

Conference Paper

Digital Communication Management Government of the Republic of Indonesia for Inclusive and Sustainable Economic Recovery in Indonesia

Saktisyahputra, Yuli Evitha, Sukarni Novita Sari, Degdo Suprayitno, Jhulianfika Irrianda

Communication Management Study Program, Faculty of Social Sciences and Management, STIAMI Institute of Social Sciences and Management, Indonesia

ORCID

Saktisyahputra: <https://orcid.org/0009-0006-3307-8439>

Abstract.

Since 2020, the COVID-19 pandemic has affected not only Indonesia but also other 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, the Government of the Republic of Indonesia. This research was conducted to determine the digital communication management planning, activities, and evaluation of the Government of the Republic of Indonesia in an inclusive and sustainable economic recovery in Indonesia. The objective of this research is the Government of the Republic of Indonesia. 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 were collected 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 submitted, it can be concluded that the Government of the Republic of Indonesia has implemented Digital Communication Management both from planning, activities, and evaluation in inclusive and sustainable economic recovery through the importance of directed and coordinated digital communication planning through agenda setting and framing are well conceptualized. Digital communication planning of the Government of the Republic of Indonesia through the Ministry of Communication and Information of the Republic of Indonesia, the Ministry of Tourism and Creative Economy of the Republic of Indonesia and the Ministry of Cooperatives of MSMEs of the Republic of Indonesia has been going well with many trainings held so that there are many benefits for the community.

Keywords: management, communication, digital, government, indonesia, economy

Corresponding Author:

Saktisyahputra; email:

Saktinabil@gmail.com

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1. 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.

Social media and digital media on the internet are the gateways to open digital communication. Why can it be said so? This is because most of the population from all over the world is now connected to the internet – Indonesia even in many studies always ranks one to five as the country with the highest number of accounts and uploads of content on social media, the network that occurs between individuals is also increasingly global, starting to blur the barriers of space and time, the hierarchy is increasingly limitless, 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. This digital media then also provides changes and even revolutions in the relationship between institutions and audiences. During this time, communication tends to be dominated by one-way and broadcast type, but now it has turned into interactivity where both institutions and audiences are entities (in internet language it is called nodes) that are comparable, are in the same network, and can influence. For example, branding (branding) now digital audiences can construct trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed anywhere and anytime [1].

The world is currently experiencing a better and sustainable economic recovery after being impacted by the economic health of the Covid 19 pandemic which was felt throughout the world, including the economy in Indonesia, especially Micro, Small and Medium Enterprises (MSMEs). Communication has a big contribution to help a more inclusive and sustainable economic recovery in Indonesia, including digital communication. This can be seen by the trend of digital communication research which is of interest to the world community. Likewise, the development of communication technology and digitalization of media has made the communication industry more creative and innovative and is needed by the Indonesian people today.

The digital communication research trend is on the rise and is popular nowadays. This is evidenced by many researchers conducting research and publications in international journals discussing digital communication. Like [2–16].

Based on the formulation of the problem above, the purpose of this study is to find out Digital Communication Management Planning, Activities and Evaluation Government of the Republic of Indonesia for Inclusive and Sustainable Economic Recovery in Indonesia.

2. Research Methods

The research method in this study used the Phenomenology of Edmund Husserl. The way to practice the phenomenological method is to reduce non-essential elements through epoche, namely placing in brackets the non-essential elements until consciousness can grasp the essence of reality [17].

Communication planning is an important part of the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects [18].

In simple terms, planning can be grouped into four clusters, namely strategy, content, promotion, and conversion.

2.1. Strategy

First, Market research (market research): explaining the target audience, segmentation of the planned target age, situation or demographics. Second Campaign Goals (campaign goals): What social media channels are used? Types of content based on social media? Third Publication Channels (publication channels): What social media channels do you use? Types of content based on social media? The four promotion channels: the choice of the channel (media) and the type of paid promotion used. Then the fifth is the Key Performance Indicators (KPIs). The performance index will be discussed in a separate section.

2.2. Content

The first is Keyword Analysis: What keywords are popular in the minds of the public? Keywords based on internet algorithms? What keywords will be optimized on social media? Second Content Planning (Content Planning): Outline of the campaign content? Content calendar plan? Third, Content Creation: Writing content according to social media algorithms, choosing the right hashtags, content according to SEO.

2.3. Promotion

First is Organic Media (Organic Media): Email blast concept, Newsletter, Content Template, IG Story, FB Story, Facebook Page. The second is doing Paid Promotion: Do you use Google Ads? Facebook Ads? Instagram Ads?

2.4. Conversion

The first is Follow Up Action: Engaging the audience in a webinar ? events? Discount ? Quiz ? Downloadable e-books? Videos ? The second is to do a Media Offer: Setting up a landing page as a conversion link that is distributed on social media? IG page ? Special page? [1].

2.5. Evaluation in digital communication

In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring (monitoring) and also seeking feedback.

The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of output, impact, and results are desired [1].

The objects used as informants in this study were Mr. Oman Sukmana as a Digital Communication Practitioner, Vice President Corporate Communication and Stakeholder Relations of PT Sarana Multigriya Finansial (Persero) (State-Owned Enterprises Under the Ministry of Finance RI), Mr. Aditya Ramadhan, a Digital Communication Practitioner from the Content Association Indonesian Creator dan Bapak Khabib Astoni, ST., M.Kom Kepala Bagian E-Learning Insitut Ilmu Sosial dan Manajemen STIAMI yang tinggal di Kampung Selang Nangka RT 01 RW 30 Kelurahan Wanasari Kecamatan Cibitung Kabupaten Bekasi – Jawa Barat . The total number of informants is three 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.

There are two main things that affect the quality of research data, namely, the quality of research instruments, and the quality of data collection. The quality of research instruments is related to the validity and reliability of the instrument and the quality of

data collection is related to the accuracy of the methods used to collect data. Therefore, an instrument that has been tested for validity and reliability may not necessarily produce valid and reliable data, if the instrument is not used properly in data collection.

Data collection can be done in various settings, various sources, and in various ways. When viewed from the setting, data can be collected in a natural setting, in a laboratory using an experimental method, at home with various respondents, at a seminar, discussion, on the road and so on. Furthermore, when viewed in terms of data collection methods or techniques, data collection techniques can be carried out by interview (interview), questionnaire (questionnaire), observation (observation), and a combination of the three [19].

Data analysis in qualitative research is carried out during data collection and after data collection is completed within a certain period. At the time of the interview, the researcher had analyzed the answers from the interviewees. 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 and Huberman [20] suggested that activities in qualitative data analysis were carried out interactively and continued until they were saturated. Activities in data analysis are: data reduction, data display, and verification.

Thus, conclusions in qualitative research may be able to answer the problem formulation that was formulated from the start. But maybe not, because the problem and problem formulation in qualitative research is still temporary and will develop after the research is in the field. The conclusions of qualitative research are expected to be new findings that have never existed. Findings can be in the form of a description or description of the object of research that was previously dim or dark so that after research it becomes clear, it can be a causal or interactive relationship, hypothesis, or theory [21].

3. Research Results and Discussion

Researchers conducted interviews with key informant Mr. Oman Sukmana 45 years old living in Komp. Kologad RT01/07 No 82, Jatimakmur, Pondok Gede, Bekasi, West Java. Communication planning is an important part of the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs,

campaigns, or projects [18]. The Importance of Directed and Coordinated Digital Communication Planning Through a well-conceived Agenda Setting and Framing. This is in accordance with the statement of Mr. Oman Sukmana as follows:

“Digital communication today is a necessity. Along with the development of information and communication technology, communication through digital is no longer an alternative but instead becomes the main choice. It must be admitted that the mainstream media, which was previously the main choice for PR people in carrying out their program campaigns, are now starting to be abandoned, although the Indonesian government has not completely forgotten it, in this case including ministries, institutions or state-owned enterprises who are fully aware of the importance of digital communication. Especially by looking at the development of digital users who continue to grow from year to year. In 2022, of the approximately 270 million Indonesian population, digital users are estimated to reach 190 million people or reaching 70 percent of the total population in Indonesia. It can be ascertained that currently all Ministries, institutions and SOEs already have and utilize this digital communication as an asset to build a brand. That is what the government through ministries, institutions and also state-owned enterprises did when Indonesia was hit by the COVID-19 pandemic, for more than 2 years. Communication through digital is the main media chosen by the government to continue campaigning and socializing what the government is doing, has been and will be doing in an effort to accelerate and support an inclusive and sustainable economic recovery. The digital communication planning is carried out in a directed and coordinated manner through a well-conceived agenda setting and framing. This well-integrated digital communication also received a lot of praise, including from other countries, when Indonesia was able to deal with and handle the problems of the COVID-19 pandemic well. Through digital communication that is conceptualized, directed and integrated, Indonesia is currently entering a better stage, namely the stage of economic stabilization as the national economy recovers and recovers.”

The researcher also conducted interviews with a 25-year-old Digital Communication Practitioner Informant, Aditya Ramadhan, who lives at Jalan Al-Bashor Gang H. Ali Number 47 Hamlet, Kramat Jati, East Jakarta. Communication planning is an important part of the digital communication management process. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects [18]. Digital Communication Planning of the Government of the Republic of Indonesia through the Ministry of Communication and Information of the Republic of Indonesia, the Ministry of Tourism

and Creative Economy of the Republic of Indonesia and the Ministry of Cooperatives of MSMEs of the Republic of Indonesia has been going well with many trainings held so that there are many benefits for the community. This is in accordance with Mr. Aditya's statement as follows:

“From my point of view, the Government of the Republic of Indonesia’s Digital Communications Planning is building an inclusive and sustainable economic recovery in Indonesia. If I can say that the first step taken by the Government of the Republic of Indonesia is indeed correct, namely making many programs for human empowerment, especially MSMEs. The increase in MSMEs is not only carried out by business people but also to personalities. An example of a personal program is digitalent from the Ministry of Communication and Information of the Republic of Indonesia. The Digitalent Program from the Indonesian Ministry of Communication and Informatics provides a lot of training related to the current digital world and that will increase competence and national workforce absorption so that “unemployed” people who do not have certification will eventually gain competence. This is also a good application in terms of communication on social media, it is busy talking about the registration campaign so that the benefits of the programs from the Government of the Republic of Indonesia can already be felt, so I dare say that the target is fixed. However, many in many MSME sectors themselves have a lot of contact with the Indonesian Ministry of MSME Cooperatives, which also provides a lot of business and entrepreneurship training to the community, especially MSMEs. Funding, campaigns and even Ministry logos are now being worked on by competitions from local designers from young Indonesians. So you don’t use an outside agency, you use a national competition. This can improve the economy. In terms of communication planning, the Government of the Republic of Indonesia has done the right thing, so many benefits can be felt. Social media social media used by influencers are also now many that intersect with the government. At the Ministry of Tourism and Creative Economy of the Republic of Indonesia, there are many Influencer trainings and so on. This can also increase the level of the economy. The digital communication stage is complete and the benefits can already be felt. Our indicators can also see that there are a lot of local products scattered around. Some time ago I went to Sumedang and it turned out that many of my local products came to Sumedang to see Cilembu Sweet Potatoes. It turns out that this Cilembu sweet potato has the power to be exported and it is fostered by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, how to compare local products to be introduced to European markets, all handmade and this is done continuously every year and also makes local products. develop. This has an impact and also economically,

it certainly provides new opportunities, new markets, especially for MSMEs and also local products.”

The Government of the Republic of Indonesia has implemented digital communication activities strategically and made targets that can be empowered for economic recovery. However, in simple terms, digital communication activities can be grouped into four clusters, namely strategy, content, promotion, and conversion [18]. This is in accordance with Mr. Aditya’s statement as follows:

”So, in terms of strategically assisting the government’s economic recovery activities, the government has certainly targeted which targets can be empowered for economic recovery. Like the example above, from a personal perspective, the Government continues to invite the public to take part in training related to the digital creative economy. As for MSMEs, there are also events for capital and so on. In terms of content, every campaign that is created is also made into a container, such as a new social media, create a new domain and then people interact on social media and then get promoted, not even a little promoted with advertising media such as Facebook and Instagram Ads and the conversion is of course the people who are invited will be converted to join the class to join the program to produce empowerment events that are beneficial for the community”

The importance of evaluating the use of social media such as Facebook, Instagram and Tik Tok in disseminating events carried out by the Government of the Republic of Indonesia. In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring (monitoring) and also seeking feedback. The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. This means that it is the managers themselves who know better how a digital communication plan is made, how the execution of the plan is, to what kind of outputs, impacts, and results are desired [18]. This is in accordance with Mr. Aditya’s statement as follows:

”Yes, for evaluation, maybe I will comment on the digital communication, first, if the program is good, right. However, in terms of brand activation or applications, it can be promoted again, meaning that if there is a program, the budget for certain events can be disseminated more widely with media with more users. Like giving it on Facebook, Instagram or Tik-Tok, because not all events and programs to improve the economy are carried out openly to the public. But at least it can be made for segments that are more affected. For example, the MSME version of the Government of the Republic of Indonesia is MSME that has legality but there are many MSMEs that do not have

legality that do not touch but how to reach communication effectively to people who are affected, but do not meet the requirements. there is no need to intersect with agencies because there are so many MSMEs there that do not intersect but are affected and sometimes do not know that with existing programs. So it's more towards channels and branding, using more mainstream media and maybe increasing advertising costs so that the socialization of programs for economic revival can be more beneficial."

The researcher also conducted interviews with a Mr. Khabib Astoni, ST., M.Kom, 34 years old as Head of the E-Learning Section of the STIAM I Institute of Social Sciences and Management who lives in Selang Nangka Village RT 01 RW 30 Wanasari Village, Cibitung District, Bekasi Regency - Java West.

4. Conclusion

Based on the Data Findings, Data Results and Discussions that the researchers have submitted, it can be concluded that the Government of the Republic of Indonesia has implemented Digital Communication Management both from Planning, Activities and Evaluation in Inclusive and Sustainable Economic Recovery through the Importance of Directed and Coordinated Digital Communication Planning through Agenda Setting and Framing are well conceptualized. Digital Communication Planning of the Government of the Republic of Indonesia through the Ministry of Communication and Information of the Republic of Indonesia, the Ministry of Tourism and Creative Economy of the Republic of Indonesia and the Ministry of Cooperatives of MSMEs of the Republic of Indonesia has been going well with many trainings held so that there are many benefits for the community. The Government of the Republic of Indonesia has implemented digital communication activities strategically and made targets that can be empowered for economic recovery. The importance of evaluating the use of social media such as Facebook, Instagram and Tik Tok in disseminating events carried out by the Government of the Republic of Indonesia. The recommendation is that the Government of the Republic of Indonesia can synergize with Content Creators such as Youtubers and Selebgrams to strengthen and disseminate events and trainings that can help inclusive and sustainable economic recovery in Indonesia. Second, the Government of the Republic of Indonesia can better adapt to technological developments, digital communication starting from research, content, promotion and conversion to be able to help an inclusive and sustainable economic recovery in Indonesia. Third, the Government of the Republic of Indonesia to always evaluate the planning and activities of digital communications

to be able to improve in the future in helping an inclusive and sustainable economic recovery in Indonesia.

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