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DEVELOPMENT OF E-GOVERNMENT THROUGH SOCIAL MEDIA IN ENCOURAGING INFORMATION DISCLOSURE AND PUBLIC PARTICIPATION IN THE MAKASSAR CITY OFFICE OF COMMUNICATION AND INFORMATION

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ABSTRACT

This study aims to analyze the development of e-government through social media in encouraging information disclosure and public participation in addition to this study also aims to find out public responses about information disclosure and public participation in the Office of Communication and Information Makassar. This research method combines two forms of approach, namely qualitative using evaluation research methods and quantitative using survey research methods. The results of the research men e-government development through social media refer to measurement indicators using the POST (People, Objective, Strategy, Technique) method as stipulated in the Minister of Administrative Reform and Bureaucracy Reform Regulation No. 83 of 2012. In terms of people, the manager of social media Diskominfo (Communication and Information Office) must know the audience so that the content they create is right on target. Currently Diskominfo social media has shifted from getting as many followers (audience) as possible, to providing quality content that is relevant to the community as an audience, so that they can be involved as individuals as a strategy to maximize the development of social media. social Diskominfo utilizes hardware technology (computers and mobile phones) as well as software technology by maximizing Facebook, Instagram, Twitter, and later Youtube channels to disseminate information and get feedback. The average respondent's response to public participation was 3.73, so it can be explained that e-government development has an influence on public participation. Public Information Openness⁸ responded positively by respondents with an average value of 4.01, which means the implementation of e-government through social media can encourage public information disclosure. Social media managers are expected to maximize e-government characteristics and indicators on each platform so that the services provided to the public can be increased effectively and efficiently.

Keywords: E-government, social media, information disclosure, public participation

INTRODUCTION

One tool that can be utilized in the implementation of e-government is social media. Social media with very high social dynamics allows open communication to various parties with diverse backgrounds and interests. This can be an appropriate tool to encourage information disclosure and encourage citizen participation in building cities. The administration of the government should not neglect the potential of social media (Bryer & Zavattaro, 2011).

The existence of various social media owned by the Makassar city government and mayor officials is expected to increase information disclosure and public participation. However, this cannot be maximized. Evidenced by the results of monitoring and evaluation (money) Information Disclosure of the South Sulawesi Public Agency conducted by the Public Information Commission in 2019, the Makassar City Government only ranks seventh under North Luwu, Parepare, Bone, Sinjai, Bantaeng and East Luwu. Public bodies from districts/cities in South Sulawesi are still on the qualifications to be informative. These results are far compared to 2017 which places Makassar in the third position under North Luwu and Sinjai. While in 2018, Makassar will not participate in this activity.

In addition to the issue of information disclosure that has not been maximized, a study with the title E-Government Rating in Makassar City (2013) by Tamsil shows the results that the implementation of e-government is still not in the good category. Of the 18 SKPDs studied, only one with a very good category, 7 good categories, 7 less and 3 very less. Based on the website assessment conducted by Yunita & Aprianto (2018), from a total of 548 provincial and regency/city governments in Indonesia 543 recorded already has an official website. A total of 483 can be accessed and the remaining 60 inaccessible. This means that around 88% of provincial and regency/city government websites are already accessible. The results of the classification of 543 websites into 4 stages of e-government indicate that 83 local governments are still in the first stage (preparation), 341 in the second stage (maturation), 115 in the third stage (stabilization), and 4 that have entered the fourth stage (utilization).

In general, the understanding of social media is a social structure consisting of individual elements, groups, or organizations that are connected and interact with one another by using information technology intermediaries (Linke & Zeffass, 2013). Meanwhile, according to Abugaza (2013), social media is an internet-based application group that builds on the foundation of ideology and technology and allows the creation and exchange of user-generated content. Nasrullah (2015) says it is not easy to make a definition of social media based on technological devices alone. Social media has the character of a social network. Social media is built from social structures formed in networks or the internet. However, as stressed by Castells (2002), social structures or organizations that are formed on the internet are based on information networks that basically operate based on information technology in microelectronics.

Poltak (2014) argues that a participatory approach is a political process to obtain a collective agreement through negotiation activities or consultation among all development actors (stakeholders). The high intensity of public participation is one of the main keys to quality policy management. The public policy produced by the government lies in the high level of public participation.

This study aims to analyze the development of e-government through social media in encouraging information disclosure and public participation in the Makassar Office of Communication and Information. This study aims to analyze the development of e-government through social media in encouraging information disclosure and public participation in the Makassar City Office of Communication and Information. In addition, this study also aims to find out the public's response to information disclosure and public participation in the Makassar City Office of Communication and Information.

METHODOLOGY

This type of research combines two forms of approach, namely qualitative using evaluation research methods and quantitative using survey research methods. Combining the two forms of approach is known as mixed methods. This research is focused on criteria, inclusions, or inputs that provide information in the field. The focus of this research is the development of E-Government through social media is the stage undertaken by the Diskominfo social media Makassar City according to Permenpan and RB regulation No. 83 of 2012 by looking at the audience, targets, strategies and technology applied by Diskominfo.

The population of this study is the public who are followers of these social media accounts. Based on the number of each follower on Diskominfo social media accounts, the total population is 28,400 (data obtained as of December 2, 2019). The number of samples is determined proportionally between the two social media accounts. The number determined was 348 respondents. This amount was obtained based on the table determining the number of samples and the population developed by Isaac and Michael (Sugiyono, 2014) with a standard error of 5%.

The data collection technique is done by interview, questionnaire, observation or observation, and documentation. Qualitative data analysis in this study was conducted by referring to the interactive model of data collection or data collection by data analysis according to Huberman & Miles (2002). The research was carried out with data reduction, data display, and drawing conclusions.

RESULTS AND DISCUSSION

The development of e-government through social media is based on the Minister of Administrative Reform and Bureaucratic Reform No. 83 concerning Guidelines for the Utilization of Government Agencies Social Media. The regulation regulates the management of social media monitoring which includes four stages in developing government social media. The four stages compiled by Forrester Research's are used as indicators of measurement using the POST method (People, Objectives, Strategy, Technique).

People

People are ones who will be the target of communication from the content that will be made by each social media. Determination of target audiences for agency communication and online behavior of audiences based on social-technical segmentation (creators, critics, collectors, joiners, spectators, inactive). Public understanding can be extended not only to its segmentation but also as the main forum in social media management planning, namely public welfare. Determining the audience also does not mean limiting the spread of information to certain groups, but rather adjusting approaches such as the style of language that will be used in each content. Therefore, in creating content, each institution must understand the characteristics of its users.

The beginning of the development of social media Diskominfo (Communication and Information Office) is very concerned about the results of Digital Media Analytics (DMA) in 2016 owned by Facebook. From these data, information was obtained that 42% of the audience achieved from the social media posting of Diskominfo based on the organic page in January 2016 were women and 58% were men. Meanwhile, the most number of audience came from the age group of 13-17

years old with a composition of 41% women and 59% men. The best time to post is in the time range of 7:00 pm to 9:00 pm. Unfortunately, the use of DMA was not continued at Diskominfo on the grounds that there was no budget prepared. "It's a pity this isn't continued, even though with DMA the manager can see the performance of Diskominfo social media every period. With DMA we can see negative sentiments, positive sentiments, who is Diskominfo's social media influencers.

Figure 1. Diskominfo social media performance using DMA

Posts Published from May 04, 2016						
Published	Post	Type	Targeting	Impressions	Engagement	Promote
05/05/2016 8:18 am	Tabe' Daeng. Pemerintah kota Makassar mengundang kita semua menghadiri peringatan 2 thn peme			2.8K	240 133	Boost Post
05/04/2016 9:34 pm	" Seperti biasa, operator kami bertugas memantau sejumlah ruang – ruang publik yang terpantau CC			920	69 21	Boost Post
05/04/2016 7:00 pm	Terekam CCTV KOMINFO, Oknum Gadungan Gag al Cabuli Gadis di Benteng Rotterdam Seorang ga			28.3K	14.2K 478	Boost Post

Data source: Diskominfo 2016 Social Media Performance Report

The picture above shows the posts that reached the most reach in the period of May 2016, in the form of a posting of obscene CCTV recordings that was successfully thwarted by the manager of the Makassar City Smart City Operation Room in collaboration with the Makassar City Government Civil Service Police unit.

Posting on Facebook Diskominfo about obscene experiments that were successfully foiled got 478 audience reactions. There were 336 times who liked the info, 5 were angry, 83 reshared (shares) which then got like 216, then reshared again 6 times. Medium total clicks reached 6250 clicks on the posting photos and 7947 other clicks. If you listen to public comments on these posts, many give appreciation to the Diskminfo program in managing CCTV through the Makassar City Room operation. All comments responded positively to the program which meant that the community believed in the 'Sombere' and 'Smart City' programs launched by the Mayor of Makassar, Moh. Ramdhan Pomanto in 2014. Thus it can be concluded that during this period the management of Diskominfo social media had a positive impact on public confidence in the Makassar City Government program.

With the presence of media analytics, data from Diskominfo social media can be used to explore insights about customers and posting performance. Twitter and posting on Instagram and Facebook are the basis for creating content for the public. Media analytics can generate social insight by summarizing, analyzing, and monitoring public sentiments as well as trending issues from the conversation that occurs on Diskominfo social media.

Insight is one of the features or tools provided by social media, in the form of basic statistics to find out more about the character of followers, gender, age, when is the right time to use social media, the effectiveness of content that social media creates, and the impact of campaigns created through social media (Tedsungnon, 2020).

Setting strategies on social media must be adapted to the ability of the audience. Dadashzadeh et al (2014) mentioned the process of strategic planning for the use and management of social media by the government includes four things namely; planning for the values of public services (desired future public service value), fulfillment of the focus of social media to be made by managers (the strategic focus of social media), inventory of IT capabilities (current IT capabilities) and technological developments (emerging technologies).

This is in accordance with the initial steps of the Input / Output Model of the IT Planning for Social Media in Government, namely planning the values of public services. Realizing the planning of public service values and the role of social media based on Accenture's Public Service Value Framework (Dadashzadeh) must have principles; outcomes-based focus (utilization and management must produce tangible improvements to the social and economic conditions of citizens, balanced to ensure fairness (utilization and management solely to serve the public interest and provide access for all citizens, engagement to co-produce public values (can involve, educate and help citizens improve the quality of life by utilizing their own experiences without making citizens dependent on the government), increasing government accountability (utilization and management must be able to increase transparency and open opportunities for citizens to provide feedback when the government fails to meet appropriate public services).

It can be concluded that Diskominfo social media currently only uses the results of the old media analysis, and it is certain that at present it does not know the exact target audience after not using DMA. Therefore, in compiling content Diskominfo must pay attention to the target audience so that the information delivered is right on target. Media analytics is really needed to fulfill the purpose of composing good and appropriate content for the audience.

Objectives

A social media program cannot run well without clear goals or objectives. Every agency with its social media usually wants to listen to aspirations, obtain input, socialize information to build audience awareness, or empower audiences. In general, the purpose of using social media for government institutions is divided into four, namely sharing, public participation, collaboration, and risk management.

Diskominfo Social Media based on the above purpose is made to share information so that public participation and collaboration will be created. As Denny Hidayat ST, M.Si acknowledged, the initial idea of developing social media at Diskominfo was when Denny joined the agency in March 2015. "At that time I saw that social media was a practical and acceptable channel. Because of what? We have no money to broadcast what Diskominfo does and what the city does," he explained.

The development of social media is greatly helped by the existence of media analysis tools that can be used to optimize marketing strategies. In Makassar Diskominfo a simple survey was also conducted to determine the target audience. "I did a simple insight at my own expense. Initially, I threw a campaign at a cost of 2 dollars. I did a post and was thrown for 3 days to see the Facebook Diskominfo segment in 2016. "In the beginning, according to Denny Hidayat, Head of Information Application, Communication, and Information Office of Makassar City, the number

one goal of Diskominfo social media marketing was to gather many followers (followers, friends). The social media marketing used by Diskominfo in Makassar City has shifted from getting as many audiences as possible, to providing quality content that is relevant to the community as an audience, so that they can be involved as individuals. It also can attract people to know and interact with Makassar City Government programs. Therefore it is quite important to manage Diskominfo social media well so that interaction between the government and its citizens occurs.

Strategy

Strategy is how agencies determine relationships with audiences. The formulation of a grand strategy for government agencies' social media is related to determining the approach and the relationship that they want to establish between the institution and the community.

For the development of social media in Diskominfo, according to Ade Ismar Gobe¹⁴ Head of Public Information and Communication, his party utilizes Social Media based on the Guidelines for the Utilization of Social Media Government Agencies from¹¹ the Ministry of Administrative Reform and Republic of Indonesia Bureaucracy Reform No. 83/2012. the use and use of social media is one way of promoting and disseminating government programs and policies, as well as interacting and absorbing the aspirations of the community, in realizing mutual understanding for the mutual benefit of the government and the community.

In another explanation in the regulation¹⁹ it is mentioned¹⁷ at the use of social media is in line with the provisions in bureaucratic reform, including the use of information technology (e-government), communication strategies, change management, knowledge management, and structuring of governance like (business process). It is not wrong if then social media in government agencies is growing, despite the fact that many accounts in the name of government agencies are actually not official accounts of the institutions concerned, but individual accounts of employees or parties affiliated with these institutions.

The strategy used by social media at Diskominfo is to link all of its social media to multiple accounts, so that they can mention or hashtag any links. In addition to the cost constraints, in the development of social media in the Makassar City Government, another cause, according to Informant Denny, was the lack of ASN (State Civil Apparatus) copywriting abilities. The ability to create messages so that people know the products to be launched are limited. While these capabilities are needed to increase engagement.

However, a different matter was stated by the Head of the Application and Telematics Section of Diskominfo, Dr. Jusman, S. Kel, M.Sc. According to him the preparation stages of making websites and social media at Diskominfo, carried out with budget planning, function planning, feature planning, business process planning, website / social media development, display design, testing, and outreach.

The Makassar City Office of KOMINFO (Ministry of Communication and Informatics) created Standard Operating Procedures (SOPs) on Information Dissemination through Social Media, SMS Gateway, and Flash SMS and Social Media Monitoring SOPs on 18 October 2017 which came into force on 5 January 2018.

This is the basis of social media as one of the tools used in developing e-government in Makassar's Office of Communication and Information. According to Denny Hidayat, there are several tools that can be used by government administrators to run e-government, one of which is through social media.

The same thing was said by Ade Isti¹¹ Gobel, S.STP, M.Sc, Head of Information, and Public Communication who also oversees the management of social media, the development of e-government through social media at Diskominfo is very suitable. The reason is that social media can be used as a medium to convey the latest information that can support e-government, especially in the field of service and public complaints.

Meanwhile, according to Akbar Abu Thalib, Diskominfo social media can be maximized for the benefit of e-government development. One of them is by creating a master account as a landing page and not only containing information that is formal and ceremonial, but truly functional information for the public. In addition, there are many applications that can be used to support Diskominfo social media. "Staying ready is not in the City Government budgeting and human resources. The burden is there because it is relatively expensive. The human resources are ready to operate the technology they use. Even worse, budget-based applications usually depend on who leads. "

Regarding human resources handling social media, according to Denny Hidayat, there were 20 people who were placed on the 10th Floor of the War Room in Makassar City as admin/operators. Of the 20 people, 15 of them are social media managers, NTPD (Single Number Emergency Calls) 112 operators and website: [http// makassarkota.go.id](http://makassarkota.go.id). The other 5 operate the website: [http// opendata.makassar.go.id](http://opendata.makassar.go.id).

From the explanation above it can be concluded that to maximize the development of social media, Diskominfo should create a master account as a landing page and then link to various links. In addition, the ability to copywriting from the account manager must also be improved so that the distribution of information becomes good. To increase the distribution and number of audiences on the page, Makassar City Diskominfo can also conduct paid campaigns.

Technology

The preparation of social media programs is incomplete if it is not accompanied by a determination of the technology used. Determination of technology is divided into two, hardware related to the device that will be used to create content and access applications in the form of computers and smartphones, as well as software related to platforms and social media applications used by each institution such as YouTube, Facebook, Instagram, Twitter and so on.

As already mentioned at the beginning that the development of Diskominfo social media technology uses Digital Media Analytics (DMA) and starting 2016-2018 uses the JPEG format. It's just because this technology is privately financed, finally this 2019 no longer uses DMA anymore. In fact, this tool is very helpful in seeing negative sentiments, positive sentiments, and influencers from social media.

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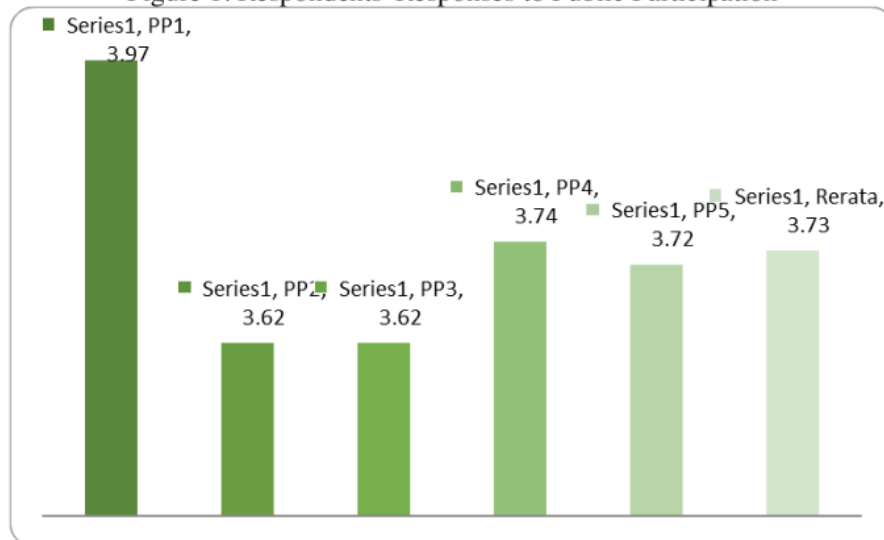
In addition to the use of analytical tools, Diskominfo social media based on user data on social media in 2016, needs to increase interaction with the audience using mobile phones because more page visitors come from mobile device users.

Starting in March 2020, Diskominfo social media is not only focused on Facebook, Instagram, and Twitter, but has also activated Youtube as the largest media platform in Indonesia. This youtube channel contains Diskominfo broadcasts that are linked to other Diskominfo social media.

Meanwhile, Akbar said that applications that can be used to maximize social media Diskominfo are premium applications such as Hootsuite or tweet check. This application facilitates work functions such as those needed by Diskominfo.

Public Participation

Figure 1. Respondents' Responses to Public Participation



Source: Primary data processed from 2020.

The results of the descriptive analysis shown in Figure 1. show that the average respondent's response to public participation was 3.73, so it can be explained that e-government development has an influence on public participation. If you look at the average number, the effect is still not maximal with the range of values still between enough to agree and agree.

The highest value of the five indicators in question is the Makassar City Diskominfo indicator actively conveying information through social media (e-informing) with a mean of 3.97. There are 175 respondents agree with the statement, 100 respondents strongly agree, 50 respondents quite agree, 9 respondents disagree, and 14 respondents strongly disagree.

Then the Diskominfo indicator through its social media actively invites people to participate and has the same role in making decisions (e-collaboration) in second place with an average of 3.74.

For this statement 159 respondents agreed, 77 respondents strongly agreed, 68 respondents quite agree, 34 responses disagreed and 10 respondents strongly disagreed.

Followed by the statement of Diskominfo implementing the suggestions/opinions submitted by the community members in discussions conducted on social media (e-empowerment), averaging 3.72. Respondents strongly agree there are 56 people, agree 178 respondents, quite agree 84, disagree 19 respondents and 11 respondents strongly disagree.

While the Diskominfo indicator actively discusses or consults policies on social media (e-consulting) and Diskominfo actively submits plans that allow it to be improved and changed by the community through discussion forums on social media (e-involving) each averaging 3.62. Based on the survey results it can be concluded that e-government through social media encourages public participation to be carried out well because it is in the strong category and prioritizes the delivery of information.

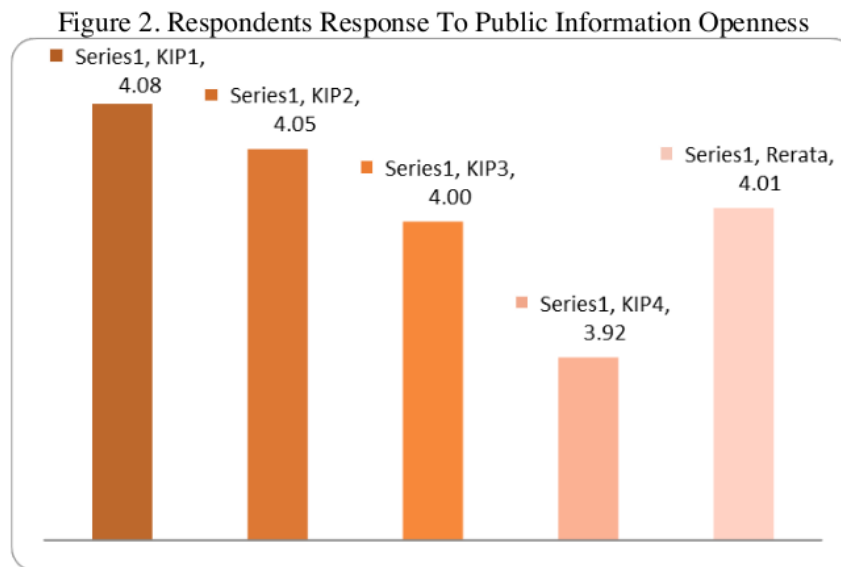
Based on the observations of researchers, the Makassar City Diskominfo indicator in implementing suggestions/opinions submitted by the community members in discussions conducted on social media has a negative value, but in fact, it is considered quite good by the community based on survey results. Throughout the monitoring, there was only one post that showed that community suggestions were implemented, namely the installation of CCTV roads at the junction of Jl Antang Raya towards Bukit Baruga.

While based on interviews with Denny Hidayat, Makassar Diskominfo has succeeded in implementing community suggestions or requests through social media. "Makassar Open Data Canal made by the government through Diskominfo is a public request submitted through social media," said Denny Hidayat.

From the Makassar Open Data researchers' research made in 2018, it is a channel prepared by the Makassar City Government through the Makassar City Office of Communication and Information. This service is a form of the operation of the One Data initiative in Makassar City. The portal contains government data, SKPD (Regional Apparatus Work Unit) within the scope of the Makassar City Government and other agencies involved in producing data related to Makassar City. Unfortunately, Makassar Open Data can only be accessed until 25 December 2019 based on the validity period of the channel payment. The channel is currently inaccessible. However, according to the explanation from the Makassar Mayor PLT (Tasks executor), Dr. M. Iqbal Suhaeb, MT, renewed the channel by changing the provider so that at the beginning of the year it was somewhat constrained. But now, opendata.makassar.go.id can be accessed again.

Openness of Public Information

Public Information Openness is measured based on indicators of the Public Information Openness Act No. 14 of 2008 consisting of Announcing Public Information, Providing Public Information, Public Information Services, and Management and Documentation of Public Information. A description of each of these indicators can be seen in the following:



Source: Primary data processed from 2020

It can be seen from Figure 2. Descriptively the picture shows that the highest indicator is ⁴ the level of announcing public information through the Makassar City Diskominfo statement using social media as a means of announcing information to the public (KIP1) with ²⁶ mean of 4.08. The value is above the average variable and implies that Diskominfo uses social media as a means of information to the public in the strong category. Some 183 respondents agreed with the statement, followed by 111 respondents who strongly agreed. There are 19 respondents who are categorized as strongly disagree and disagree while quite agree with 35 respondents.

The Makassar City Diskominfo indicator uses ²⁵ social media to provide information related to Communication and Information to the public (KIP2) ranks second with an average of 4.04, which means it is also in the strong category. There were 102 respondents who strongly agreed, 188 agree⁴, 40 quite agreed, 9 disagreed and 9 strongly disagreed. Following the Diskominfo indicator using social media as a means of public information services (KIP3) averaged 4.0. Each 97 strongly agrees, 187 strongly agrees, 41 quite agrees, 14 disagrees and 9 strongly disagrees.

The lowest indicator on the variable of public information disclosure with a mean of 3.92 is a statement regarding Makassar City Diskominfo through its social media managing and documenting public information (KIP4), which means it is in the strong category. Each of 9 respondents stated strongly disagree, 11 stated disagreed, 62 who quite agreed, 184 agreed and 82 respondents strongly agreed.

Overall indicators that make up the variable Public Information Openne⁴ were responded positively by respondents with an average value of 4.01, which means that it can be concluded that the implementation of e-government through social media can encourage public information disclosure because it is in a strong category and prioritizes the means of announcing public information. So it can be explained that these results are consistent with the initial

hypothesis of research that E-government through social media significantly influences public information disclosure.

E-government and social media are not separate trends. Social media as a technological innovation in the public sector (Mergel, 2012), a major component of e-government (Bertot et al., 2010), a step forward for local governments that utilize more ICTs to provide information and services to external audiences (Lovari & Valentini, 2020) and additional channels for government interaction with stakeholders. More specifically, the use of social media follows a similar curve as the previous wave of e-government and ICT utilization (Mergel, 2016). That is because social media faces problems with the organizational culture and institutional structure of existing public sector organizations, even though they are technically different (Craido, 2013).

Social media is used by the government as an alternative service delivery and public policymaking, gathering various inputs from the community, and more to get closer to the community. The selection of posts with the format of writing and the addition of images or photos are the most conducive elements in social media.

CONCLUSION

Development of e-government through social media refers to measurement indicators using the POST (People, Objective, Strategy, Technique) method as stipulated in the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation No. 83 of 2012. From the public side, the management of the social media Diskominfo must know the audience so that the content they create is right on target. Currently, Diskominfo social media has shifted from getting as many followers/audience as possible, to providing quality content that is relevant to the community as an audience, so they can be involved as individuals as a strategy in maximizing the development of social media, in terms of technology currently Diskominfo social media utilizes hardware technology as well as software technology by maximizing Facebook, Instagram, Twitter and later Youtube channels to disseminate information and get feedback. The average respondent's response to public participation was 3.73, so it can be explained that e-government development has an influence on public participation. Overall indicators that make up the Public Information Openness variable were responded positively by respondents with an average value of 4.01, which means that it can be concluded that the implementation of e-government through social media can encourage public information disclosure.

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15

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