

## Optimizing Social Media Platforms as Information Dissemination Media

### Optimasi Platform Media Sosial sebagai Media Diseminasi Informasi

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#### Abstract

*As a government agency that plays a central role in regulating the entire state budget and revenue (APBN), the Ministry of Finance needs public support and trust. Therefore, it is necessary to disseminate all government information to the public. One way that can be done is the use of social media as a platform in conveying information to the public. Through research using the constructivist paradigm with a qualitative approach and descriptive content analysis, it is expected to illustrate how the Ministry of Finance optimizes the advantages of each social media platform to disseminate government information to the public. The results of this study are presented in the form of strategies for optimally utilizing social media so that they can be an example for various ministries and other government agencies to support the success of the country's current goal of becoming an Advanced Indonesia.*

**Keywords:** Information dissemination; social media; Indonesian finance ministry

#### Abstrak

*Sebagai instansi pemerintah yang memegang peranan sentral dalam pengaturan seluruh anggaran dan pendapatan Negara (APBN), Kementerian Keuangan sangat membutuhkan dukungan dan kepercayaan masyarakat. Oleh karena itu, perlu sekali adanya diseminasi seluruh informasi pemerintah kepada masyarakat. Salah satu cara yang dapat dimanfaatkan adalah penggunaan media sosial sebagai media dalam menyampaikan informasi kepada masyarakat. Melalui penelitian dgn menggunakan paradigma konstruktivis dengan pendekatan kualitatif serta analisis isi deskriptif diharapkan dapat menggambarkan bagaimana Kementerian Keuangan mengoptimalkan keunggulan setiap media sosial untuk melakukan diseminasi informasi pemerintah kepada masyarakat. Hasil penelitian ini berupa strategi pemanfaatan media sosial secara optimal agar bisa menjadi contoh oleh berbagai kementerian dan instansi pemerintah lainnya untuk mendukung kesuksesan tujuan negara saat ini, yaitu menjadi Indonesia yang Maju.*

**Kata Kunci:** Diseminasi informasi; media sosial; Kementerian Keuangan Indonesia

## Introduction

The presence of digital technology has led to the transformation of various conventional media into digital media. This is due to the changing habits of the people who previously used conventional media. Now they are turning to use digital media to meet their needs, especially the need to access information. Clear evidence of this change can be seen from the rapid annual increase in the consumption of digital media. Indonesia is no exception. As the third most populous country in the entire world, digital media users in Indonesia can be considered very large. According to the Digital report in 2019, the result of the collaboration of Hootsuite content management services and the social media marketing agency We Are Social is that 56 percent of people in Indonesia consume information through digital media. Moreover, according to the data, digital media users in Indonesia increased up to 13% compared to last year (Tekno.kompas.com, 2018). These data indicate that the people in Indonesia have utilized digital media in their various daily activities.

However, concern for the death of conventional media in the future is also not proven. Digital media and conventional media have their respective advantages or advantages. This is evident from the data presented in Nielsen's research report that showed that the consumption of digital media and conventional media currently complement each other in everyday life. Nielsen's data showed that the use of digital media and conventional media varies from generation to generation. First, generation Z, with a lifespan of 10-19 years with 97%, as many as 50 percents of them access the internet or use digital media. Then, 33 percent listened to the radio, and 7 percent watched television. The remaining 4 percent read print media. In Millennials (20-34 years), 96 percent of them watch television, and 58 percent access the internet. The opposite is Generation X (35-49 years), who watch television (97 percent), listen to the radio (37 percent), and access the internet (33 percent) (Ekonomi.kompas.com, 2018). Surprisingly, The data shows that digital media and conventional media complement each other, and their use depends on the habits of the people in each generation. Both digital and conventional media have their respective advantages so that everyone will still consume both media according to their needs.

Although people still use both media according to their needs, the influence of globalization affects various elements of society (McQuail, 2003). Various agencies, companies, and organizations use digital media predominantly to assist and support their daily operational activities. For example, for companies, digital media is beneficial in the process of selling, advertising, and online services that are more instant, fast, and practical. In addition, the use of digital media can also be used to accelerate the management of issues within the company. This is because Digital media is high-speed for gathering information and spreading information quickly. Digital media is also considered as a direct channel in communicating with the public without being mediated through institutionalized mass media (Dirjen IKP Kementerian Komunikasi dan Informatika, 2018).

The advantages of this digital media are also stated by Ashcroft, Macintosh, and Sallot (Hanafizadeh, Payam, and Behboudi, 2012). They said, "the internet offers several advantages when compared to other media, including speed of communication, almost immediate product delivery, interactivity, customization, and personalization: it can improve productivity, efficiency and issues management."

The internet also provides an ideal forum for group communication and interaction. This means that digital media connected to the internet can be utilized by all

parties to increase productivity, be more efficient, and as a strategy for managing issues quickly. Moreover, digital media offers very high interactivity so that it is beneficial for practitioners in monitoring and disseminating information related to organizational interests so that practitioners are increasingly demanded to be more responsive.

The development of technology continues to roll and provides its own challenges for various agencies/companies, both government agencies, and private companies, to be able to continue following and adapting to these developments, not only knowing what is happening but also designing what will be done with developments that have occurred in the future (Kompas.com, 2017). One of the digital media that is often consumed is used by the public and various agencies to disseminate information and access information is social media.

Social media is a mass self-communication media that allows all users to get information and disseminate information to the public quickly and with unlimited reach. The many benefits that can be obtained by accessing social media are what gets its users in Indonesia increase from year to year. Information dissemination studies have shown that social groups are structured around a small number of influential individuals with many friends who enjoy above-average social power and can sway the attitudes, opinions, decisions, and actions of other group members. Highly influential individuals are characterized by one or a combination of three independent traits: strong social communication skills (e.g., charisma, empathy), expertise (in their field), and social connectivity (many social ties) (Goldenberg, J., Han, S., & Lehmann, 2010).

The media for information dissemination that is currently often used by the government is social media. Social media has a platform advantage that can publish images and text messages precisely (Nasrullah, n.d.). Even in social media, there is a place to interact directly with the public, namely in the comment box. This efficiency has encouraged many government agencies to start using social media as a media for information dissemination, and the Ministry of Finance is no exception.

The Ministry of Finance is a government agency that handles and makes micro policies in Indonesia. Here the finance ministry is considered to have a central role because it regulates state finances. In making certain policies or programs, a government agency certainly needs the cooperation of various parties, especially from the community. These policies and programs need to be known and understood by the whole community. Here, the importance of information dissemination activities is carried out by the Ministry of Finance to the wider community as a form of accountability of a State institution. According to the finance minister, Sri Mulyani, the Ministry of Finance is very committed to public trust so that with the existence of social media as a media liaison between institutions and the community, it will certainly be very beneficial. Therefore the Ministry of Finance is very concerned about the use of social media as a government-community communication media.

The commitment of the Ministry of Finance to use social media finally gave good results. The success of the communication strategy from social media is that the Ministry of Finance has been named the most transparent Government institution. This means that this is a form of accountability for the implementation of the Ministry of Finance's tasks to the people of Indonesia (Kemenkeu.go.id, 2018). Accountability is partly due to optimizing the use of social media by the Ministry of Finance to convey various information about State finances transparently (Hariyanto, 2018)

In addition to receiving the award as the most transparent institution, the Ministry

of Finance also received various awards in the highest peak of appreciation for the people of 'public relations (PR) in the PR Indonesia Awards (PRIA) 2018. At the appreciation event, the Ministry of Finance won the highest award (platinum) and won several categories ranging from Gold, Silver, and Bronze. The winner covers various aspects that are assessed, including Website, E-Magazine, and Social Media. The Institution's Social Media here won an award in the Silver category (Suwiknyo, 2018).

Other achievements that were also obtained by the Ministry of Finance were successive winners in the 2017 Public Relations Media Award (AMH) event held by the Ministry of Communication and Information. The winner obtained was assessed from various aspects of public relations activities carried out by the Ministry of Finance. Public relations activities include the management of social media, websites, and e-magazines from the Ministry of Finance, which are considered adequate in maximizing the use of these media to realize the accountability of government institutions.

Social media is the latest interactivity media that has the most significant potential to create active direct communication between the government and its people without space and time restrictions (Susanto, 2017). Social media itself has been trending in the community; this is consistent with the results of a survey conducted by the Ministry of Communication and Information Technology (Kemenkominfo), which revealed that internet users in Indonesia currently had reached 63 million people. Of that number, 95 percent use the internet to access social networks. The increasing use of social media in Indonesia is an opportunity for government agencies, especially the finance ministry.

This research will illustrate the Ministry of Finance's strategy in optimizing its social media in information dissemination activities to the public, which can contribute to providing advice and input to other government agencies in utilizing social media as much as possible so that there is no information gap in the community. This strategy can be an example or role model to be applied for the use of social media in other agencies. Then this research can conceptually contribute to the development of the concept of information dissemination associated with information theory in social media, such as what will be input for other researchers who want to conduct similar research and raise the concept of information dissemination and information theory.

Because of this basis, it is essential to research the strategy of optimizing social media by the Ministry of Finance as a media for information dissemination aimed at minimizing the information gap between the government and the public. This study aims to perform research on precisely that topic.

## **Method**

This research used the constructivism paradigm. Constructivism begins with the premise that the human world is different from nature, the physical world, and therefore must be studied differently (Lincoln, 2016). Because humans have evolved the capacity to interpret and construct reality, and they cannot do otherwise, the world of human perception is not absolute and is shaped by culture and language construction. (Patton, 2002). The selection of constructivist paradigms in this study is based on the reason that there is a new approach to information dissemination activities. One way is to use social media as a mass self-communication media that usually reaches a broad audience but also allows for interactivity. A new form of the phenomenon of the use of social media by government agencies that aims to reduce the gap of government and community information is a new thing that needs to be raised into a study. Moreover, the strategy in packaging a message in social media makes the public understand well the government

information which is generally considered difficult by most people.

This study used a qualitative approach in researching and analyzing forms of information dissemination packaged in a message on social media (Crozier et al., 1994). According to Patton (2002), this qualitative approach facilitates the study of issues in-depth and in detail. Approaching the field without being limited by predetermined categories contributes to an analysis that is full of openness, depth, and detail in qualitative inquiry (Moleong, 2017). Thus, the researchers aim to get an in-depth descriptive analysis strategy to package persuasive messages so that they can influence the public to participate in the success of government programs.

This study also used a qualitative approach with qualitative content analysis techniques (content analysis). The method used in this research is descriptive (Notoatmodjo, n.d.). A descriptive method is a research method carried out with the primary objective to create a picture or description of a situation objectively (Cresswell, 2018).

Content Analysis is a research technique for making replicable inferences and validity of data by paying attention to the context (Bungin, 2011). Krippendorff (2018) describes content analysis as a research technique for making replicable and valid references from data by considering the context. Frey et al. revealed that the primary purpose of research with content analysis techniques is to describe the characteristics of messages that exist in the public sphere through texts. In content analysis, the research is a message, then allows researchers to choose a significant object of study. The message itself consists of components: words, actions, pictures so that research with content analysis techniques has a wide area to explore the problems that exist in the object of communication research (Krippendorff, 2018).

The source of data for this study was all social media content from the Ministry of Finance, which was observed and documented in the last 1 (one) year period starting from August 2018 to August 2019. The social media subjects studied were all of the social media from the Ministry of Finance, including Instagram, Twitter, and Facebook. The entire contents of the three social media owned by the Ministry of Finance will be further analyzed in this study. In-depth analysis of all components of social media content consisting of verbal and non-verbal messages (both in the form of words, visual images, and so on). In this study, researchers conducted an analysis of all content of social includes visual messages, captions, hashtags, tweets, and statuses.

## **Results and Discussion**

### **Ministry of Finance's Instagram Social Media Content Analysis**

In an analysis of their Instagram account from October 2018 to October 2019, the Ministry of Finance of the Republic of Indonesia posted 283 photos and videos. The Ministry of Finance's Instagram has a particular characteristic on the hashtag that is always present in each of its post content. In total, 13 hashtags always complement the caption of the Ministry of Finance's Instagram social media content. The hashtags include: UangKita, #InfoKeu, #AM2018Bali, #KamusKeu, #KemenKeuMengajar, #IniPunyaKita, #KemenKeuBerduka, #UangKitaDariMana, #UangKitaBuatApa, #MajalahMediaKeuangan, #KemenKeuTerpercaya, #TemenKeu, #SDM Unggul

In this analysis, what we can deduce from the Indonesian Ministry of Finance's Instagram is that they had several themes that are portrayed through the posts. Although not all posts have used hashtags, from all posts analyzed over the past year, 13 hashtags were widely used by the Indonesian Ministry of Finance. The main hashtags were

#UangKita #InfoKeu, #am2018bali, #KamusKeu, #KemenKeuMengajar, #IniPunyaKita, #KemenKeuBerduka, #UangKitaDariMana, #UangKitaBuatApa, #MajalahMediaKeuangan, #KemenKeuTerpercaya, #TemannyaKeu, dan #SDMUnggul. Some posts used hashtags outside of the 13 hashtags above. However, they were only used once and are usually used on national public postings, such as #BatikDay.

Judging from the posts made by the Indonesian Ministry of Finance, it can be interpreted that the Ministry of Finance used its social media very well. The Ministry of Finance of the Republic of Indonesia was amongst one of the most active institutions in their social media, especially on Instagram. This can be seen from the number of posts from October 2018 to October 2019, amounting to 287. This is seen from posts on Instagram feeds that were uploaded almost every day with different discussions. In one post, KemenKeu could get thousands of likes and views, as well as several comments. Typically, the contents of the comments were also positive, ranging from supporting and responding to both the activities and information provided by the Ministry of Finance, although some comments contained criticism. The hashtags #InfoKeu, #KamusKeu, and #UangKitaBuatApa, which became a routine topic every month, indicate that the Ministry of Finance of the Republic of Indonesia used Instagram as a medium to provide transparent information about the management of the State finances that must be known by the people of Indonesia.

One of the posts that get the most likes, views, and comments were a post on October 13, 2019. The post uploaded a video of President Joko Widodo in the AM 2018 Bali event. The video explains that developed countries are too busy to compete, using an analogy from the film Game Of Thrones. Therefore, Indonesian people should support each other and work together to prevent the destruction of the world due to uncontrolled global climate change. The post got 11,231 likes, 81,675 views, and 504 comments. The average comment from this post said that Indonesia is proud to have a President like Mr. Joko Widodo and is amazed at the contents of the speech delivered by the President of the Republic of Indonesia.

One of the characteristics displayed by the Ministry of Finance of the Republic of Indonesia in managing its Instagram content was the consistent use of templates. In each post, the Ministry of Finance logo of the Republic of Indonesia was placed on the top left, and the website of the Ministry of Finance, [www.kemenkeu.go.id](http://www.kemenkeu.go.id), was placed on the lower left. It is a good move as it highlights its brand in each picture they post. If there is someone who wants to use the photo as a reference, people will know the source of the picture. Also, the website present at each picture gave access to the public to gain more insights about the Ministry of Finance of the Republic of Indonesia. Then the public can find out more information by accessing the website address.

No unique color tones were found; each post only showed the original color of the object displayed. Another characteristic can be seen from the use of hashtags used by the Ministry of Finance of the Republic of Indonesia in almost every post, including #UangKita. In dividing the focus of the discussion topic, the Ministry of Finance also used the 13 hashtags described above. From the way it is explained, it is pretty apparent that Indonesia's Ministry of Finance aimed to explain in more depth how the State Budget was used. In #UangKita, it was also often used to explain the activities carried out by the Minister of Finance of the Republic of Indonesia Sri Mulyani and the programs she was carrying out for the nation.

One of the strategies used by the Ministry of Finance of the Republic of Indonesia in managing Instagram content was to involve followers in producing photos and videos

that will be uploaded by their Instagram Account. Just as when discussing state money used for education through the existence of LPDP scholarships, the Ministry of Finance did not produce uploaded photos themselves but reposted photos tagged by their followers. This can be seen from the caption of the post that said, "Thank you, friends, for the photo" and tagged the person who owned the photo. In this case, the Ministry of Finance utilized content created by the public as well as citizen journalists to become content on Instagram. With this, it can build interaction between followers with the Ministry of Finance's social media team and also more likely to be shared or reposted by the account owner and also followers/people who know the account owner.

Another strategy is to use the everyday language of the Millennial Generation. This might be done to target Instagram users, most of whom were Millennials. Although the language used tended to be more casual, it still did leave a formal impression, as with the #Temankeu tag, which was used to greet Instagram followers of the Ministry of Finance. The word "Teman" was chosen because it is formal and following KBBI. However, it illustrated the closeness between the Ministry of Finance and its followers. Some of the contents posted by the Indonesian Ministry of Finance was also explicitly intended for the Millennial Generation.

In addition, the strategy for the use of social media was also used by the Ministry of Finance to publish a synopsis or short excerpt from the Media Finance Magazine published by the Ministry of Finance of the Republic of Indonesia every month. This can be seen by the fact that there was always content that contained a few pages in Media Finance Magazine every month of the Ministry of Finance's Instagram post. This is good because the Financial Media Magazine contained interesting and informative topics, but not everyone had the opportunity to be able to read the Financial Media Magazine directly in printed form. For this reason, the Ministry of Finance created the digital version and utilized social media such as Instagram to disseminate information.

The weakness of the Ministry of Finance's social media, especially on Instagram, was the lack of interaction between the Instagram account @kemenkeuri and their followers. It can be seen that many followers asked questions and also provided criticism to the Ministry of Finance through the comments column in every post. Due to the lack of response from the admin, then the questions and criticisms were not delivered optimally. Many times the Official Instagram Account of the Ministry of Finance posted questions and polls which were never responded once the comments were made.

It is better if these comments are responded to create a functional interaction between the Ministry of Finance and the community. The recommendation for the Indonesian Ministry of Finance is to add light topics that are likely to increase community engagement and interaction, such as quizzes and content that relates to something that is being viral in the community. Quizzes were held several times on Instagram story content. However, the quiz can also be held on Instagram feeds so that enthusiasm and interaction can be seen.

### **The Facebook Account of the Ministry of Finance**

In an analysis on the Ministry of Finance's Facebook account from October 2018 to October 2019, the Ministry of Finance has posted more than 800 post content, both in the form of live videos, some in the form of pictures with captions/descriptions of stories, or just descriptions or story. Similar to their Instagram, the Ministry of Finance's Facebook account had a peculiarity on the hashtags that were always present in every

post content. In total, 5 hashtags always complemented the captions of their content. The hashtags included #UangKitaBuatApa, #InfoKeu, #Live, #KamusKeu, #KemenKeuMengajar

Besides, there were also other tags, namely #APBN2019, #APBN2020, #UangKita, #TemenKeu, and others. The hashtag was tailored to the story or information that would be conveyed on Facebook.

From the results of the Ministry of Finance Facebook Analysis, each content has its characteristics that were divided into five tags. #UangKitaBuatApa provided information about the state budget. #InfoKeu tag provided information about the activities of the Ministry of Finance, such as Sri Mulyani's visit to the State Financial Polytechnic of the College of Accounting, to remind students to respect each other. The language used in this content was quite formal (sometimes informal) but also adapted to the contents of the content.

Then #LIVE, which usually shared live videos of the activities of the Ministry of Finance, usually used formal language and was very short, but always provided the date and year at the end of each caption. Another content was #Kamuskeu, which contained valuable information for citizens, including information on Kartu Jakarta Pintar (Indonesian Health Card), shared with the formal language. Thus, all audiences will understand easily. Lastly, #IniPunyaKita shared about all provinces in Indonesia and their uniqueness.

In addition to that, one of the uniqueness of the Ministry of Indonesia's Facebook Account was the content with #Infokeu Hashtag, which shared surveys for citizens to fill <https://www.kemenkeu.go.id/surveidigital>. The kind of pictures posted on the Media varied, with sometimes the use of Animated pictures and Realistic pictures on the count of up to eight pictures per post. There was also a source of reference attached to pictures that are not initially theirs.

Then, another unique thing was the #InfoKeu content captions. The caption was very long compared to other content because it was informational and provided more news value related to the activities of the Ministry of Finance. Compared to other contents, #Infokeu caption can reach 10 paragraphs. In each caption, usually, the Ministry of Finance provided a link so that readers can read it in more detail, and then ending it with the hashtag. The Ministry of Finance's caption on Facebook also often included interviews. The content on the Ministry of Finance's Facebook account was made as detailed as possible with the aim that the public can read in detail every information contained in this Media. Mainly, because the audience of the Ministry of Finance's Facebook account was more than thirty-five years old on average, so it made Facebook an alternative to reading news than newspapers or online news portals. Messages that were more detailed and structured can also be shared by the viewers, as the articles were written strictly follow journalistic rules.

In addition, the Facebook Page of the Indonesian Ministry of Finance also included special posts on public holidays or special events. The admin usually prepared special pictures or videos to be posted on the relevant days. To address audiences on Facebook, the Ministry of Finance used the word #Temankeu to get closer to their followers, although there is not always the word #Temankeu in every post.

Based on data collection from each Facebook content over the past year, the Facebook content that increased engagement, as opposed to the others, was #LIVE content. This could be seen when the viewer for one post on the 2019 APBN Press Conference at the Auditorium of the DGT Office reached 15.000 on Wednesday



(10/31/18). The strategy they used, which was proved useful, was the use of #APBN2019 hashtag, which enables Indonesian Citizens to view this piece of content all over the country.

What is even more unique is that when the Ministry of Finance uploaded photos or content related to the Minister of Finance Sri Mulyani Indrawati, it always received the most likes compared to other contents. One example is a post in October 2018, which portrayed the Minister of Finance Sri Mulyani Indrawati being named the Finance Minister of the Year, East Asia Pacific in 2018, according to Global Markets magazine. Sri Mulyani Indrawati was able to receive the award because of her brilliance in creating regulations that stabilized the economy despite global economic uncertainty. These posts were able to get up to 1.3K likes compared to other content, which on average, usually only reached hundreds or dozens of likes. Besides, many interactions happened in this content. It showed that this content was so close to human life and constructed popular issues in Indonesia citizens. This research's result is related to the result's research from Simangunsong (2016) that showed that the interaction model could be established if the content of the message delivered following the wishes of communication. It was often obtained a description of the interaction that can be done by users against other users so that the purpose of the use of social media can be achieved (Simangunsong, 2016).

### **Ministry of Finance Twitter Account**

Compared with Facebook and Instagram, twitter helps in posting even more pieces of content. This is because Twitter contained 140 characters so that the content posted on Twitter in one activity can be broken down into several threads. In an analysis of the Ministry of Finance's Facebook account from October 2018 to October 2019, the Ministry of Finance has posted much content in the form of live videos. Also, the ministry also posted some in the form of images with caption/description of stories, or just a description of the story. Similar to Instagram and Facebook, the Ministry of Finance's Twitter has a peculiarity on the hashtag that is always present in every post content. In total, 6 main tags always complement the caption of the Official Twitter of the Ministry of Finance. The hashtags include: #InfoKeu, #MenkeuSMI, #KamusKeu, #TemanKeu.

Twitter has a unique feature that allows live videos to be published to the public, especially if there are activities that are needed to be directly distributed to the community. Twitter itself has high actuality characteristics, so that any users, both personal and institutional, are required to update information precisely and quickly (real-time). Even these activities must be published in seconds or minutes from the event. This is where twitter stands out from other social media, i.e., the speed of information being passed on to the public.

In addition to the real-time message, Twitter has the peculiarity of the possibility for users to create greeting content. This is an excellent way to interact with followers. Every "good morning" post on the Ministry of Finance Twitter account received at least ten comments and even more than 70 comments. In one month, there were at least 15 posts and at most 22 content greeting "good morning."

However, sometimes the "Good morning" posted on Twitter was too short that it did not attract engagement. The times when quotes and analogies were added to the "good morning" posts, the engagement increased.

### **Ministry of Finance's Strategy in Optimizing Social Media Utilization in Information Dissemination Activities**

The Ministry of Finance has implemented various strategies to utilize social media as a means of disseminating information from the government to the public. In this case, the strategy of compiling social media content becomes essential for a government agency. Social media content consists of visual images, videos, captions and statuses, hashtags, and certain emoticons. Each content varies from one to another, depending on the goals, characteristics, and creativity of each user. However, for an agency or institution, such as the Ministry of Finance, social media is used to create accountability. As a result, the public knows what the government is doing and can increase trust and support from the public. Each social media has different content characteristics that are tailored to their respective platforms. The details of the description of the content in each of the Ministry of Finance's social media platforms include:

#### **a. Text and Hashtag Messages**

Text messages in every social media platform have different forms, as in Instagram, text messages are called captions. In Twitter, a text message is called a tweet, while on Facebook, social media text messages are written in the status column. In every social media post of Ministry of Finance, there were similarities and differences related to text messages written. The first strategy was the use of the #temenkeu greeting, which became a routine when greeting their followers on social media. The #Temenkeu greeting here is very specific, which means they wanted to appear friendly to all the people consuming the content.

The second strategy was the peculiarities of writing information published on 3 (three) social media, namely Twitter, Instagram, and Facebook, as a company's press release standards. However, the major difference is for Twitter; sometimes, the message is more abbreviated or written in a few tweets. Furthermore, text messages in the Ministry of Finance social media, especially on Twitter, Instagram and Facebook have 4 (four) types of information categories, including 1) information about financial products and their terms, 2) information about events, 3) information about the allocation of state money 4) Information about the depiction of the state money allocation.

#### **b. Visual Content**

The visual content referred here is the specificity of the content of the videos and photos published by the Ministry of Finance in each of its posts on social media. In presenting its visual images, the Ministry of Finance mostly displayed photographs with high artistic value and has a certain meaning. The visual image was displayed in the form of full photos taken with an interesting angle and looks very professional. Although it looked very artistic, the visual images that were displayed were always strived to be consistent with the caption or text message conveyed to the public in social media. Furthermore, easy to understand infographics are also available if information about the accountability of the government budget is conveyed to the community. The Ministry of Finance always strived to use language and forms of data presentation that are easily understood by the public.

In addition to photos, visual images displayed on the Ministry of Finance social media were in the form of videos. Videos were mostly used to show the results of the realization or use of government budget/public money for the development and welfare of the Indonesian people. The message was packaged in an interesting video concept or towards the likeness of a social campaign that aims to attract audiences to continue to

support the government and realize public trust in Indonesian society itself. Besides that, there were also forms of video that are real-time or live streaming. Most live streaming videos were about the activities of Ms. Sri Mulyani (Minister of Finance) or other Ministry of Finance activities that are important for the public to know. Both types of videos were always available and turned into permanent contents throughout the Ministry of Finance social media.

Furthermore, the most striking feature in the Ministry of Finance social media was the consistent template of visual content set in the form of photos and infographics. The template was the Ministry of Finance logo in the top left corner, the Ministry of Finance website information in the lower-left corner, and the blue and yellow lines taken from the outer line of the Ministry of Finance logo. The Ministry of Finance actively strived for templates not to interfere with the visual images displayed so that the meaning of each image remains conveyed, but the identity of the Ministry of Finance itself remained intact in every visual content displayed.

Based on the explanation of text messages and visual content from the Indonesian Ministry of Finance social media, it can be summarized that a government agency can apply eight strategies retrieved from The Ministry of Finance in optimally utilizing social media for information dissemination activities to the public, namely:

- 1) Composing messages that have a high proximity element (language that is easy to understand, examples that are close to the community, themes about humanity). Text messages used across social media was always written in languages that were very easily understood by all people with different intellectual levels, e.g., the State Budget is translated into Our Money or Uang Kita. Another example is that the benefits of the State Budget for the State that is translated into concrete examples in the community, such as the use of state funds to establish schools, transportation facilities, and infrastructure.
- 2) Publishing real-time messages (Live streaming video) on Twitter and Facebook. Communities need Real-time messages in the process of information dissemination at this time because communities need to know what activities are carried out by the government. Real-time messages are usually displayed in the form of live streaming videos published on Twitter and Facebook. Today's society has portrayed social media as TV of the future, where they can see all live program shows.
- 3) Publishing messages by raising notable icon figures from the Ministry of Finance, the Minister of Finance of the Republic of Indonesia: Mrs. Sri Mulyani. All the messages sent by the Ministry strongly emphasize a key figure in its organization. This is done to create public confidence that the right person leads the ministry with a high level of credibility. Every Government agency today should send not just what they do regularly but also raise such figures and create their positive image in the media.
- 4) Creating visual synchronization with captions on social media content. In the dissemination of information, all visual content must be aligned with the text message or the caption presented. This is intended so that what is conveyed does not have a double meaning and does not confuse people about the core message that they want to convey.
- 5) Providing detailed information on events that are considered essential to know. In information dissemination activities, there needs to be detailed information that needs to be conveyed and presented on one of the government agencies' social

media. One social media that can convey as much detailed information as possible is Facebook. They are very dominant amongst the Social Media industry, and their audience on average are above 35 years. News that is shared here is not short messages, but complete, press-release like messages from the Ministry. Using this strategy, the Ministry is not just targeting audiences that require short messages but also those who need complete information about a selected topic. Usually, agencies assume that putting information on their website is enough, but uploading them on the official Social Media page creates more trust and credibility.

- 6) Message packaged in the form of storytelling. In the theory of information shared in 1964 (Wells, 2011) strongly emphasizes the congruency of meaning amongst the encoder and the decoder. Here, the ministry of Finance, as an encoder, needs to figure out strategies so Financial terms which are seen as complicated by the public to become easily understood and accepted. One strategy the agency has used is by Storytelling, which is to package complicated terms in the form of easy to accept stories. For example, the use of State Budget in the Uang Kita content form being used to provide scholarships to students until they graduate High-school, Graduate school, Post-graduate school, and doctoral degrees. The message is packaged in such a way that the public who notices are able to see the State Money being used in the right way. Moreover, they want to create the hope that everybody from all walks of life is able to experience education using the money the people pay as taxes. This is what Shannon and Weaver said in 1964 as an effective communication strategy.
- 7) Interactive message production. This refers to the Information theory delivered by Shannon and Weaver (1964), which is described in the Interactive communication model. Social Media messages need to induce a high level of interactivity as well. Interactivity in social media will increase engagement, which is the highest indicator in evaluating the performance of government social media. Therefore, in presenting social media contents, messages need to induce activity in the commentary box and increase engagement.

Other agencies can utilize these seven strategies to reduce community disparities and increase community support.

## Conclusion

The purpose of the Ministry of Finance to use social media is to disseminate information to the public, with their central vision to maintain and enhance the Public Trust. This is because the Ministry of Finance is the center of the regulation of the State budget and the determinants of microeconomic policies in Indonesia, so public support is vital for them. Efforts made by the Ministry of Finance to get public support is by optimizing the existing communication media, one of which is by utilizing social media. There are 5 (five) social media owned by the Ministry of Finance, namely Facebook, Twitter, LinkedIn, YouTube, and Instagram. However, this study only focuses on the three most important social media, which are Facebook, Twitter, and Youtube.

A government agency can optimally utilize social media for information dissemination activities if communication is made as a policy, not just a supplement. The point here is that every agency needs to thoughtfully plan and strategize for the use of its communication media, one of which is social media. The Ministry of Finance's Social Media is usually managed based on a large agenda to be conveyed to the public.

In these two years, the big agenda that was presented was related to the APBN or #UangKita. From that big agenda, content planning tailored to each target audience, and the advantages of each social media feature was revealed. In light of that, the use of social media should be carried out optimally, especially as an effort to disseminate information to the public. To disseminate information, the information conveyed by the Ministry of Finance includes 1) information about financial products and terms, 2) information about activities, 4) the results of the allocation of state money

This research concludes that the way the Ministry of Finance maximizes social media is by various social media content packaging strategies. The first is by composing messages that have high proximity elements (language that is easy to understand, examples that are relatable to the community, themes about humanity). The second is by publishing real-time messages (Live streaming video) on Twitter and Facebook. Another strategy conducted is by publishing messages by raising the icon figure from the Ministry of Finance, the Minister of Finance of the Republic of Indonesia: Mrs. Sri Mulyani. The fourth and fifth is by maximizing visual synchronization between captions and content and making detailed info on themes that are considered essential to know. The sixth strategy found is by messages shared through story telling, and the last is by producing interactive content. These are seven strategies that can be used as an example for other institutions in using Social Media to reduce community disparities and increase community support. With the seven strategies implemented by government agencies, not only the Ministry of Finance but also other government agencies, information gaps in the community will reduce. This is also a successful strategy for information dissemination activities that will ultimately create public support and public trust in the government in the present and the future. This strategy can be emulated and realized in all government agencies and be an effective structure in delivering messages to create effective communication, as conveyed in Shannon and Weaver's Information Theory.

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