



Media management in the use of social media accounts for young politicians in West Java

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ABSTRACT

Keywords

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The integration of internet-based communication technology in all aspects of human life, including politics, has recently become a major concern. The role of social media in political communication has become an interesting topic, especially with the shift from conventional media to digital platforms. This shift highlights differences in the way political communications are delivered. This is also in line with increasing digitalization, especially in access to increasingly diverse information. The aim of this research is to find out how a young politician from West Java handles social media. This research uses a case study methodology to comprehensively understand an aspect being studied. The researchers relied on direct interviews with Hilal Hilmawan as their main source of data and utilized secondary data sources from documentation research conducted by other researchers.. Based on the research and analysis carried out, it was found that the Hilal Hilmawan team manages its social media accounts effectively. The official Hilal Hilmawan social media account team follows management theory which involves several management stages, such as planning, organizing, implementing, controlling and evaluating. One strategy he uses is to create regular and up-to-date content that is not always centered on politics. Even though there were weaknesses in budget allocation, the organizing process ran smoothly. The production and publication process also went well. They exercise control by closely monitoring strategy implementation, tracking follower growth, and monitoring audience engagement. Evaluation and improvement are also carried out effectively in accordance with initial planning and strategies.

1. Introduction

The involvement of young people in practical politics such as elections is always an interesting topic of discussion. Researchers are particularly interested in young politicians and their media management strategies. Young people and politics have a long history together, with younger generations often protesting against the ruling elite. In contrast to previous generations, today's youth are more technologically literate and utilize social media to express themselves. The increasing participation of young people in politics is a fascinating phenomenon, especially given the dominance of young legislative candidates during elections (Prastowo, 2012). In the 2014 election, there were 414 legislative candidates under the age of 30, 6.5 percent of the total 6,397 candidates. This situation changed in the next period, namely in 2019. Based on data processed by the research team, tirta. there were 878 young candidates under 30 years old. This figure increased by more than 100 percent compared to the 2014 Legislative Election (Wicaksono Agung et al., 2021).

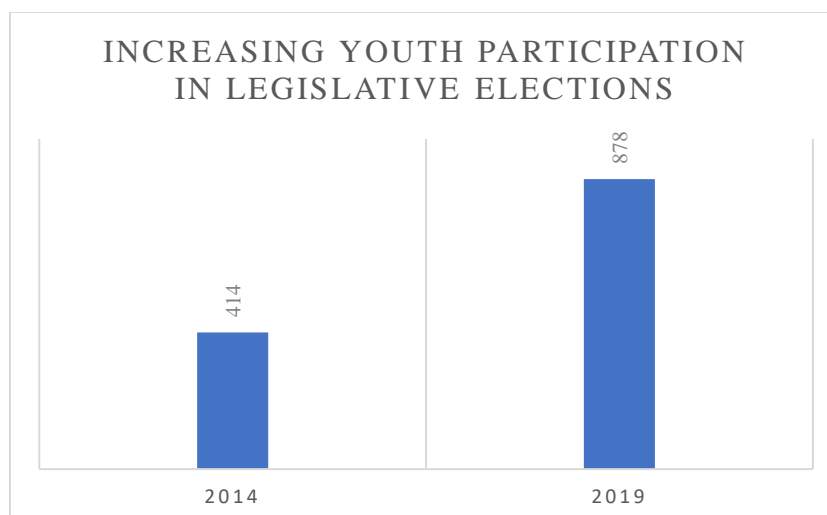


Fig. 1. Comparing the Participation of Young People in the Legislative Elections of 2014 and 2019

Source : <https://tirto.id/yang-muda-yang-nyaleg-berebut-suara-pemilih-milenial-dllu>

In the 2019-2024 West Java DPRD election, Hilal Hilmawan was elected as the youngest member of Constituency 12, and it was his first time running for a position in the West Java DPRD. Among the three young members who were elected to the West Java DPRD, Hilal Hilmawan has the highest number of followers and subscribers on social media.

Nowadays, communication practices are heavily reliant on technology. Technology plays an increasingly important role in the transition from industrial society to information society. Communication technology based on the Internet has become integrated into all aspects of human life, including the political arena. Internet-based media, such as new media, has emerged as a result of the rapid growth of communication technology. The emergence of new media, particularly social media, is closely linked to the advances in information and communication technology. The latest technology has revolutionized the way humans communicate with each other, both on personal and group levels, as well as for personal and group interests. This change has also impacted the political sphere. The growing number of internet users and communication channels offers a great opportunity for all parties, including politicians, to engage in the political communication process. (Umaimah, 2016).

The internet has the potential to mobilize people for political causes in two ways. Firstly, it enables new individuals to easily access political information, even if they did not intentionally seek it out. Secondly, the social aspect of the Internet allows for vast recruitment possibilities. Social networking sites, in particular, promote a sense of community among users, which can encourage civic and political engagement and identity (Azis et al., 2020). Social media is a popular communication tool today, and its interactive features make it even more prevalent. The ease with which information can be disseminated through social media has made it a platform for individuals to share various aspects of their personal, family, business, or political, as well as to express their problems and concerns (Rohmiyati, 2018).

Social media has become a prevalent medium of communication for government officials, political parties, politicians, and activists alike. It plays an essential role in helping politicians keep the public informed about their political activities. Social media is a powerful tool that politicians use for political purposes, as it possesses the ability to influence vast audiences (Alam Sukma, 2019).

Researchers often rely on references to conduct their own research. These references are considered relevant enough to be used as a basis for writing their research papers. For instance, Alvin Silvanus' research in (2019) shed light on the political image management of the vice presidential candidate couple, Prabowo Subianto and Sandiaga Uno, on Instagram during the 2019 Presidential Election. Silvanus' study aimed to analyze the Instagram accounts of both political figures and determine the image they were trying to build. The content analysis method was used to evaluate the candidate's ability, personal life, attacks on political opponents, use of colloquial language, and

emphasis on certain issues. One of the study's interesting findings was that both Prabowo and Sandiaga used Instagram as a tool to build their political image.

Mulyani (2021) explained the role of social media in political marketing, with a significant increase in the use of social media correlated with the ease of introducing and persuading people. This study aims to analyze Tsamara Amany Alatas' content on her personal social media accounts during the 2019 general election campaign. This research uses qualitative methods and text analysis. Researchers adjusted the content uploaded on Instagram and Twitter with the political branding and brand personality that Tsamara formed on her social media accounts. This research looked at the different types of content Tsamara created on her Instagram and Twitter social media accounts.

It has come to the attention of researchers that there is a unique and understudied topic in the realm of politics - the media management of politicians. This is an urgent area of research that needs to be explored further. The creative process and media management are crucial in order to create effective communication that is delivered in the right way and through the right media channels.

2. Method

The conducted research aims to thoroughly investigate the subject matter by gathering facts and data directly from the field. Its objective is to comprehend the events surrounding the research subject, such as behavior, actions, and factors that contribute to the occurrence of the event.

The research conducted in this study is based on a case study methodology. Case studies are employed to provide a comprehensive understanding of various aspects of an individual, group, organization, program, or community situation being studied. Researchers use this approach to examine and scrutinize all possible factors related to the case under study (Yin, 2019) In this particular research, a case study approach was used to explore the social media management strategies that have been implemented. The objective of using qualitative descriptive research was to collect information and data related to the social media management of official political accounts in West Java. The data was analyzed to provide readers with a clear understanding of the case study

In this study, the researchers primarily relied on direct interviews with Hilal Hilmawan as their main source of data. However, to support this study, they also utilized secondary data sources from documentation research conducted by other researchers. The analysis technique employed in this study was the interactive analysis technique, which is a data analysis model developed by Miles and Huberman. This process consists of three stages of activities that occur simultaneously: data reduction, data presentation, and drawing conclusions. (Prastowo, 2012).

Researchers often use data source triangulation techniques to ensure the accuracy and reliability of their research findings. This involves comparing and cross-checking information obtained from multiple sources, such as comparing different views of the same subject and cross-referencing interview results with document studies. The goal of this triangulation technique is to obtain more precise data and gain different perspectives from each source of information. This approach is crucial for researchers to obtain more comprehensive and reliable data for their studies. (Moeloeng, 2004).

3. Result and Discussion

Digital media refers to a content format that can be accessed by digital devices, created, viewed, distributed, modified, and stored on digital electronic devices. The content distribution model of digital media disseminates information in real time. With the increasing popularity of user-generated content, digital media channels are becoming more diverse. The internet, as an example of digital media, has the ability to create new identities and cultures that we refer to as virtual culture and identity. Anyone can use digital media, anywhere, and for any purpose, including using it for positive things (Ningrum et al., 2021).

Digital media has created an open space for everyone to participate in media consumption and production. Thanks to the various benefits of digital technology, all aspects of human life today are undergoing digitalization, including the media industry. The advantages of digitalization in media management include improved efficiency, productivity, creativity, accuracy, and timeliness, as well as the ability to create and store digital archives (Ikhwan, 2022).

Hilal Hilmawan, as a member of DPRD, recognizes the significance of social media in today's digital age. He actively participates in social media platforms to engage with citizens, answer their queries, and discuss important issues. His content focuses on accuracy and usefulness, intending to provide relevant information to his constituents. With this approach, Hilal Hilmawan aims to establish a transparent and positive relationship between himself as a representative and the community.

Planning is a crucial process of organizing and linking facts and assumptions about the future by defining and formulating the necessary steps to achieve the desired results effectively and efficiently (Taufikin, 2017). The head of the goal-setting process is Hilal Hilmawan, and the objective of the plan is to expand the scope of communication with constituents through social media. Social media is expected to be an effective tool for reaching all segments of society and disseminating information about policies and Hilal Hilmawan's accomplishments. To select the appropriate social media platform, the age of the target audience should be taken into account. In this case, the target audience is divided into two age groups: young and old. Social media platforms such as Tiktok and Instagram are used for younger people, while Facebook is used for the elderly, and YouTube is a combination of both.

According to Hilal Hilmawan, identifying the target audience is a crucial factor in planning. In this case, the intended target audience is the people of Indramayu Regency, Cirebon Regency, and Cirebon City, or DAPIL 12 West Java. To increase awareness, Hilal Hilmawan uses non-politically charged entertainment content that follows several rising trends. Additionally, using ads such as Facebook ads is another strategy that is employed to target a more specific audience.

Hilal Hilmawan's media management has planned out a strategy that is based on theory. The set audience goals are specific, namely the DAPIL 12 West Java community. The strategy also includes increasing audience awareness to boost engagement. Furthermore, using Facebook ads is one way of developing social media.

Effective organizing requires the presence of sufficient human resources, funds, and procedures, as well as clear coordination and direction. The responsibility of team organizing lies with Hilal Hilmawan. A proportional organizing system in media management can enhance creativity by facilitating smooth communication and interaction between individuals and work units. With good communication, solid management can be achieved, and goals and objectives can be optimally accomplished (Taufikin, 2017).

Hilal Hilmawan focuses on empowering local youths who possess social media management skills for recruitment purposes. As for budget allocation, there is no specific breakdown of expenses. Hilal Hilmawan utilizes pre-existing tools for production and relies on volunteer human resources. The schedule for content production takes into account Hilal Hilmawan's activities. The division of labor and authority among members is based on their respective abilities. While organizing is in line with theory, budget allocation has not worked well due to the lack of a specific breakdown. This needs to be addressed to improve the organization's overall functionality.

Actuating involves producing and publishing content. According to Agatha, the production team, the production process followed the activities of Hilal Hilmawan during his visit to the DAPIL 12 area. The production process was carried out when Hilal Hilmawan was off from his main job as a member of the West Java DPRD. The published content is tailored to the intended social media platform and its corresponding audience age group. Part of Agatha's responsibilities includes interacting with the audience by responding to comments, questions, and feedback. However, it is not uncommon for Hilal Hilmawan to also engage with the audience.

The implementation carried out works well based on the theory that stimulating members to perform tasks with enthusiasm and goodwill leads to successful implementation (Taufikin, 2017). All production and publication processes are going smoothly according to the established plan. Content publication is done in accordance with the defined plan, and interaction with the audience is going smoothly without significant obstacles. The comment response is also proceeding without a hitch, thanks to the good coordination between Hilal Hilmawan and Agatha.

In management, control is essential to ensure the optimal achievement of planned goals and the smooth implementation of strategies. Hilal Hilmawan's media management team continuously supervises the implementation of strategies, monitors performance, identifies problems, and works

toward improvement. Team members coordinate and make necessary corrections based on Hilal Hilmawan's direction and approval, in case of any issues. Additionally, the team always keeps an eye on metrics related to follower growth and user engagement for monitoring purposes

The management approach adopted by Hilal Hilmawan for his media control is based on the theory that control is linked to efforts to regulate and improve quality. If supervision detects any deviation, corrective action must be immediately taken, which can involve revising planned standards, enhancing implementation, modifying the measurement method, or changing the interpretation of deviations (Taufikin, 2017)

Evaluation is a crucial aspect in determining the effectiveness of the planning and strategies that have been prepared. The results of the evaluation can be used to identify corrective measures and plan future programs (Taufikin, 2017). According to Tohirin, the strategy implemented was quite effective in reaching the people of DAPIL 12 West Java, and even some outside the area. The number of views and audience engagement was as expected, but there are still weaknesses in attracting viewers on YouTube.

Hilal Hilmawan produces various types of content, but the content that attracts the most audience attention is related to infrastructure development such as road and bridge construction. Hilal Hilmawan usually collaborates with the surrounding community in this type of content. Entertainment content is also a popular genre among the audience. The most effective social media platforms for Hilal Hilmawan are Instagram and Facebook. These platforms have the highest audience engagement, which can be measured by the number of impressions, likes, comments, and shares.

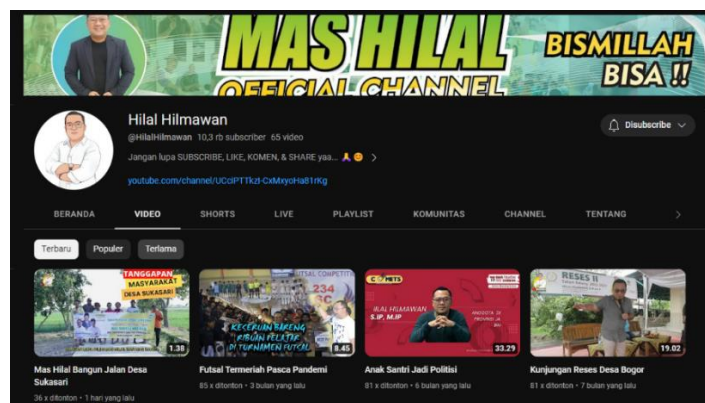


Fig. 2. Social Media Youtube Hilal Hilmawan

Source : <https://www.youtube.com/@HilalHilmawan/about>



Fig. 3. Social Media Youtube Hilal Hilmawan

Source : <https://www.facebook.com/hilal.hilamawan>

The evaluation that was conducted followed the theoretical framework and was consistent with Tohirin's vision as a creative team. According to Tohirin, the implemented strategy was quite effective in engaging with the DAPIL 12 community. The number of views met expectations, however, Tohirin acknowledges that there are still shortcomings in reaching viewers on the YouTube platform. Despite having more followers on YouTube than on Facebook and Instagram, Hilal Hilmawan realizes that there is room for improvement in reaching its target audience.

4. Conclusion

Hilal Hilmawan's media management process involves several key stages. Firstly, during the planning stage, specific goals were set to target audiences in the Indramayu Regency, Cirebon Regency, and Cirebon City (DAPIL 12 West Java). Social media platforms suitable for the target audience's age group were utilized. Hilal Hilmawan's strategy includes not only political content but also entertainment content and trending topics. To achieve more specific targeting, Facebook ads were implemented. In the organizing stage, Hilal Hilmawan relied on the available human resources to manage social media, but there were some challenges in managing budget allocation. In the implementation stage, the content production team worked with Hilal Hilmawan's visit schedule and free time, as he is a member of the West Java DPRD. Continuous monitoring, problem identification, and immediate corrective action are the key elements of control. In the evaluation phase, it has been observed that the strategy implemented has been quite effective in reaching the audience of DAPIL 12 West Java, with a focus on infrastructure development and entertainment content. However, there are still some challenges in attracting viewers on the YouTube platform.

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