive economic recovery because everyone information conveyed to the people of West Java..."

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 Nasrullah, 2021). The Government of Province of West Java has used the third character of social media, namely archives, to help inclusive economic recovery in West Java. Mr Dr. Endah said that

"...The West Java Provincial Government has used the third character of social media, namely archives, to help inclusive economic recovery in West Java. For example, there is

already an Archivist Section. Archives can be stored in either hardcopy or softcopy. The hard copy has the ISO then the soft copy can be saved in Google Drive. So, this archive helps inclusive economic recovery in West Java because of the importance of archives. "Currently, in all governments there is a section that takes care of archives, namely the archivist section, as already exists in the West Java Provincial Government..."

The researcher also conducted interviews with the informant Mr Feri Sanjaya is a 44 year old Doctoral Student in Communications at Padjadjaran University who lives in Bandung City, West Java Province. 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 West Java Provincial Government has used the first character of social media, namely networking, to help inclusive economic recovery in West Java. Mr Feri said that

"...The West Java Provincial Government has used the first character of social media, namely networks, to help inclusive economic recovery in West Java. This happens because West Java society is a society that can be said to be advanced. I observe that the City of Bandung has indeed been said to be advanced since under the leadership of the Governor of West Java, Mr. Ridwan Kamil, who prioritized technology so that the economy of West Java, especially in the City of Bandung, could move. Can this move and restore the economy, especially after Covid 19? It is clear that there are many examples of Micro, Small and Medium Enterprises (MSMEs) around the city of Bandung. Economic businesses, whether cafes, restaurants or tourist attractions, have internet networks provided in parks. So, the people of West Java, especially the city of Bandung, can take advantage of this network. The economic recovery after Covid-19 is indeed prioritized to improve and increase the income of the people of West Java in general so that the West Java Provincial Government, especially the City of Bandung, does not stop developing new internet networks in parks and in certain places that are visited by many local tourists. and abroad, especially on Jalan Braga, Jalan Asia Afrika which I saw for myself, free wifi is provided. This facility can be used by both residents and tourists who need an internet network for business purposes..."

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). Tourists can take advantage of free internet from one side. Likewise, Micro, Small and Medium Enterprises (MSMEs) can take advantage of free internet. Mr Feri said that

"... If I observe that the city of Bandung has access to information technology, especially the internet, which is very fast and very feasible. The proof is that around the city of Bandung in strategic locations such as Jalan Braga, Jalan Asia Afrika, Jalan Riau to Pasteur, free internet is provided. The Bandung City Government is active in providing information, especially related to the economy, such as the invitation to don't forget to empower Micro, Small and Medium Enterprises (MSMEs). In West Java, because it is visited by many tourists, Micro, Small and Medium Enterprises (MSMEs) such as cafes, factory outlets and other places that have the potential to be visited by both local and foreign tourists. I observed existing

devices such as Tourists can take advantage of free internet from one side. Likewise, Micro, Small and Medium Enterprises (MSMEs) can take advantage of free internet. The Bandung City Government as a communicator sends messages disseminating information that can be used by local residents and tourists. This has been felt since last year, especially after Covid 19. Especially after the President of the Republic of Indonesia lifted the health emergency. Second, has information become a commodity on social media? I observe that residents of West Java, especially Bandung City, use social media such as Instagram, Tik Tok, Facebook to spread information about West Java, especially when I'm on Jalan Braga, Jalan Asia Afrika, I always take photos and send them to social media which will later be seen where the photo is posted. Everyone can see this if we share something on social media, both Tik Tok and Instagram. As a citizen of West Java, I myself disseminate information according to what I want. For example, the beauty of the city, the uniqueness of the city. Meanwhile, the existence of a free internet network is very beneficial for the residents of West Java. I observed that being a commodity could be of benefit to both the Bandung City Government and me as a citizen. For those who want to develop their hobby, there are many places in West Java Province that can be used as spots to upload something. Bandung City residents can use the internet network for interaction even though we don't meet directly with other people or with tourists visiting from outside Bandung City. Free internet and a strong signal can help inclusive economic recovery in West Java Province..."

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 West Java Provincial Government has used the third character of social media, namely archives, to help inclusive economic recovery in West Java. Mr Feri said that

"...The West Java Provincial Government has used the third character of social media, namely archives, to help inclusive economic recovery in West Java. I often access especially sites from the Bandung City Government such as the Bandung City Tourism Office, Bandung City Communication and Information Service. In some of these agencies, data related to the number of cafes and other businesses is on the site. So social media is indeed used as a means to disseminate this data. Does the Bandung City Government store these data? Previously, archives were saved manually. For example, it is in files and books. Currently it is digital, meaning that data related to the number of residents of Bandung City, Micro, Small and Medium Enterprises in Bandung City, and visitors who travel to Bandung City have been stored in the digital archive. I observe that archives are seen as a place to store documents. Previously there was an archives service, I am sure that the archives service not only stored manual documents but digital ones. I observed that the existence of social media accounts, both the Bandung City Government and the West Java Provincial Government, are places where archives are stored, such as the Tourism Office, Micro, Small and Medium Enterprises Service, Health Service, Education Service and other services which will be stored in the archives. the digital. Since being led by the Governor of West Java, Mr. Ridwan Kamil, the archives have no longer been kept in manual form because they have become digital because the Governor's vision and mission is how to develop the city of

Bandung into a city that is not only worth visiting, a tourist city but also worthy of being promoted on social media. The Bandung City Government must take advantage of this moment so that data related to the City of Bandung is not only owned by the Bandung City Government but can also be accessed by people visiting Bandung City..."

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 West Java has used Social Media Characters to assist an inclusive and sustainable economic recovery in Indonesia. The West Java Provincial Government has used the first character of social media, namely networking, to help inclusive economic recovery in West Java. This is because the network in West Java is quite stable, already 4G in big cities and BTS are spread everywhere to remote villages, so it helps inclusive economic recovery because many residents work online or digitally, such as teaching online, meeting with zoom meetings, online seminars and online sales. Second, the West Java Provincial Government has used the second character of social media, namely information, to help inclusive economic recovery in West Java. This happened because there was active social media from the West Java Provincial Government, especially when the Governor of West Java, Mr. Ridwan Kamil. All information is provided via social media Twitter, Instagram, Tik Tok, Facebook and YouTube. Third, the West Java Provincial Government has used the third character of social media, namely archives, to help inclusive economic recovery in West Java. The social media accounts of both the Bandung City Government and the West Java Provincial Government are storage places for archives such as the Tourism Office, Micro, Small and Medium Enterprises Service, Health Service, Education Service and other services which will be stored in the digital archive. Since being led by the Governor of West Java, Mr. Ridwan Kamil, he has directed that archives are no longer stored in manual form because they have become digital.

The researcher recommends that the Government of Province of West Java continue to improve networks for both urban and remote villages by adding BTS and strengthening internet programs for villages. Second, there is continuity of policies and improvements that have been implemented by the previous Governor of West Java, Mr. Ridwan Kamil. Third, digital literacy is carried out regularly by the West Java Provincial Government so that the people of West Java become more digitally competent in supporting inclusive and sustainable economic recovery in West Java.

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