Social Media Management @PemkabPemalang by Pemalang Regency Communication and Information Service in Improving Organizational Reputation

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ABSTRACT

Keywords

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The development of social media platforms with their various features has become effective new media in disseminating information, this is one of the reasons why an organization uses various existing social media platforms to improve its reputation. The Pemalang Regency Communication and Information Service uses social media management to achieve the goal of improving its reputation. The focus of this research is how the Pemalang Regency Communication and Information Department manages its various social media platforms to improve its reputation. This research aims to determine the efforts of the Pemalang Regency Communication and Informatics Service in improving the organization's reputation through social media such as Instagram, Facebook, and Twitter, by implementing appropriate social media management. This research is included in the type of qualitative research because data is collected using the process of interviews, observation, and documentation. It is hoped that this research will be able to provide information to the public, especially the Pemalang Regency Communication and Information Service, that by managing social media appropriately and maximizing it, it is possible to improve the reputation of the organization.

1. Introduction

The introduction should be concise but meaningful. Although the introduction requires an explanation of "state of the art" until the article is written, do not draw far back. A long and excessive introduction will make the reader stop reading. An introduction can be presented in the following structure. The Pemalang Regency Government has official accounts on various social media platforms such as Instagram, Facebook, and Twitter or used so can continue to be updated, in reality, it has not been managed optimally and still seems less informative in disseminating information, where the implementation of strategies and media management still lacks, because there are no policy guidelines regarding the use or management of social media that are written in forms such as SOP (standard operating procedures). Even though it is still updated every week, there seems to be a lack of consistency on several social media platforms, meaning that the features on several social media platforms have not been utilized optimally. This lack of optimal management of social media often causes misunderstandings among the public which could potentially have an impact such as hoax news consumed by the people of Pemalang Regency.

Research conducted by (Gardatama & Rahmanto, 2021) with the title "Surakarta City Government Social Media Management in Conveying COVID-19 Information to the Community" This research uses a qualitative descriptive research method. This research discusses the Surakarta City Government so that it can be present to meet the information needs of the community on social media. It has become the main task and function of public relations for the Surakarta City Government to provide explanations and the latest news through the official social media accounts of the Surakarta City Government as new, more effective media during the COVID-19 pandemic. This research and the

research conducted by researchers have similarities in the type of method, namely qualitative, and both examine social media to convey the needs of society as a new information medium today. The difference lies in the object researched in the journal, namely the Surakarta City Government, while my research is at the Pemalang Regency Communication and Information Service as the manager and responsible for social media-related information and public communication within the Pemalang Regency Government. The next difference is that researchers use social media to improve their reputation by managing social media using media management theory through a process of planning, organizing, activating, and controlling stages. Because the results of previous research were only a medium for conveying information to the public.

Seeing this, researchers are interested in examining how social media @pemkabpemalang is managed by the Pemelang Regency Communication and Information Service in disseminating various information to the general public for the purpose of increasing reputation by increasing social media engagement. Researchers will examine the social media management of the Pemalang Regency Government which is managed by the Pemalang Regency Communication and Information Service, especially the social media Instagram, Facebook, and Twitter, which they officially manage. Researchers focus on examining the management of the social media they use because they have similar characteristics, namely displaying text, photo, or video content, which many people are now interested in using. This research will use data collection methods, namely observation, in-depth interviews, and literature study, as well as documentation to collect the required data.

2. Method

This writing uses qualitative research methods to solve problems by describing events based on available information and evidence. It is hoped that a qualitative approach can provide an in-depth analysis of language, writing, and behavior that can be liked by individuals, community groups, or organizations (Pujianti, 2020). This type of qualitative research is a method used to understand phenomena in events through descriptions of words that are based on data, and this type of qualitative research only describes natural events because this research pays more attention to the nature and quality of each activity that occurs without changing the data (Sausan Husnadia Macan, 2023).

According to Sugiyono (2015:1) in Ali & Kodrat (2017) state that qualitative research methods are used to investigate the condition of natural objects, with the researcher functioning as the main instrument. The data collection technique used triangulation (combined), data analysis was carried out inductively, and the results of qualitative research placed meaning higher than generalization.

This research aims to prove and describe objects and phenomena related to the use of social media by the Pemalang Regency Communication and Information Service in increasing engagement to increase its reputation as a government agency providing information with credible sources.

3. Result and Discussion

This research will describe the data obtained related to Social Media Management at the Pemalang Regency Communication and Informatics Service in Improving Organizational Reputation through direct interviews with the Head of the IKP (Public Communication Information) Division of the Pemalang Regency Communication and Informatics Service. In addition, researchers made direct observations at the IKP (Public Communication Information) Division Office. Research findings obtained through interview methods with the Head of the IKP (Public Communication Information) Division and Social Media Management Staff which aims to obtain in-depth data on Social Media Management at the Pemalang Regency Communication and Information Service in Improving Organizational Reputation, are as follows:

3.1. Presenting the Results

Management is the ability to delegate, organize, and complete tasks to achieve organizational goals. Management can be considered as a branch of science or as a process. In another sense, management is the process of planning, organizing, actuating, and controlling all existing and owned resources to achieve common goals more efficiently and effectively.

Therefore, there needs to be a management system that must be implemented to be more focused in the process of achieving its goals. Moreover, an agency or organization such as the Pemalang Regency Communication and Information Service has the main task of managing district government social media, with the following process stages:

Figure 1. Interview Process.

Planning. Planning for an organization or agency consists of several stages that must be considered, such as; setting targets tools, or platforms related to the needs and goals the organization wants to achieve, it is important to determine the main priorities and identify them. Therefore, the Pemalang Regency Communication and Informatics Service prioritizes the use of social media to disseminate information about the Pemalang Regency Government because it is most easily accessed and understood by the public today, based on the results of an interview with Mrs. Uniek as Deputy Head of Public Communication and Information Division of the Pemalang Regency Communication and Informatics Service:

"We see that we prioritize social media because it is easier for people to understand now, with simple narratives that have been condensed without reducing the core information and there are varied images that can be scrolled, etc. So now it's more interesting on social media" (Interview on Monday, 10 June 2024).

After determining and prioritizing devices or platforms via social media. Next, it is necessary to consider the current circumstances, situation, and conditions. then research and analysis are carried out to understand the audience on social media. Mrs. Uniek said:

"Usually from the news we roll out first what the response is, then we see from the viewers or if there are comments" (Interview on Monday, 10 June 2024).

These stages are important to carry out so that the identification of both supporting and inhibiting factors can later be identified to support the implementation of the planning process so that the management of social media at the Pemalang Regency Communication and Information Service has a planned strategy and in terms of disseminating information it is more focused in the future. Mrs. Uniek emphasized the importance of this

"It's important for us to have a social media strategy because if everything is done without planning, it's impossible. "So this must be done so that the news is well directed and can produce good output from careful planning" (Interview on Monday, 10 June 2024).

Organizing. Organizing is a step to determine, classify, and organize various activities, then determine the main tasks, authority, and delegation of authority by leadership to staff in order to achieve organizational goals. Using this organizing mechanism, each member of the organization will pay attention to organizational goals which will reduce failure and detrimental conflicts. Therefore, the Public Information and Communication Sector must ensure that all staff understand their roles and responsibilities in managing social media by regularly holding briefings. Ms Uniek said:

"Routinely holding small meetings, such as briefings, so that you understand your duties after receiving the news, sometimes there are consultations on whether there are problems or not, or for example, if there are no problems. This social media, the news has been uploaded, but if it hasn't, that means we ask why it hasn't been uploaded, what are the problems? But even if it is uploaded, for

example, if it is uploaded, it turns out that the broadcast has netizens or usually if it's netizens, not if it's netizens. "That's just a comment, but sometimes from the leadership, sis/mas, the date is wrong, sis, the reporting is wrong and so on, the most important step we take to find safety is to take it down first, yes, we take it down first, after we have revised it we go up again" (Interview on Monday, June 10 2024).

An organization will be able to achieve its goals if it carries out the organizing process well. Having policy guidelines related to the use or management of social media that are written in forms such as SOPs (standard operating procedures) in the organizational structure is also one that will reflect this process, in the Public Communication Information Sector, the Pemalang Regency Communication and Informatics Service is missing this, which is a deficiency in this organizing process. Mrs. Uniek emphasized that this was indeed her weakness

"The guidelines are still general, because we too, don't have any official SOPs from our superiors. We are all self-taught based on what we know. "That might be our shortcoming, but it has to be done later, we will prepare the SOP, but currently we are only guided by the legality based on the Regional Regulation, but the derivative of that in social media management is that there is no SOP yet" (Interview on Monday, June 10, 2024).

Actuating. Actuating is the most important function in management which is intended as a variety of actions for each member, from the top level to the lowest level, so that they are willing to cooperate and work effectively and efficiently, to achieve organizational goals by the plans that have been determined initially based on planning. and prior organizing. Based on the results of an interview with Mrs. Uniek as Deputy Head of Communication and Public Information at the Pemalang Regency Communication and Information Service:

"We ensure that it is appropriate if we are clear based on what has been previously planned, by the guidelines that we have carried out formally from leadership to members" (Interview on Monday, 10 June 2024).

At the actuating stage, the Pemalang Regency Communication and Information Department continued to prioritize coordination even though it had previously been well planned and organized to ensure consistency and coherence of the messages conveyed. For example, when there is a direct disposition from leadership or other agencies regarding the publication of news or information. Mrs. Uniek emphasized that it is important to continue to coordinate according to the guidelines

"Usually we coordinate. For example, there is this disposition from the regent down to the department from this department. For example, there is a request or there is an offer related to a publication, for example, tourism. Well, if the publication is in the tourism Communication and Information Service, obviously the one who owns tourism means the Tourism Department will definitely have a lot of material, and then we will coordinate with the parties. related, then from the results of that coordination, we will report to the leadership later from the leadership how the disposition will come down again for us to follow up. So coordination is important with the relevant OPDs" (Interview on Monday, 10 June 2024).

Controling. Control or control in management includes steps such as setting standards, measuring performance by, for example, conducting regular audits, then being able to compare actual performance with predetermined standards, and taking corrective action if deviations occur. If we look at the process, this stage is carried out to ensure that all activities that have been planned and implemented have achieved their objectives or not.

The Pemalang Regency Communication and Informatics Service at this stage is used to measure the performance or level of success of the achievements of published information which is also used as evaluation material, based on the results of an interview with Mrs. Uniek as Deputy Head of Public Communication and Information Division of the Pemalang Regency Communication and Informatics Service:

"Werarely audit social media regularly, but when we find an error or mistake or there is a warning or there is negative news, we immediately do it. "But if it's routine, for example, if it's something like an evaluation, that means it's once a month, but it's less routine, usually if there's a problem, there's a problem or a request, then we'll do the audit" (Interview on Monday, 10 June 2024).

The Pemalang Regency Communication and Informatics Service also collaborates with third parties to monitor performance results and to obtain data as a source of information. Mrs. Uniek emphasized that this is to obtain a comprehensive explanation.

"To monitor it, we use or go through a third party through a system or tool called Indonesian Indicator so you can see all the explanations" (Interview on Monday, 10 June 2024).

However, regarding how often to evaluate performance reports on social media as material for finding*errors in plans that have been executed and as a monitoring effort to assess and control the course of an activity that leads to achieving the goals of the organization, this has not been carried out very often by the Communications Service. and Pemalang Regency Informatics, only started doing it regularly recently.

"In terms of social media reports using Indonesian indicators, now every day we are getting reports related to this, there is news like this, negative news, negative issues, what are the negative issues, that's for reporting, but for evaluation, I said earlier, we don't have any. However, if there is an obstacle or problem or a request to evaluate, then we do it, and then through insight, it can be used as material for our evaluation to do anything else. So every day we get reports from the Indonesian Indicator, we also monitor reports on potential negative issues, for example. "Later from here, we will carry out movements, for example, such as creating content and making news releases to counter negative news" (Interview on Monday, 10 June 2024).

3.2. Discussion

Based on the results of observations that have been obtained directly, the data collection process through interviews and documentation, in this discussion sub-chapter, the researcher will discuss the data that has been obtained with theory through steps that are adapted to the framework of thought, namely as follows:

1. Social Media Management

As explained in the previous subchapter, the implementation of media management through the stages of planning, organizing, actuating, and controlling is not yet fully understood and the process is still back and forth, where there are shortcomings in the absence of clearly written SOPs (standard operating procedures) making lack of a clear structure in social media management, as well as knowledge of social media management which is still based on self-taught understanding, and the control stage has only started recently, even though social media has been widely used for quite a long time.

Hrdinova, Helbig, and Peters (2010) in the journal (Gardatama & Rahmanto, 2021) explain that social media account management includes creating, setting, and deleting social media accounts. Once you have an account on a social media site, you are required to manage the site, such as joining networks or posting content. Not having clear rules about account management can leave managers in the dark about how to create, maintain, or close social media accounts.

According to Widiastuti (2018), one of the government governance innovations that utilizes technology is the use of government social media. One way to solve problems in society is to use social media. Widiastuti's statement is in line with Dimock and Koening in the book Government Public Relations (Sari 2012), according to her, one of the tasks of government public relations is to provide information or information to the public about public services, policies and goals to be achieved by the government in implementing the work program. . the task.

Based on the research results, the social media account management activities of the Pemalang Regency Government are carried out by the Pemalang Regency Communication and Informatics Service through the IKP Public Communication Information Division by the Pemalang Regent's regulation Number 59 of 2016 concerning the duties, functions and work procedures of the Pemalang Regency Communication and Informatics Service in section third, namely the Public Information and Communication Management Field which consists of the Sub-Coordination of the Public Information Section and the Sub-Coordination of the Public Communications Section. By these regulations, through the leadership of the Head of Service, the IKP (public information and communication) Sector is obliged to manage and carry out the task of uploading or publishing and monitoring social media (Instagram, Facebook, Twitter or X) owned by the Regency Government.

Social media management should have a good management system as a work reference or SOP to make carrying out tasks easier and more structured. Where the stages in the social media management system can be related to four stages, namely planning, organizing, actuating, and controlling. These stages can make it easier to form a strategy that is by the organization's goals if you want to increase your reputation.

Planning, The first stage is planning. After that, research and data collection are necessary to create plans for organizational goals, public, actions, and communication processes. The selection of a course of action and overall agreement on what is to be done, when, how, and by whom it is done is called planning. Planning itself is an important process in which management sets its goals. This is more important than any other management task. However, functional steps such as organizing, directing, and monitoring will be carried out, and decisions are still in the planning stage. An organization or company will benefit from existing planning in the form of increased success in achieving its goals. This is related to efficiency and effectiveness, where planning allows the appropriate use of resources to produce goods or services needed by the market.

Therefore, the Pemalang Regency Communication and Informatics Service prioritizes the use of social media as a plan to establish a platform for disseminating information about the Pemalang Regency Government because it is the easiest to access and understand by the public today. then set it Next it is necessary to consider the current circumstances, situation, and conditions. then research and analysis are carried out to understand the audience on social media. This process is important according to Mrs. Uniek as Deputy for IKP (public communication information) so that strategy formulation is more effective with the goals of the organization.

Organizing, Organizing is a process that combines strategies and tactics that have been prepared in planning into a fast and tough organizational structure, conducive systems and environment, and ensures that all parties in the organization can work effectively and efficiently to achieve their goals. Organizing is the process stage for designing a formal structure by grouping, organizing, and dividing tasks and work in an organization so that goals can be achieved efficiently. This stage is very important because it requires a process to collect and organize all the sources that were planned in the previous stage. Based on this definition, the organizing function is a tool for integrating (synchronizing) and managing all activities related to personnel, finances, and procedures to achieve mutually agreed upon organizational goals.

An organization will be able to achieve its goals if it carries out the organizing process well. Having policy guidelines related to the use or management of social media that are written in forms such as SOPs (standard operating procedures) in the organizational structure is also one that will reflect this process, in the Public Communication Information Sector, the Pemalang Regency Communication and Informatics Service is missing this, which is a deficiency in this organizing process. Mrs. Uniek emphasized that this was indeed her weakness

Actuating, Implementation is carried out so that the previous planning stages can be carried out well. Division or organization members are expected to complete the planning and organizing stages by completing their tasks according to their position. In this situation, the leader's leadership style is very important because it is intended to encourage the division team to work together to achieve organizational or company goals. Teams or divisions must adhere to the plans that have been made at the planning and organizing stage. In this way, the organizational system can operate well. A function that is no less important in management is implementation, which includes various actions for each member, from the top level to the lowest level, so that they are willing to cooperate and work well to achieve organizational goals by the plans that have been set.

Based on the results of an interview with Mrs. Uniek as Deputy Head of Communication and Public Information, Pemalang Regency Communication and Informatics Service. At the actuating stage, the Pemalang Regency Communication and Informatics Service continued to prioritize coordination even though it had previously been well-planned and organized to ensure the consistency and coherence of the messages conveyed. For example, when there is a direct disposition from leadership or other agencies regarding the publication of news or information.

Controling, The controlling stage is to ensure that the workflow goes according to plan and, supervision or control is carried out. Supervision is carried out with the main aim of ensuring that

business processes run well. Company or organization leaders are very important in this regard. This stage is also known as control and supervision, the purpose of this stage is to ensure that the entire collection of activities that have been planned, organized, and implemented run according to objectives even though the environment faces changes. Control in setting standards, measuring performance by conducting regular audits, then comparing actual performance with predetermined standards, and taking action to correct if deviations occur are examples of control as well. If you look at the process, this step is taken to ensure that.

The Pemalang Regency Communication and Information Service also collaborates with third parties to monitor performance results and to obtain data as a source of information. However, regarding how often evaluations of performance reports on social media are carried out, the Pemalang Regency Communication and Informatics Service has only recently started doing it routinely.

2. Social Media

Social media is one of the most widely used media today and continues to increase every year. Social media is software used for individuals or communities to establish relationships or communicate remotely via media and the internet. Social media itself is divided into several types; Social Networks, Blogs, and Wikis (Dermalasari & Soedarsono, 2019).

Figure 2. Instagram account profile display.

Figure 3. Facebook account profile display.

Figure 4. Twitter or X account profile display.

Society has seen many advances in the world of communication and information technology. Instagram, Facebook, Twitter, Web, and other types of social media are developing very quickly. Social media wasn't as good as it is now when it first appeared and didn't have many features. because social media continues to develop towards becoming more sophisticated and increasingly has better features, it is not uncommon for companies to fail in managing social media because they are seen as not following the development of social media by users, many of whom currently pay attention to this. Because of this social media phenomenon, people must continue to update themselves to adapt to the progress and digitalization that is occurring so as not to be left behind by information. Nowadays many people, organizations, and companies use social media for various reasons. Apart from communicating and sharing information, there are many other reasons why they do it (Husnadia, 2023).

Based on its development, social media has now become an effective measure in the communication process. The communication process carried out by the Pemalang Regency Communication and Informatics Service on social media is the process of disseminating information or sending messages related to activities and especially related to Pemalang Regency Government programs that are relevant for dissemination to the public. The method currently being carried out is up to date and also involves exchanging information between individuals and organizations or organizations and other organizations or organizations and third parties to obtain data related to issues or developments. However, the social media used by the Pemalang Regency Communication and Informatics Department, such as Instagram, Facebook, and Twitter, or X, have not been utilized more optimally, both as seen from the visual content published and the use of the features in social media. This happens because social media management is only based on the personal experience of the management staff, but to move towards a more up-to-date direction, the leadership will start holding training in the future to maximize social media management.

3. Reputation

An organization's reputation is based on fulfilling each stakeholder's rational and emotional expectations of the organization in every interaction. Rational expectations are based more on the performance or quality of the product consumed, while emotional expectations are based more on the behavior and perceptions of stakeholders, employees, or employees, customers, suppliers, and shareholders are all the stakeholders in question (Adnjani, 2023).

Fombrun (1996) in Herwin & Abadi (2018) suggests that there are four components which are believed to be able to improve the reputation of a company or organization so that it moves in a better and more effective direction, namely: (1) Reliability (reliability in the eyes of the public), meaning that a company that is seen as reliable by constituents/public/followers, the better the company/organization will be; (2) Credibility (credibility in the eyes of the public), meaning that a company that looks more credible in the eyes of its constituents/users/followers, the better the company/organization will be; (3) Trustworthiness (convincing in the eyes of employees and the public), meaning that the higher the trust in the company, the better the company/organization will be;

(4) Responsibility (social responsibility in the eyes of the community), meaning that the more the company's responsibility is seen by constituents/public/followers, the better the company/organization will be. The elements mentioned above improve the reputation of a company or organization, which in this case will be associated with social media (Herwin & Abadi, 2018).

Reputation is a strategic asset for an organization or company because it is related to the assessment and evaluation of the existence of the organization or company concerned in the eyes of stakeholders. The existence of an organization or company is greatly influenced by the loyalty of stakeholders as target audiences who have different opinions or views about an organization/company, but collectively contribute to the overall reputation of the organization/company.

In this era of fast-paced communication, reputation is very important for a company. Reputation is the key to the success of an organization or company, reputation is based on the audience's assessment of the organization which depends on their trust. There are three main things to shape a company's reputation. First, what people think about the company. Second, company actions. Third, talk about himself. Identifying actions that influence company communication with authorities, both from primary and external groups, can help understand these three components (Pujianti, 2020).

Communication via social media has been used by various public sectors which have a beneficial impact on both individuals, in this case citizens or the public, and organizations or companies, in this case the Pemalang Regency Government through the Pemalang Regency Communication and Information Service, which can gain a positive image and reputation if any managed well as seen from its reliability (Reliability) in processing issues or news in the community and the way it is packaged in publishing an issue or news on social media, its credibility (Credibility) in terms of data obtained as news or information material, it will be seen convincing (Trustworthiness) by the community and trust in the organization can continue to increase, then social responsibility (Responsibility) where the Pemalang Regency Communication and Informatics Service must be consistent and consistent as an agency or district government service whose main duties are managing public information and communication for continues to provide faster and more up to date information than other media accounts.

Based on observations, this is what needs to be maximized. So far the Pemalang Regency Communication and Informatics Service has not been quick enough to provide and disseminate information related to issues or, for example, related to district government programs which are then used by the media to spread issues which can give rise to heated discussions in the community. A statement states that people will give positive likes or comments if the activity or post is considered positive, both in terms of the content of the news or information, then the delivery and packaging of the content on social media, as well as the appearance or visualization of the content (Sumartono, 2019). A post has the opportunity to go viral if it attracts people's attention. One of the new roles of digital media is demonstrated by viral content on the internet. If all aspects of disseminating information on social media through good content packaging will automatically be visible to followers (Hartiana et al., 2020). Viralization of a post usually results in popularity and reputation for the perpetrator, including a negative reputation if the post is known to contain misinformation and disinformation (Sjoraida et al., 2021).

4. Conclusion

The government itself uses social media platforms to connect directly with the community and encourage collaboration and community participation. It is considered that the use of social media can help the government carry out community services with a wider audience reach and is believed to improve the reputation of organizations or agencies. Government-owned social media is now seen as a representation of the government in providing public services, so its management or control must be considered. Several things need to be improved by the Pemalang Regency Communication and Informatics Service as the Public Communication Information Management Service within the official structure of the Pemalang Regency Government through one of its fields, namely IKP (public communication information), based on the findings of interviews and observations as well as documentation that has been carried out on strategy making. social media through planning, organizing, actuating, and controlling management which is applied to social media management @PemkabPemalang Government. Several stages must be corrected.

At the data discovery stage, the IKP (public communication information) Sector tries to continue to actively communicate with the public via the Internet on social media platforms. This is by Pemalang Regent's Regulation Number 59 of 2016, which stipulates the duties and functions of the Pemalang Regency Communication and Information Service in the third section, namely the Information Management and Public Communication Sector. Where this field consists of the Sub-Coordination of the Public Information Section and the Sub-Coordination of the Public Communication Section, which is led by the Leader or Head of the IKP (public communication information) Division.

There is no clear and detailed SOP (standard operating procedure) that explains and describes the tasks of managing social media. The evaluation stage through audits, such as social media insights, must be given more attention because it can be used to update future strategies. After all the world of social media is developing rapidly. Apart from that, increasing human resources as well as facilities and infrastructure or tools is needed to improve the quality of content uploaded on social media. Furthermore, campaign or content publication is part of the communication implementation. This process is too complicated because it involves too many leaders, causing employees who manage social media or admins to be unable to respond quickly or answer people's questions quickly. As a result, there is a lack of effectiveness in creating campaigns or content, because social media managers have to go through quite a long process of stages.

5. Acknowledgement

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