



Smart City through Social Media: In Creating Good Governance in the Government of West Java

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Abstract

Web 2.0's online revolution has dynamically changed our lives and professions, including public relations (PR) function in the government, or e-government. Through social media, PR government carry out its function in achieving good governance by paying attention to four elements; accountability, participatory, rule of law, and transparency. Bandung, as the one of "Smart City" in West Java, has carried out the PR function through @humasbdg Instagram account, as well as an account belonging to Bandung Department of Culture and Tourism (@disbudpar.bdg) and Bandung Department of Communication and Information (@diskominfobdg). This study aims to find out how the Bandung Government can synergize in implementing the concept of good governance through Instagram account. The approach used is qualitative with the case study method. Researcher of data collection is from @humasbdg, @disbudpar.bdg, and @diskominfobdg posts from February until August 2018. Research Data analysis is using the Circular Model of some roomates describes four important aspects of a PR strategy on social media; share, optimize, manage, and engage. The findings revealed that @humasbdg and @disbudpar.bdg have fulfilled all the aspects of good governance. The synergy of Instagram using by Government of Bandung City is can be a reference for other Governments to maximize the use of social media, especially Instagram, in e-government activities. It is expected for the next researcher to be able to include primary data such as interviews and survey, so the results will be sharper and can be used as a next reference.

Keywords: Good Governance; E-Government; Instagram

Introduction

Social media has changed the communication patterns and create a new way of managing the relationship. Seitel (2001, p.298) cited expert British futurist, Peter Cochrane, in 1998 had predicted what would happen in the 21st century by saying, "If you are not online, you do not exist." It is not undoubtedly, because since the last decade, the internet has evolved faster than other communication channels and have dynamically changing patterns of life and professions. Public Relations (PR) is one of the professions that is highly influenced by this online revolution (Phillips, 2001). PR is defined by Cutlip, Center, and Broom; as a management function that responsible for establishing and maintaining

lines of communication, understanding, acceptance, and cooperation between organizations and the public.

In other hands, the practice of public relations is not only applied in non-profit institutions, but also in the government public relations. Regulation of the Minister of Administrative Reform and Bureaucratic Reform (Permenpan) of the Republic of Indonesia number 83 of 2012 explained that one of the tasks of government public relations is to disseminate information and government policies in accordance with the institutions / agencies respectively to the public, accommodate and process the aspirations of the community, and to build trust public in order to maintain the image and reputation of the government. It needs creative and persuasive effort in the execution of the mission. Government public relations must communicate the policies, plans, and performance achievements to the society, through conventional media and new media. Communication using new media or internet technology to reach out directly and quickly to all parties. The Indonesian government has encouraged the use of new media through Presidential Instruction No. 3 of 2003 on National Policy and Strategy Development of E-Government, which mandates every state agency to build a website in order to develop e-government as an attempt to governance electronically based, in order to improve quality public services effectively and efficiently. In addition to the website, the use of new media by the government began reaching social media such as Facebook, Twitter, and Instagram.

The implementation of good public services is one indicator of good governance. United Nation Development Program (UNDP), as quoted by Emil A. Lagut declared good governance is an agreement on setting state created jointly by governments, civil society and the private sector for the realization of social welfare (Susanto, 2010). Social media in the government included in one of the efforts to achieve good governance.

Petrovici (2014) stated that online public relations play a critical role in facilitating two-way communication. In the Digital Age, this is a profound opportunity for public relations specialists to implement more effective communications with various publics. Damasio et al. (2012) in the journal entitled 'The PR Pyramid: Social Media and The New Role of Public Relations in Organizations' implies that there is an advantage of PR through social media, it is improving knowledge of the audience without the need for substantial investment and make it easier to answer critics from the audience. The government public relations which have Instagram account is the Government of Bandung with @humasbdg. The account has been verified by Instagram with a blue check mark next to the username. Moreover, until September 2018 it has had more than 65.400 followers and 8044 posts. Every day, @humasbdg upload at least one post in a day. Through these accounts, public relations Bandung municipal government provides various information about government activities, the anniversary of certain (such as sports day national and international literacy day), until the announcement to the public. At the time of this writing was made, dated October 4, 2018 Public Relations Government of Bandung will organize a 'Indonesian City Government PR Summit 2018', which is a national event for public relations practitioners in the Indonesian government. In connection with the Bandung municipal government, there are two official who has the most outstanding achievement and have means of online PR through social media Instagram, the Department of Culture and Tourism with @disbudpar.bdg; and the Department of Communication and Information with @diskominfobdg account.

As for some of the awards that have been achieved in Bandung and is related to the official during the last 3 years are as follows:

1. PR Media Award 2016 Best Advertorial Category 1 Government Public Relations Coordinating Board (Bakohumas) and the Ministry of Communication and Information of the Republic of Indonesia
2. Smart City Award 2017 by Yokata Magazine

3. Indonesian 2017 OpenGov Leadership Forum as the head of the SmartCity concept that manages to apply a transparent government
4. Communications and Information Technology Award 2017 won three categories in the field of Public Relations.
5. Indonesia 2015-2018 Attractiveness Award category Best City Tourism
6. PR Indonesia Awards 2017 Category Media Relations Media Mind

Based on the above, through a study entitled "Smart City Through Social Media: Maximizing use of Instagram in Embodiment Good Governance in West Java Provincial Government", the writer wanted to know whether the Bandung municipal government Instagram account (@humasbdg, @disbudpar.bdg, @diskominfobdg) has fulfilled the concept of good governance in its PR strategy online or not. Based on the background outlined above, the authors are interested to formulate the research problem as follows: "How good governance and a PR strategy through Instagram account @humasbdg, @disbudpar.bdg, and @diskominfobdg?"

This study focuses on posts of Instagram account @humasbdg, @disbudpar.bdg, and @diskominfobdg for 6 months, from February to August 2018. The author analyzes the consignments through case studies and using the concept of good governance by UNDP as a reference. Moreover, the author does not distribute questionnaires or examine the effects of these items.

Literature Review

1. Public Relations (PR) in Government

Philip Kitchen in Wiratmo et.al. (2017) explained that public relations is basically a communication function, but with an emphasis on two-way nature of the communication process, with regard to how to build and maintain mutual understanding and goodwill between the organization and specific groups of people serving as a function of intelligence, analyze and interpret tendencies and environmental issues that may have consequences for an organization and its stakeholders. PR function in the government is different with PR in the profit company. Profit oriented company on a long term relationship builds the image and reputation, which leads to profit for the continuity of the company, while the PR government focus more on sectors of public services and the dissemination of information (internal policies) (Ruslan, 2002: 93).

2. Social Media in Government

Indonesia as a developing country has set about the concept of e-government in Presidential Decree No. 3 of 2003 about National Policy and Strategy Development of E-Government. The policy mandates every state agency to build website to develop e-government as an attempt to electronic-based governance in order to improve the quality of public services effectively and efficiently. With the increasing development of communication media through social media, it offers a more effective solution for exchanging information in fulfilling the role and function of government public relations. Until then the government issued Decree of the Ministry of Administrative Reform (Permenpan) No. 83 of 2012 which regulates the Social Media Guidelines for Utilization of Government Agencies. Utilization of social media is in line with the provisions of the reform of the bureaucracy, such as the utilization of information technology (e-Government), communication strategy, change management knowledge management, and the arrangement of governance (business process).

3. Good governance

Good governance is an arrangement involving state regulation created jointly by governments, civil society, and the private sector. Public Administration Institute (2000) provide an understanding of good

governance which is providing a solid state government and responsible, as well as efficiently and effectively, by maintaining constructive interactions among the synergy of the state, private sector, and communities. Characteristics or principles that must be adhered to and developed in practice the implementation of good governance proposed by UNDP in 1997 which includes (1) Participation: Any person or community members, both men and women have equal voting rights in the decision-making process, either directly or through representative institutions in accordance with the interests and aspirations of each; (2) Accountability: The decision makers in the public, private and civil society have a responsibility (accountability) to the public, as well as to its stakeholders; (3) The rule of law: Good governance requires fair legal framework for the rule of law and legislation must be based on justice, enforced and obeyed as a whole, especially the rule of law on human rights; (4) Transparency: Transparency should be built within the framework of the freely available and directly accessible information. Information must be understandable and can be monitored; (5) Responsiveness: Every intuition and the process should be directed at efforts to serve a variety of interested parties (stakeholders); (6) Consensus Oriented: Good governance will act as a mediator for the different interests in society to achieve consensus or best opportunity for the interests of each party, and the policies and procedures that will be set by the government; (7) Equity: Good government will provide a good opportunity to men and women in their efforts to improve the quality of life, and each of them do not feel excluded from the society; (8) Effectiveness and Efficiency: Each process and institutional activities directed to produce something that really fit the needs through utilization as well as possible with the resources available; and (9) Strategic Vision: Leaders and the public have a broad perspective and a long-term implementation of good governance and human development, along with the needs for such development.

4. Circular Models of SoMe for Social Communications

Circular Model of SoMe for social communication developed by Regina Luttrell¹, a public relations practitioner, researcher, and professor at Syracuse University. The model was used to facilitate public relations practitioners in adapting the planning strategy. There each aspect in synergy to develop the strategy, such as: share, optimize, manage, and engage.



Circular Model of SoMe are made in the form of a cycle, because social media is a conversation that is constantly evolving. When a company / institution sharing, they might also involved in optimizing their messages simultaneously. Social media and public relations strategy must be fully in line with corporate goals and objectives in order to achieve success, but it needs to consider the preferences of the consumer, or in this case the public.

Here is an explanation of SoMe Model: (1) *Share*: Analyzing the target audience, communication networks they use, and channel to share the message. This aspect is an important part of social media strategy to understand how to build trust in a relationship, by identifying the best channel of interaction with the community; (2) *Optimize*: Analyze the topic and the issue of what should be distributed to the audience, who can be appointed as an ambassadors or brand influencers, and how that can be remembered by the public; (3) *Manage*: Identify what is relevant message, and how to manage, monitor, and ensure the results. Through social media, the institutions can continue to converse with people in real-time, responding instantly, send private messages, share links, monitor conversations, and measure the success / failure; and (4) *Engage*: Identify those who should be engaged, and how to do that as well as what actions are expected, and what actions we want them to do based on the information that we provide. It might be difficult to formulate a strategy on this aspect, but when a company or institution realizes the benefits, they will generate profits in building a true relationship.

¹ <https://ginaluttrellphd.com/the-circular-model-of-some-for-social-communication/>

Research Methods

This study used a qualitative approach with case study method. The subjects are Instagram account @humasbdg, @disbudpar.bdg, and @diskominfobdg. Primary data obtained from the study of documentation of those account posts, including posts, comments column, caption, and hashtag. The data then analyzed using the concept of good governance by UNDP and *Circular Model of SoMe* by Regina Luttrell.

Results And Discussion

Research findings

The author has analyzed the Instagram posts of @humasbdg, @disbudpar.bdg, and @diskominfobdg that uploaded on February to August 2018. Posts of @humasbdg account that can be analyzed in the time span is 980 posts, @disbudpar.bdg with 241 posts, while @diskominfobdg not upload anything in that time span. Therefore, the object of analysis in this study is @humasbdg account and @disbudpar.bdg. Those posts are analyzed with the aspects of good governance by UNDP (participation, accountability, rule of law, transparency, responsiveness, consensus orientation, equity, effectivity and efficiency, strategic vision).

1. Participation

@humasbdg account calling on people to participate in government programs in maintaining the cleanliness and comfort of the city, such as the events titled "*Beberes Bandung*" and "*Nu Tewak Miceun Runtah*". Mayor of Bandung City, Ridwan Kamil involved in voluntary work with some of the residents and communities, *Beberes Bandung* activities trying to bring the citizens of Bandung in order to maintain the cleanliness and comfort of the city², Meanwhile, "*Nu Tewak Miceun Runtah*"³ is a program of the Department of Environment and Hygiene (DLHK), a socialization of sting operation towards litter bugs. On the other hands, the account @disbudpar.bdg invites the public to participate in the traditional arts and cultural activities. One is a play named *Longser* initiated by *Seniman Sunda Peduli*⁴, Other activities posted on the account is an Creative Arts and Tourism Festival *Gang Kampung Dago Pojok*. Another posts are information about Bandung tourism and the invitation to visit tourism attractions in the Bandung City.

2. Accountability

Government Bandung City held an events named "*Bandung Agri Market*" that provide various kinds of fresh vegetables, local fruits, and ornamental plants; and all of those are from local farmers in Bandung. Through the account posts on @humasbdg⁵, it informed that there are a number of fruits, vegetables, and seedlings were distributed with free of charge for all visitors, especially the citizen of Bandung. The event aims to introduce local farmers and their agricultural products to the general public. In addition, there are post that discuss about a government work program 'Bike Sharing', is the provision of a number of units of bicycles for residents and tourists in the city of Bandung. In the same post, it informed the operational schedule of Bus Bandros (double-decker bus for tourists in Bandung) in Park Town Square Bandung.

² <https://www.instagram.com/p/BmXTX0zgBK/>

³ <https://www.instagram.com/p/Bezy8yhBAUB>

⁴ <https://www.instagram.com/p/BgS-mgrgSCB>

⁵ <https://www.instagram.com/p/BmAd5vyArcj/>

Those activities represent aspects of accountability, which the government program focused on the responsibility towards the public.⁶

In *Beberes Bandung* activity, Department of Culture and Tourism were participate to cleanse Asia Afrika area and Cikapundung River with mayor of Bandung, Ridwan Kamil, and Communities in Bandung⁷.

3. *Rule of Law*

@humasbdg had posted five submissions about Bandung Regulation No. 315 Year 2018 on 'No Smoking Area'. The posts explained any place that is forbidden to smoke⁸, the inspection schedule, the inspection documentations itself in the Bandung City Hall. @humasbdg account also often upload some videos of traffic monitoring, some of which contain traffic violations. Through the caption, Public Relations of Bandung Government invite the citizen to obey the traffic signs and regulations.⁹

Meanwhile, through the account @disbudpar.bdg there are posts about '*Bandung Menjawab*', a talkshow that held frequently in Bandung. One of the topic that they discussed is about the maintenance and violations of Cultural Heritage. The caption explained that there is Bandung Regional Regulation No. 19 of 2009 which regulates the cultural heritage classifications from the type, class, and the maintenance of each.¹⁰

4. *Transparency*

@humasbdg account frequently post the photo documentation of the meetings, such as the first meeting after Ridwan Kamil off of governor election, a preparatory meeting 2018 Asian Games torch arrival, and meeting about Light Rail Transit (LRT) with the General Director and State Ministry for Development Planning (Bappenas). Activity on @humasbdg account itself is a form of transparency of the flow of information on the government activities. 980 posts (February to August 2018) uploaded indicate that PR of Bandung Government is quite active in disseminating information using social media Instagram.

On the other hands, @disbudpar.bdg carrying the aspect of transparency regarding the activities of (Disbudpar) in cooperating with other parties. One of them is the post that discusses the signing of the Cooperation between STIE Ekuitas and Bandung Department of Culture and Tourism in related about training, research / study and internship students in the field of culture, tourism and creative economy¹¹.

5. *Responsiveness*

Good governance is a responsive governance over all input and criticism from the public. Through a channel named "LAPOR" (online service on people's aspirations and complaints), citizen of Bandung City can convey the aspirations or complaints through websites, apps, twitter, or SMS with a specified format. LAPOR socialization program is one of the events that carried out by Instagram account @humasbdg¹²,

In line with @humasbdg account @ disbudpar.bdg also socialized services for the general public, both residents and tourists Bandung, related to tourism and culture in the city of Bandung. Service through SMS and WhatsApp application also accept any form of aspiration or complaints related to problems on Bandung tourism¹³.

⁶ <https://www.instagram.com/p/BfKhmg-hi81/>

⁷ <https://www.instagram.com/p/BmX9fSMhBkb>

⁸ <https://www.instagram.com/p/Bg0LKKIABlz/>

⁹ <https://www.instagram.com/p/Bf-iTAfFOZy/>

¹⁰ <https://www.instagram.com/p/BlsZpsOBTLO>

¹¹ <https://www.instagram.com/p/BlsZpsOBTLO>

¹² <https://www.instagram.com/p/BfsKm0lhjZU/>

¹³ <https://www.instagram.com/p/Bmfl8cShNI->

6. *Consensus Orientation*

Intolerant religious groups case have occurred in Bandung about 2 years ago. One of the efforts of Government of Bandung to overcome the impact of that case is the introducing *Kampung Toleransi* in Paledang, Bandung. Through one post on @humasbdg¹⁴, explained that the residents of *Kampung Toleransi* have different beliefs, as well as mosques, temples, and churches that located nearby. Through the village, Government of Bandung City tried to socialize the harmony of diversity in society.

7. *Equity*

In July 2018, the account @humasbdg upload a post about micro library that developed in the district of Kiaracondong¹⁵, Through the caption, it explained that the Mayor of Bandung, Ridwan Kamil, will build the program (micro library) evenly in all districts in the city of Bandung. In addition, there is also a post about National Cooperatives Day. The caption explains that there are 2212 active cooperation which can improve the economy of the Bandung City¹⁶, Activities @humasbdg on updating information about Bandung City through Instagram also indicate that the presence of justice (equity) for the society, especially the millennial, to receive those informations through their device or gadget.

Turning to the field of culture, tourism and the creative economy, Disbudpar Bandung seeks to explore the potential of the creative tourism in 30 districts through Creative Tourism Village program¹⁷,

8. *Effectivity and Efficiency*

@humasbdg not only upload information from a single source, but also often re-upload the posts from official accounts related to Government of Bandung City. For example, the post from the Meteorology and Geophysics of Bandung (@bmkgbdg) regarding the scientific explanation about the weather situations in Bandung¹⁸. Efficient use of social media Instagram by the Government of Bandung City also indicated by certain consignments of official Instagram account marked in accordance with the field being discussed.

Just like @humasbdg account @disbudpar.bdg also often upload posts from Bandung Creative Hub account (@bdg.creativehub) about cultural, tourism and creative economy. As in one of the posts on Bandung Creative Hub explains the creative space that dedicated to the communities (related to the 16 sub sectors of the creative economy) for free¹⁹,

9. *Strategic Vision*

Vision of Bandung when the research was made is '*Bandung Juara: Bandung Nyaman, Unggul, Sejahtera*'. The Government wants Bandung to be the best city in Indonesia, they want to make Bandung as a pleasant place, superior, and prosperous. In achieving this vision, the Government of Bandung made the program work named 'Fun Day', where every day there is a special theme; one of which is "*Rebo Nyunda*" that means every Wednesday, the account @humasbdg always upload the post in Sundanese language, including proverbs, terms, and dictions in Sundanese language. In addition, in February 2018, PR Bandung proclaimed itself as a PR Bandung 2.0; namely the public relations that associate all activities with digital activity²⁰, One of strategic vision of Bandung Department of Culture and Tourism is Performing Arts, participated by elementary school children in the city of Bandung. Through caption²¹, it explained that the event aims to introduce the art and culture of the Bandung so that the children will

¹⁴ <https://www.instagram.com/p/BfxTlypBHRy>

¹⁵ <https://www.instagram.com/p/BlKaBMhA5Gr/>

¹⁶ <https://www.instagram.com/p/BlFta-6AlgH/>

¹⁷ <https://www.instagram.com/p/BlziSzUhEAe/>

¹⁸ <https://www.instagram.com/p/Bk5EzjYAh3U/>

¹⁹ <https://www.instagram.com/p/Be2tnssHYNI>

²⁰ <https://www.instagram.com/p/BfHuELshyQc>

²¹ <https://www.instagram.com/p/Bl5aYmbhoZX>

continue to preserve the art and culture of the Bandung City. Moreover, the topic frequently discussed by account @disbudpar.bdg is history of tourism sites in the Bandung City; such as Maluku Parks, Gardens Art Tamansari, and Cibaduyut shopping area.

Discussions

Instagram accounts of Government Public Relations of Bandung City and Bandung Department of Culture and Tourism is participating enough in realizing the scope of the concept of *good governance* in Government of Bandung City and the Provincial Government of West Java. As the capital city that awarded as the 'Smart City' in 3 years straight, Bandung has managed to become the government with the largest social media followers in Indonesia, which is more than 67 thousand followers on @humasbdg accounts and 18 thousand followers on the account of @disbudpar.bdg. However, how is the strategy of Government PR of Bandung City through Instagram if analyzed using a Circular Model of SoMe?

The first aspect of the Circular Model of SoMe is the *share*, i.e. how an institution, in this case the Government of Bandung City, build relationships and trust with the society. @humasbdg account and @disbudpar.bdg trying to build the good relationships in the era of Web 2.0 by using social media as a media of communication. Both of these accounts regularly upload posts/submissions related to Bandung City every day. The flow of information that can be accessed simultaneously by the device can gradually make people rely on their Instagram accounts. The result, as of September 2018 there have been 67 thousand followers of @humasbdg accounts and 18 thousand followers of @disbudpar.bdg.

A second aspect of the Circular Model of SoMe is *optimize*. @humasbdg account and @disbudpar.bdg have characteristics in conveying information via photos and videos upload; @humasbdg has a purple default frame design with caption right below the photo; and @disbudpar.bdg who consistently uploaded the item contains information about tourism, culture, and creative economy. Through @humasbdg account and @disbudpar.bdg, Government of Bandung City trying to maximize the public service, namely the launch of channels "LAPOR" (online service on people's aspirations and complaints). Bandung residents can convey their aspirations and complaints through websites, apps, twitter, or SMS. In line with LAPOR, Bandung Department of Culture and Tourism also launched public services related to tourism, culture, and creative economy. @disbudpar.bdg account mentions that public service can be made via SMS or WhatsApp messages. *Optimize* aspect is also run by marking and re-upload Instagram account submissions by other government (eg: @bdgcreative.hub, @bmkgbdg, and so forth.). This is done so that people know that the other institutions in the city of Bandung also have Instagram account, so as to facilitate the flow of informations.

The third aspect of the Circular Model of SoMe is *manage*, ie how to manage a message to be accepted by the public, as well as respond the feedback quickly. Hashtag is a way in Instagram account to manage a message to be received and can be widely disseminated. Hashtags allow users to search for a particular topic, in this case related topics of Bandung City. @humasbdg account using the hashtag #HumasBDG #PemkotBDG #BandungJuara and #Bandung in each post. Meanwhile, @disbudpar.bdg using the hashtag #BandungJuara #StunningBandung, and sometimes there are #WonderfulIndonesia.

The last aspect in the Circular Model of SoMe is *engage*, namely how to enable communities to continue to engage with the institution. In addition to real-time conversation which can be done through the comment column or personal message/direct message on Instagram, it also needed concrete activities that attract people to continue to be involved. Each account has its own way. Accounts of @humasbdg held a photo contest titled #MojangBandungKekinian with the theme 'The Role of Women Bandung Nowadays' in commemoration of Kartini Day in April 2018²², Previously, they also held a photo contest titled

²² https://www.instagram.com/p/BhtnQkgh_vR

#UntukBandung. On the other hands, @disbudpar.bdg fulfills the engagement process by holding a giveaway program, in the form of novel gifts, free tickets to watch a movie, and the opportunity to meet with public figures. One public figure that involved on that program is a horror novel writer, Risa Saraswati. Risa is a writer, singer, and a public figure who is also a citizen of Bandung. Risa can be an influencer or endorser of Bandung Department of Culture and Tourism. Those efforts that @disbudpar.bdg has done is to increase the community and society involvement in social media Instagram, as evidenced by the relevant uploads²³ getting the highest engagement rate²⁴ in the range in February-August 2018.

Conclusions And Recommendations

Instagram account in the scope of Government of Bandung City represented by @humasbdg and @disbudpar.bdg has participated in realizing the concept of good governance to the fulfillment aspect of participation, accountability, rule of law, transparency, responsiveness, consensus orientation, equity, effectivity and efficiency, and strategic vision. Analysis of public relations strategy using the Circular Model of SoMe indicate that Instagram social media can be used optimally to achieve the vision and mission of the institution or company. Even so, Bandung Department of Communication and Information has not been able to maximize the use of Instagram as a media of communication. It should not have happened, considering the field of that department is based on communication and information; and they had received awards Communications and Information Technology Award several times.

This study has lack of data, because we only collected the data documentation.. It is expected for the next researcher to be able to include primary data such as interviews and survey, so the results will be sharper and can be used as a next reference. For government agencies are expected to use social media Instagram as a media of communication in the era of Web 2.0. In addition, the governments should consider the application of the concept of good governance to achieve the implementation of a solid state government and responsible, and efficient and effective.

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²³ <https://www.instagram.com/p/Bgv4Y-dHTVq>

²⁴ Engagement rate is the level of involvement and the popularity of social media submissions, is calculated from the number of comments and the like from the user.

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