

Tuban Regency KPU Social Media Management (Instagram) in the 2020 Pilkada Stages in the Era of the Covid-19 Pandemic

Anis Miswoni^{1*}, Pawito², Ign. Agung Satyawan³
University Sebelas Maret

Coresponding Author: Miswoni anis.miswoni96@student.uns.ac.id

ARTICLE INFO

Keywords : Social Media, Pilkada 2020, Engagement, Covid-19

Received : 08, November

Revised : 12, December

Accepted: 27, January

©2023 Miswoni,Pawito,Satyawan:
This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The Tuban Regency Election Commission's social media has a low engagement rate. Instagram @kpu_tuban3523's engagement rate is 0.41% with an average number of interactions of 9 likes and 0 comments. The aim of the study was to find out the management of the Tuban Regency KPU Instagram social media in the 2020 Pilkada in the Era of the Covid-19 pandemic. Social media management uses 4 stages of theory. The methodology used is qualitative. Data collection techniques with in-depth interviews and documentation. The findings of this study are that the management of the Tuban Regency KPU's social media is carried out in 4 stages, but several implementation stages of the management carried out by the Tuban Regency KPU are somewhat less than optimal at the optimize, manage, and engage stages, this is based on a lack of Human Resources in managing Regency KPU social media Tuban.

INTRODUCTION

In 2020, Indonesia will again carry out simultaneous Regional Head Elections (Pilkada) which will be participated in by Provinces and Regencies or Cities. The difference is that the simultaneous regional elections in 2020 will be held during the Covid-19 pandemic. Pilkada, which was originally scheduled for September 9, 2020, was postponed to December 9, 2020. With conditions from Commission II of the Republic of Indonesia DPR, Pilkada continues with strict health protocols and violators must receive strict sanctions (kompas.com, 2020) in (Made et al., 2020). Simultaneous local elections were attended by 270 regions, namely 9 provinces, 224 districts, and 37 cities with a total of 105 million registered voters (Made et al., 2020).

Due to the Covid-19 pandemic during the 2020 Pilkada, the General Election Commission (KPU) as the organizing institution certainly has new duties as stipulated in KPU Regulation (PKPU) number 10 of 2020 concerning the second amendment to PKPU number 6 of 2020 regarding the implementation of the Governor Election and Deputy Governor, Regent and Deputy Regent, and/or Mayor and Deputy Mayor Simultaneously continue in the condition of a non - natural disaster Covid-19 (Komisi Pemilihan Umum, 2020).

Regarding the implementation of the 2020 Pilkada socialization to the public, it is regulated in PKPU number 10 of 2020. Article 84 contains rules regarding socialization methods, voter education, and community participation using direct and indirect methods. The indirect method uses the media, one of which is the official social media owned by the Provincial or Regency/City KPU, one of which is the Tuban Regency KPU.

The KPU of Tuban Regency had a dark experience in the 2015 Pilkada where negative news emerged from several media circles by calling the Pilkada "Dagelan", meaning that the Pilkada was considered just a democratic formality because the winner had already been confirmed, and used "puppet candidates/shadow candidates". In the 2015 Pilkada, the Tuban Regency KPU obtained a very low community participation rate compared to the previous 52.1% (Indahsari, 2018). In the 2020 Pilkada, even though in the era of the Covid-19 pandemic, there was a very significant increase of 24.3% with a community participation rate of 76.4%. The difference lies in the use of social media. In the 2015 Pilkada, the Tuban Regency KPU did not use social media, while in the 2020 Pilkada it used social media.

KPU Tuban Regency optimizes social media as a medium of communication and outreach. One of them is using Instagram social media as a socialization platform. Optimization can be seen from postings on Instagram which were quite massive during the Pilkada. The type of information managed and produced by the Tuban Regency KPU media team is quite diverse, from the internal activities of the Tuban Regency KPU such as plenary meetings, coordination meetings with stakeholders, information about the Pilkada stages, recruitment of ad-hoc bodies, information about candidate pairs, vision and mission, videos creative, live broadcast and public relations activities. On

election day, the Tuban Regency KPU has a unique program, namely a selfie photo contest at the TPS and the most unique TPS photo competition which is open to people who have the right to vote. The results of the selfie photos were uploaded on Instagram social media by mentioning the Tuban Regency KPU Instagram account and 3 friends' accounts with an invitation to take part in the competition.

Even though the community participation rate has increased, the Tuban Regency Election Commission's social media has a low level of engagement. One of them is social media Instagram, based on the results of analysis through the website that measures the level of engagement rate Inbeat.co, the level of engagement rate for the Instagram account @kpu_tuban3523 is 0.41% with an average number of interactions of 9 likes and 0 comments. Meanwhile, the ideal engagement rate for non-profit institutions such as government is 1.75% (Rahmah et al., 2022).

Judging from the data above, the Tuban Regency KPU has experienced an increase in the participation rate of the people in the regional elections during the Covid-19 era. However, compared to the level of social media engagement rate is relatively low. This is what underlies this study, it is important and interesting to explore further how to manage Social Media (Instagram) as a public communication medium for the Tuban Regency Election Commission in the implementation of the 2020 Pilkada in the Era of the Covid-19 Pandemic.

The purpose of this study is to describe how the Tuban Regency KPU's Social Media Management (Instagram) in the 2020 Pilkada Stages in the Covid-19 Pandemic Era is based on the Luttrell concept of "the circular model of some". This study wants to provide recommendations for developing the concept of the circular model in the context of the government environment.

or new media is a term for media practices using digital and computer technology in various ways (James, Melanie 2007, p. 138) in (Romadhoni et al., 2017). New media has been utilized by government agencies, one of which is the KPU of Tuban Regency as a public communication practice, a means of sharing information for voters and outreach to the public.

Social media is the newest product of today's digital technology (Andriadi, 2016). Currently, communication no longer requires space and time, this is one of the benefits of social media as a means of communication between individuals and groups (Munandar & Suherman, 2016). Currently, almost all dimensions of life are affected by the use of social media, such as the Tuban Regency Election Commission using social media as a medium of public communication to disseminate information to the public.

Social media is a tool for disseminating information about elections and election stages (Strandberg, 2013). Socialization using Instagram social media is one way for the Tuban Regency Election Commission to communicate with the public by seeing the great opportunity for first-time voters to use social media. Uploading pictures or videos on the Instagram platform will reach Instagram users (Aisyah et al., 2020). Not only uploading pictures, but Instagram also functions as a communication tool to share information (Rahadi, 2017).

The theory used in this study uses the theory of social media management that has been put forward by Regina Luttrell, namely The Circular Model of Some theory. In this theory, Luttrell says there are 4 stages in optimal social media management, namely share, optimize, manage, and engage. (Luttrell, 2015).

LITERATURE RIVIEW

In the first stage of sharing, Luttrell suggests, " where is my audience? What types of networks are they engaging on? Where should we be sharing content? It is vital that social media strategists understand how and where their consumers interact. This is a company's opportunity to connect, build trust, and identify channels that allow for true interactions " (Luttrell, 2015). The share stage explains, knowing the right media channels in reaching audiences or stakeholders. In this case, the communicator must have a strategy for using social media and which social media can be used as a means of public communication to run effectively and efficiently (Achmed et al., 2019).

The second stage is optimization, namely the aspect that optimizes any conversation by listening. For the content to be optimal, a communication plan is needed to produce the maximum impact on the message and branding that will be conveyed to the public (Rahmah et al., 2022). To optimize messages, an organization must hear what is being said and learn from the conversations that are shared. This Luttrell suggests using tools that can be used to monitor opinions that develop in public social media, one example is using social mention tools (Luttrell, 2015).

The third stage is managing according to Luttrell 3 aspects need to be emphasized, namely media monitoring, quick response, and real-time interaction. Public discussions that occur on social media can take place quickly in a matter of seconds. In this case, public relations practitioners must be able to take action and respond quickly (Rahmah et al., 2022).

Whereas in the last stage, engage, Luttrell emphasizes that a public relations practitioner must pay attention to influencer relations, where is the audience?, and how do I reach them? (Luttrell, 2015). Conveying messages through social media should include the public who has influence. This is used to optimize the use of social media so that social media engagement can be achieved. In this stage a public relations practitioner is required to be able to correctly understand the audience to be targeted, who plays the role of an influencer, and how to involve them (Achmed et al., 2019).

RESEARCH METHOD

This study uses a qualitative method, namely a technique in research that describes and interprets the meaning of the data obtained and collected to obtain a general and comprehensive picture of the actual situation (Kriyanto, 2014). Data collection techniques used in this research are in-depth interviews and documentation.

The informants were selected using a purposive sampling technique, which is a sampling technique that was decided by the researcher and the

informants were willing to provide information based on their knowledge or experience (Etikan, 2016).

The informants selected in this study were the Tuban Regency KPU media team, the Tuban Regency KPU commissioners, and staff who manage the Tuban Regency KPU social media. Documentation comes from content uploaded on the Tuban Regency KPU Instagram social media with the account name @kpu_tuban3523 during the 2020 simultaneous local elections.

DISCUSSION

Based on the results of the data collected through in-depth interviews and documentation and analysis, the findings of this study are as follows:

Packaging and contents of the Tuban Regency KPU Instagram social media message

During the 2020 simultaneous local elections, starting from August 2019 – January 2021, the Tuban Regency Election Commission uses social media, one of which is Instagram as a medium of communication and outreach. Where according to (Susanto, 2017) in (Priyanto et al., 2021) social media is used as a communication tool, information tool, and socialization tool.

The contents of messages and information shared by the Tuban Regency KPU with the public include information on the Pilkada stages, information on activities carried out by the Tuban Regency KPU, count down to remind simultaneous election day, video invitation to vote, and general information.

"We have two categories of content, the first is content that contains the Pilkada stages, and the second is content that contains public relations with stakeholders", Head of Technical and Community Relations Subdivision.

The Regency KPU Instagram content managed during the Pilkada stage period is as many as 262 contents. The content is categorized into two categories; first, the contents of the Pilkada stages include candidacy socialization, registration of ad-hoc bodies, invitations to vote, open debates for the pairs of candidates for the Tuban Regent and Deputy Regent, technical guidance activities, determination of the elected pair of candidates. Second, general information includes public relations activities, congratulations, and condolences to stakeholders. In another form, the content was reposted from the accounts of the KPU of the Republic of Indonesia (RI) and the Provincial KPU regarding the stages of the simultaneous local elections, and calling for the right to vote on December 9, 2020.

Management of Instagram Social Media: Stages of share to engagement

The management of KPU social media in Tuban Regency from an institutional and human resources (HR) perspective is carried out by the Public Relations Coordinating Agency (Bakohumas), namely members of the Community Relations and Participation Division (Hupmas). However, at the Pilkada stage, the Tuban Regency KPU had not yet formed Bakohumas, so the

social media team consisted of the commissioners of the voter education outreach division, Human Resources, and Community Participation (Sosdiklih, SDM, and Parmas) and members of the secretariat under the assigned Public Relations division. to carry out coverage, reporting, and documentation of activities.

The management of the Tuban Regency KPU Instagram social media as a public communication medium at the simultaneous regional elections in 2020 is carried out using the 4 stages of the social media management process according to the Luttrell concept, namely share, optimize, manage, and engage.

Share Stage

The share stage consists of 3 stages, namely determining social media based on the background as part of the Tuban Regency KPU participating with the public (participate), Tuban Regency KPU communicating with the public (connect), and how Tuban Regency KPU building trust to the public (build trust).

First, in the sharing stage, namely participating, the Tuban Regency KPU participates in social media against the current trend, namely entering the digital era and the number of internet users in Indonesia, according to APJII, is 73.7%. The use of social media as a communication medium for the KPU in Tuban Regency was motivated by the Covid-19 pandemic which caused limited direct socialization so outreach activities were focused on social media. And there is a General Election Commission Regulation that social media is a medium for Provincial and Regency or City KPU in conducting outreach.

Instagram social media is one of the mediums chosen by the Tuban Regency KPU in disseminating information to the public because it has a two-way interaction feature. Luttrell argues that social media has a fundamental basis in supporting the two-way interaction model (Luttrell, 2015).

The characteristic of social media is to form a network between users. Presence of social media is a medium for users to connect through technological mechanisms. The network eventually becomes a community or forms a new society on social media so that the values that exist in that community appear. After being connected to become a community on social media with something in common, they will share information (Nasrullah, 2015).

Social media is a medium of word-of-mouth communication and changes the way a person communicates. This allows users to share information, connect with social groups and find new friends (Petrescu & Korgaonkar, 2011) in (Puspitasari & Irwansyah, 2022).

The second point in the sharing stage is connected, the Tuban Regency KPU builds relationships with its followers on social media by sharing content that contains information related to the Pilkada stages as well as information on the activities of the Tuban Regency KPU and sayings to build good relations with stakeholders.

The information shared by the Tuban Regency KPU already reflects the Tuban Regency KPU as the institution that handles elections which refers to Luttrell's concept, a subject must reflect the subject's core values and culture when making plans for social policy on his media (Luttrell, 2015).

The third point is to build trust, the Tuban Regency KPU builds the trust of its followers on social media by sharing quality, informative content, and by being given interactive captions. Content that is shared is strictly selected to only share positive value content. Not using a buzzer to manage social media. This is to Luttrell's concept that the subject must always be open, honest, and accurate in sharing information, when there is an error it should be corrected as soon as possible (Luttrell, 2015).

Optimize Stage

In the optimization stage, the circular model of some concepts emphasizes the content creation strategy. Institutions do not only share content, but that content influences the message, brand, and values of an institution (Luttrell, 2015). Besides that, at the optimization stage, we see how other parties are involved in collaboration, such as utilizing influencers. In optimizing interactions and messages, the involvement of figures or figures who are trusted by the public can help manage public communications (Mollen & Wilson, 2010). The public relations strategy for government institutions, one of which is the KPU of Tuban Regency, in the millennial era mainly focuses on increasing aspects of collaboration from various stakeholders, both through conventional media and social media as a form of quality and effective public communication and information services in managing open public information. However, the Tuban Regency KPU has not collaborated with influencers, this is constrained by the lack of a budget for managing social media.

"We haven't collaborated with influencers, due to the lack of funding for managing social media, there isn't even a budget to manage social media", Commissioner of the Socialization of Voter Education, Human Resources, and Community Participation Division (Sosdiklih, SDM, and Parmas).

The Tuban Regency KPU Instagram social media content, namely publishing information that has been processed. How can the published content, both content from activities and socialization content for the 2020 Pilkada stages, provide comprehensive and in-depth information, but what is shared is only photos of activities and captions that contain little information regarding these activities.

The Tuban Regency KPU does not target its social media information posts. The information shared is based on the activities that occur. So when viewed from the level of consistency, the Tuban Regency KPU's social media is less consistent. Meanwhile, according to Luttrell, consistency is important and the key to managing social media in addition to sharing correct information (Luttrell, 2015).

“For the time of uploading content, usually according to the activities that are happening that day. There is no specific time for sharing content”, said the Tuban Regency KPU media team.

In distributing information or content, the Tuban Regency KPU does not have a planned specific timeline. This is not following Luttrell's concept where planning a timeline is carried out in a well-supervised manner or followers will leave, and creating a social strategy must make a schedule for the frequency of content to be shared hourly, daily, weekly, or monthly (Luttrell, 2015).

As confirmed by Cooper and Tien, planning a timeline for sharing content has the benefit of saving time and effort because it has been scheduled and posts can appear consistent (Cooper & Tien, 2021).

Manage Stage

In the managed stage, there are 3 stages carried out, namely first, how does the Tuban Regency KPU carry out social media monitoring (monitoring media), second, how does the Tuban Regency KPU respond or comment on social media content (quick response), and third, how do the Tuban Regency KPU carry out direct interaction with followers (real-time interaction).

Points in the first stage (media monitoring), the KPU of Tuban Regency by calculating the content that has been shared, how many likes, comments, and the number of shares on the content. Monitoring is carried out once a month and then used as a social media management report which will be sent to the Provincial KPU. In this concept, according to Luttrell, the media team that manages social media will understand the results and metrics that arise from the content shared with their followers (Luttrell, 2015).

Understanding how to monitor the number of interactions on social media can make subjects directly involved with their followers so that they can reduce the risks that occur on social media (Yin, 2018). Monitoring carried out by the KPU of Tuban Regency is carried out manually, by checking the development of its Instagram social media without using social media tools. This is not following Luttrell's concept, social media monitoring must use social media monitoring tools. The media team can follow comments, respond to followers, and send private messages as well as monitor trending conversations together. The tool or social media One of the dashboards Luttrell mentioned is Tweetdeck and Hootsuite (Luttrell, 2015).

This statement was reinforced by Salamader, that the social media dashboard is important and the best way to monitor mentions, hashtags, and social media notifications. So that the media team can get information easily and quickly (Salamader, 2019).

"We monitor social media once a month by manually counting the number of likes, shares, and comments," said the Tuban Regency KPU media team.

The second stage is the quick response point, the Tuban Regency KPU responds to comments from content shared on social media by replying to messages during office hours. However, in responding to comments the Tuban Regency KPU media team was not quick enough several comments were not replied to, this was due to adjusting working hours and seeing whether the type of comments contained an element of symposium or interaction to obtain information about the Pilkada stages.

"If there are comments or messages, we reply during working hours and we only reply to messages relating to the Pilkada stages, apart from that, we do not reply to messages or comments that contain suggestions," said the Tuban Regency KPU media team.

The last point is real-time interaction, the Tuban Regency KPU held a live stream on social media, but not a live stream which was carried out during outreach activities and candidate debates, and there was no response in the form of direct answers to the comments of its followers. So it does not include real-time interaction according to Luttrell's concept, namely real-time interaction is needed by the media team because interactions that occur on social media take place very quickly in seconds (Luttrell, 2015).

"We do live streaming when there is a candidate debate connected to the social media," Tuban Regency KPU media team.

This is according to McQuail's concept, interaction is one of the characteristics of new media, one of which is social media, where what distinguishes conventional media from new media is interactivity which is characterized by the ratio of responses or initiatives from users to "offers" from senders (messages), so that they can two-way communication occurs (McQuail, 2010).

Engage Stage

The final stage of Luttrell's concept is to manage, at the 2020 Pilkada stage, how will the Tuban Regency Election Commission determine the brand influencers for their social media (influencer relations). How does the Tuban Regency KPU determine its audience (where is the audience) and how does the Tuban Regency KPU reach its audience (how do I Reach them ?).

Influencer relations at the Tuban Regency Election Commission at the 2020 Pilkada stage have not collaborated with influencers. This is in contrast to Luttrell's concept that increasing engagement rate by engaging in conversations with audiences and influencers is a very important component as a determinant of social strategy. Influencer interaction is an effort to optimize the use of social media to achieve good and maximum (Luttrell, 2015).

Social media influencers are third parties who help build relationships with stakeholders and can help influence through content production, content distribution, interaction, and display on social media (Borchers, 2019).

"We haven't used influencers, bearing in mind that there is no budget for influencers", Head of Technical and Public Relations Sub-Division.

The second point, the Tuban Regency Election Commission determines the target audience. The Tuban Regency KPU has not yet determined the target audience for each of its social media, one of which is Instagram. According to Luttrell's concept, analysis and research should be carried out first so that you can find out the right direction for social media subjects (Luttrell, 2015).

"We don't have a specific target audience yet, our audience is from our social media followers, random", the Tuban Regency KPU media team.

The last point is how I reach them, the Tuban Regency KPU in gaining followers held an interesting program, namely holding a selfie photo contest at TPS by choosing Instagram social media. Where participants who exercise their right to vote are required to follow the Tuban Regency KPU Instagram, and upload photos accompanied by mentioning the Tuban Regency KPU Instagram account and 3 friends.

"To increase our social media followers, we held a selfie contest at the TPS with the condition of participating in all the Tuban Regency KPU's social media, uploading selfies at the TPS, and mentioning 3 friends to take part in the competition", said the Tuban Regency KPU media team.

CONCLUSION

Management of Instagram social media The Regency General Election Commission as a communication medium in the implementation of the 2020 Pilkada through four stages of management, namely; share, optimize, manage, and engage. However, in several implementation stages the management carried out by the KPU of Tuban Regency was somewhat less than optimal at the optimize, manage and engage stages.

In the optimization stage regarding Utilize Influencers, the KPU of Tuban Regency has not used influencers to help spread information through social media, this is since there is no special budget for managing social media. The Tuban Regency KPU does not target its social media information posts. The information shared is based on the activities that occur. So that when viewed from the level of consistency it is less consistent.

At the stage of managing social media, the Regency KPU is still conducting media monitoring manually. The second quick response is carried out during working hours. Third, real-time interaction is carried out when there is a candidate debate. In this case, there is a lack of human resources to manage social media for KPU Tuban Regency specifically.

The last stage of the Tuban Regency KPU engagement did not target its social media information posts. The information shared is based on the activities that occur. So that when viewed from the level of consistency it is less consistent. The second point, the Tuban Regency Election Commission determines the target audience. The Tuban Regency KPU has not yet determined the target audience for each of its social media, one of which is Instagram. The last point is how I reach them, the Tuban Regency KPU in gaining followers held an interesting program, namely holding a selfie photo competition at TPS by choosing Instagram social media.

ACKNOWLEDGMENTS

The researcher's thanks go to the KPU of Tuban Regency for allowing the writer to conduct the research, and secondly thanks to the Ministry of Communication and Information of the Republic of Indonesia for providing sponsorship in this research.

REFERENCES

- Achmed, H., Setianti, Y., & Puspitasari, L. (2019). PENGELOLAAN INSTAGRAM @HUMAS_SUMEDANG SEBAGAI MEDIA KOMUNIKASI DAN MEDIA INFORMASI OLEH HUMAS SEKRETARIAT DAERAH SUMEDANG. *Jurnal Komunikasi Universitas Garut: Hasil Pemikiran Dan Penelitian Ilmu Komunikasi*, 329-340.
- Aisyah, R. N., Fadilah, E., & Sjafirah, N. A. (2020). Penggunaan Infografis pada Akun Instagramtirtoid sebagai Strategi Cross-media. *Jurnal Kajian Jurnalisme*, 3(2), 210. <https://doi.org/10.24198/jkj.v3i2.22276>
- Andriadi, F. (2016). *Demokrasi di tangan Netizen*.
- Borchers, N. S. (2019). Media Influencers in Strategic Communication. *International Journal of Strategic Communication*, 13(4). <https://doi.org/https://doi.org/10.1080/1553118X.2019.1634075>
- Cooper, P., & Tien, S. (2021). *How to Create a Social Media Calendar: Tips and Templates*. <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar>
- Etikan, I. (2016). *Comparison of Convenience Sampling and Purposive Sampling*. *American Journal of Theoretical and Applied Statistics*. 5(1), 1. <https://doi.org/https://doi.org/10.11648/j.ajtas.20160501.11>
- Indahsari, R. Y. (2018). *OPINI MASYARAKAT TUBAN TENTANG CITRA KPU KABUPATEN TUBAN JELANG PEMILIHAN GUBERNUR DAN WAKIL GUBERNUR JAWA TIMUR 2018*. 071614853014, 1-11.
- Komisi Pemilihan Umum. (2020). *Peraturan Komisi Pemilihan Umum (PKPU) Nomor 10 Tahun 2020 tentang Perubahan atas Peraturan Komisi Pemilihan Umum Nomor 6 Tahun 2020 Tentang Pelaksanaan Pilkada Serentak Lanjutan dalam Kondisi Bencana Non Alam Corona Virus Disease 2019 (COVID-19)*.
- Kriyanto, R. (2014). *Teknik praktis riset komunikasi*. Prenada Media.
- Luttrell, R. (2015). *Social media How to engage, share, and connect*.
- Made, N., Amanda, R., Apriani, K. D., & Ginting, R. T. (2020). *Communication*

- Strategies in the 2020 Local Election Stages Socialization During the Covid-19 Pandemic.* 5(2), 205–216.
- McQuail, D. (2010). *McQuail's Mass Communication Theory*.
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 9(63), 919–925. <https://doi.org/https://doi.org/10.1016/J.JBUSRES.2009.05.014>
- Munandar, H., & Suherman, M. (2016). Aktivitas Komunikasi Pemerintahan Ridwan Kamil di Media sosial. *Jurnal Hubungan Masyarakat*, 2(1), 423–430. <http://karyailmiah.unisba.ac.id/index.php/humas/article/viewFile/3270/pdf>
- Nasrullah, R. (2015). *Media Sosial Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosis Rekatama Media.
- Priyanto, A., Purnomo, E. P., Fadhlurrohman Iqbal, M., Fahamsyah, H., & Khairina, E. (2021). *The Influence of Social Media (Instagram) of Bantul's General Election Commissions on Voters Participation in The 2019 Elections.* 5(1).
- Puspitasari, K., & Irwansyah. (2022). *Fleksibilitas interpretatif teknologi web 2.0 bagi pengelola media sosial instansi pemerintah.* 6(2), 220–242.
- Rahadi, D. (2017). Perilaku Pengguna Dan Informasi Hoax Di Media Sosial. *Jurnal Manajemen Dan Kewirausahaan*, 5(1), 57–70. <https://doi.org/10.26905/jmdk.v5i1.1342>
- Rahmah, F. Al, Hafiar, H., & Budiana, H. R. (2022). *Pengelolaan Aktivitas Media Sosial Instagram @ cimahikota oleh Pemerintah Kota Cimahi.* 4, 128–139.
- Romadhoni, A., Hafiar, H., & Komariah, K. (2017). PENGELOLAAN INSTAGRAM @Humas_Jabar OLEH BAGIAN HUMAS PEMERINTAH PROVINSI JAWA BARAT. *Jurnal Ilmu Komunikasi*, 8(2), 101–116.
- Salamader, G. (2019). *Benefitis Of Social Media Dashboards.* Eclincher.Com. <https://eclincher.com/benefits-of-a-social-media-dashboard/>
- Strandberg, K. (2013). evolusi media sosial atau hanya kasus sejarah yang berulang? Penggunaan media sosial dalam pemilihan parlemen Finlandia 2011. *Media & Masyarakat Baru*, 15(8), 1329–1347. <https://doi.org/10.1177/1461444812470612>
- Yin, L. (2018). Social Media Monitoring (SMM) with CRM in Symantec. *Open Journal of Business and Management*, 06(2), 412–427. <https://doi.org/https://doi.org/10.4236/ojbm.2018.62030>