

## The Problem of Optimizing Social Media as a Means of Community Education

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Received: 10/03/2023

Revised: 25/05/2023

Accepted: 29/06/2023

### Abstract

This study describes and examines the relevance of the use of Instagram Social Media as a means of educating the public about population administration and optimization efforts at the Surakarta City Population Administration and Civil Registration Office. The type of data used in this study is primary data obtained from observations and interviews and secondary data obtained through literature studies. The results of this study show that the use of Instagram Social Media at the Surakarta City Administration and Civil Registration Office as a means of educating the public about population administration is still not optimal. This is evidenced by the limited availability of human resources who manage Instagram Social Media this affects the educational content provided on social media and has an impact on the minimal benefits felt by the community. Based on the results of the study, efforts are needed to optimize the use of Instagram Social Media as a means of educating the public about population administration so that various information about population administration can be conveyed to all levels of society.

### Keywords

Social Media Instagram; Education; Population Administration

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## 1. INTRODUCTION

Service is an activity about the fulfillment of the rights of a citizen by the needs in which its implementation has been regulated in law. Based on Article 26 of the 1945 Constitution of the Republic of Indonesia, it is explained that "Those who become citizens are native Indonesians and people of other nationalities who are legalized by law as citizens" (Kambu, 2021). Good governance is a government that is close to the community, and the essence of good governance is the implementation of public services that can provide services that are by the needs of the community (Dewi & Suparno, 2022).

As stated in Article 1 of Law Number 25 of 2009 concerning Public Services, public services are defined as follows: "Public services are activities or series of activities to fulfill service needs by laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers. (Ahdhan, 2017)

Public service is a provision of services related to the public interest which in this case is to citizens that is carried out properly and professionally which includes services, goods, and administrative services as a form of meeting the needs of the community.

The implementation of population administration services is a form of fulfillment of basic rights that must be received by residents in population administration affairs. These rights have been regulated in Article 2 of Law Number 23 of 2006 concerning Population Administration where every resident has the right to obtain: (Rhr, 2013) Residence Documents; Same services in Population Registration and Civil Registration; Protection of personal data; Legal certainty over document ownership; Information regarding data on the results of Population Registration and Civil Registration of himself and/or his family; and Compensation and restoration of good name as a result of errors in Population Registration and Civil Registration as well as misuse of personal data by the Implementing Agency.

The Population and Civil Registration Office has the responsibility and authority to carry out recording, publishing, storing, and maintaining population data in carrying out population administration and civil registration services. Based on Article 297 paragraph (1) of Surakarta Mayor Regulation Number 40 of 2021 concerning the Position, Organizational Structure, Duties and Functions, and Work Procedures of Regional Offices, it is explained that the Population Administration and Civil Registration Service is the executor of population administration and civil registration affairs which is the regional authority in carrying out population administration services led by a Head of the Population Administration and Civil Registration Service. (Muhammad Farhan, 2021)

The continuity of population administration services is related to public awareness of the importance of ownership of population documents. Through the Instruction of the Minister of Home Affairs of the Republic of Indonesia, Number 470/873/SJ the Ministry of Home Affairs of the Republic of Indonesia formed the Indonesia Aware of Population Administration Movement (GISA) which seeks to increase population awareness of the importance of population documents with four main focuses that serve as guidelines which include population document ownership awareness programs, (INDONESIA, 2018) The Sadar Program updates population data, the Aware Program of Population Data Utilization, and the Sadar Program serves the Population Administration towards a happy society. In supporting the implementation of GISA, the Surakarta City Population Administration and Civil Registration Office initiated innovation sharing which certainly brought changes in the ongoing population administration service delivery system to support the sustainability of the GISA program and improve the quality of population administration services.

Education has an important role in providing knowledge to the public about various information related to population administration services to support the sustainability of various existing innovations. According to the author, educating the public about population administration has an important role in supporting the sustainability of a population administration service. With an optimal

education process by utilizing facilities that can keep up with the times, the implementation of population administration services will run more effectively, because the community already knows.

Article 9 paragraphs (5) to (7) of Surakarta Mayor Regulation Number 28 of 2019 concerning Guidelines for the Implementation of *E-Government* explains that each agency has the authority to manage various electronic interaction channels in the form of *websites/portals*, social media, telephone services, applications, electronic mail, and other electronic channels tailored to the functions and needs of each public service. In line with this, the Surakarta City Population Administration and Civil Registration Office have the authority to manage and utilize social media to support the implementation of ongoing services, especially to educate the public about population administration.

Based on the author's observations of Instagram Social Media, @disdukcapilsurakarta shows that people use Instagram Social Media as a means of communicating with the Surakarta City Population Administration and Civil Registration Office. For example, the community uses the comment column as a means to convey the obstacles experienced in managing population documents, for example, every time there is the latest information related to data collection, such as changing family cards or changing names, and adding families to family cards and also making such as identity cards. In this case, it can be seen that Instagram Social Media can be used as a means to educate the public about population administration. However, in its continuity, it is not uncommon to find people who do not know the existence of the Instagram Social Media account and do not know if the account is used as a means of communication and dissemination of various information related to population administration services that take place. This ignorance is caused because the Instagram Social Media of the Surakarta City Population Administration and Civil Registration Office is more often used as a medium for the publication of various activities carried out and is less focused on a means of educating the community. Another reason is related to why, taking this title based on field surveys the importance of social media such as Instagram can be understood by every community, especially as information used by the population administration service office to the community. Because so far this media is often used as live or sales, but the media can be used as information for the community.

The real purpose of this study is to use social media such as Instagram as information to the community positive things related to the population administration service as a medium of remote service in responding to matters related to the population to the community. How is this media very positive when faced with current technological developments, that the benefits can be educated to the community?

Previous research related to the use of social media that social networks have a positive influence on socialization in this connection is certainly in terms of goodness. (Dwistia et al., 2022) that media as an educational medium includes the development of understanding and skills in media literacy and the application of integrated literacy in all activities that bring positivity. (Dwistia et al., 2022) then believes that the implementation of program policies has been carried out well, but there are still several obstacles such as the lack of synchronization of the press structure and the need for socialization. Hopefully, this program can provide understanding to the community. (Riyadiana & Arif, 2023) In the socialization program, the implementation method through online meetings, social networks through YouTube, Instagram, and WhatsApp of the Rawarengas Hamlet group in the form of animated videos, educational videos, graphic videos, promotional materials, and standing banners performed well in the popular category. Its implementation is carried out by involving strategic and key partners in legal aid services. Its implementation is carried out by involving strategic and key partners in legal aid services. Socialization of digital service models can be created to support e-court programs and synergies between legal practitioners and academics. (Putra et al., 2021) Optimization in this case aims to increase citizen knowledge through social networks with many existing platforms, easy to accept, easy to understand, and does not cause boredom or monotony in teaching and learning activities. These are attitudes of innovation, civic knowledge, and social media, as well as optimization strategies that can be understood and practiced well. (Hartino & Adha, 2020) Social media optimization in this case aims

to increase citizen knowledge through social networks with many existing platforms, easy to accept, easy to understand, and does not cause boredom or monotony in teaching and learning activities. These are attitudes of innovation, civic knowledge, and social media, as well as optimization strategies that can be understood and practiced well. (Gunungkidul, 2019)

## 2. METHODS

This study uses qualitative with descriptive analysis, in this study, researchers tried to find the truth of the facts that occurred in the process of educating the public about population administration carried out by the Surakarta City Population Administration and Civil Registration Office through Instagram Social Media to create an orderly population administration society.

The nature of the research used by the author is descriptive research. The purpose of descriptive research is to provide a systematic picture of the situation of an object under study precisely by describing it in detail based on facts that occur in the community. In this study, the author uses the nature of descriptive research to obtain in-depth information and knowledge related to the process of public education about population administration through Instagram Social Media at the Surakarta City Population Administration and Civil Registration Office.

The research approach used by the author is qualitative. In this study, researchers used a qualitative approach to obtain data to understand the conditions that occur in the education process of the people of Surakarta City regarding population administration carried out by the Surakarta City Population Administration and Civil Registration Office through Instagram Social Media facilities.

The types of data used in this study are divided into two groups, namely: Primary Data is data that is first or directly taken from the first source in the field, and Secondary Data is Secondary Data is data obtained indirectly, for example in the form of documents or images as supporting primary data. This research uses qualitative data analysis techniques. The qualitative data analysis used was an interactive model analysis from Miles and Huberman. The interactive analysis model allows researchers to carry out analysis activities so that they do not go through a rigid process of data collection, data reduction, data presentation, and finally verification or conclusions. The interactive data analysis model was formulated by Miles and Huberman (1984). Data collection is an activity that aims to find data in the field so that it can answer problems in research. Data reduction is a process of sorting, focusing attention on simplifying, abstracting, and changing rough data obtained from written records in the field. Data presentation is a descriptive text or presentation presented with words or sentences. Drawing and conclusion is the last process of a series of qualitative research characterized by drawing research conclusions based on the results of data analysis and interpretation.

## 3. FINDINGS AND DISCUSSIONS

### Result

In carrying out public services, the Surakarta City Population Administration and Civil Registration Office utilizes various social media as a form of application of the *e-government* concept and also as a space to communicate by conveying various information about population administration. The Surakarta City Population and Civil Registration Administration Office utilizes various social media, especially Instagram Social Media as a means to communicate, a means to convey information, and also a means to provide education to the community. Researchers will elaborate on the results of research on optimizing Instagram Social Media as a means of public education at the Surakarta City Population and Civil Registration Office using the results of studies and research from *Harvard JFK School of Government* there are three supporting factors or indicators of success in the implementation of *e-Government*, namely *support*, *capacity*, and *value*.

The agreement on the use of Instagram Social Media as a means of educating the public about population administration is part of the *support* factor in supporting the implementation of the use of social media so that its sustainability can run optimally. Based on an interview conducted by researchers on April 5, 2022, Mrs. Dra. Rita Margaretha Kuncorowati explained that the name of the Instagram Social Media account belonging to the Surakarta City Population and Civil Registration Administration Office is @dispendukcapilsurakarta in the use of Instagram Social Media has been going on since 2018 where it was motivated by the need for the Surakarta City Population and Civil Registration Administration Office to provide transparency to the community and also information about various matters related to population administration to the community. Then with the development of ways of communicating and coupled with the Covid-19 pandemic which changed various things, one of which was the process of socializing various information about population administration which was usually carried out face-to-face which then turned into online socialization, Instagram Social Media increased its function as a means of public education.

The development of information and communication technology in this digital era raises various conveniences in various ways. In this case, developments in the field of communication have rapid development, by utilizing the internet, the communication process between individuals or between groups can take place quickly, easily, and at no cost. With the existence of social media, the communication process can run without knowing the limitations of space and time. Social media has become a new space to communicate and exchange information between social media users.

Social media can not only be used by each individual but can also be used by an organization in introducing their organization or providing various useful information. As one of the government agencies that organizes public services, the Surakarta City Population Administration and Civil Registration Office utilizes various social media, especially Instagram Social Media as a means to communicate and convey various information. Through Instagram Social Media, the Surakarta City Population Administration and Civil Registration Office conveyed various information that educates the public with the hope that the public will have knowledge in terms of population administration and be able to follow various changes that occur in the system and procedures for population administration and civil registration services that take place.

To find out the success of the *e-government* concept in the form of utilizing Instagram Social Media, researchers are looking for in-depth information about how to optimize the use of Instagram Social Media to educate the public about population administration at the Surakarta City Population Administration and Civil Registration Office. Researchers will elaborate based on the results of studies and research from *Harvard JFK School of Government* which states that there are three factors supporting the success of the implementation of *e-Government*, in this case, these factors are used as success indicators in optimizing the use of Instagram Social Media as public education advice, namely as follows:

### **Support**

As an effort to optimize the use of Instagram Social Media in implementing the *e-government* concept at the Surakarta City Population Administration and Civil Registration Office, the first factor that must be owned is *support*. The *support* in question does not only come from the Surakarta City Population and Civil Registration Administration Office as a public service provider but also from the community as a party that takes advantage of the ongoing public services. The *support* element consists of four elements, namely as follows: The agreement of Instagram Social Media as a means of educating the public about population administration, The allocation of several resources in the management of Instagram Social Media as a means of educating the public about population administration, The construction of various infrastructures and supporting superstructures in supporting the optimization process of Instagram Social Media as a means of educating the public about population administration

Socialization of the existence of Instagram Social Media evenly, continuously, consistently, and thoroughly to the community, The following are the efforts made by the Surakarta City Population Administration and Civil Registration Office in socializing the existence of this @dispendukcapilsurakarta Instagram Social Media: Deliver directly to society Socialize through *sub-district* Whatsapp Group, Include the names of various social media owned through various pamphlets that are disseminated to the public.

Various efforts that have been made by the Surakarta City Population Administration and Civil Registration Office in socializing or introducing the existence of Instagram Social Media are still considered less optimal because based on the results of research that has been described, the author still finds people who do not know the social media account, especially in people who do not use social media as a means to find information. This is not only motivated by the lack of introduction of social media owned by the Population Administration and Civil Registration Service but also motivated by the lack of attractiveness of the appearance of social media. Then, people generally know this social media from their relatives, and searches are carried out independently.

### **Capacity**

*Capacity* is the second factor that must be met to optimize the use of Instagram Social Media as a form of implementing the *e-government concept*. *Capacity* is an element of ability or empowerment of the local government which is the Surakarta City Population Administration and Civil Registration Office to optimize Instagram Social Media as a means to educate the public about various information about population administration. *Capacity* or ability greatly affects the process of optimizing Instagram Social Media as a means of educating the public about population administration because if the process of using Instagram Social Media as a means of public education is not supported by the ability or empowerment possessed, it will not be able to run optimally.

The availability of sufficient resources is an important element to support the implementation of the use of Instagram Social Media as a means of educating the public about optimal population administration. In this case, it requires the availability of sufficient human and financial resources, both of which can affect the success of the optimization process of Instagram Social Media as a means of educating the public about population administration. The availability of resources affects the quality of the educational process provided by the Surakarta City Population Administration and Civil Registration Office to the community.

Based on the results of the research the author has conveyed that in terms of financial resources needed by the Surakarta City Population Administration and Civil Registration Office have been fulfilled properly. In terms of financial resources, the allocation of these financial resources has been fulfilled with the source of funds obtained from the existence of a Special Budget Fund (DAK) provided by the Directorate General of Population and Civil Registration of the Ministry of Home Affairs of the Republic of Indonesia. All the needs needed to optimize Instagram Social Media as a means of educating the public about population administration have been well facilitated.

### **Value**

*Value* or value benefits are important to find out whether the various efforts made have run successfully or not. Optimal or not the various efforts that have been made can be known by feeling the value of benefits that can be obtained from various parties. In this case, various efforts that have been made by the Surakarta City Population Administration and Civil Registration Office in providing education to the public about population administration through Instagram Social Media facilities will be said to be optimal if there are various benefits for the community and also for the Surakarta City Population Administration and Civil Registration Office itself. Seeing this, researchers observed what benefits were obtained by the Surakarta City Population Administration and Civil Registration Office to provide education and also what benefits were felt by the community with the education process about population administration carried out through Instagram Social Media where this is one of the

indicators that must be considered.

The use of Instagram Social Media as a means of educating the public about population administration provides various benefits for the Surakarta City Population Administration and Civil Registration Office as an organizer of population administration services. Based on the results of research that has been done, the existence of public education efforts through Instagram Social Media can provide convenience in conveying the latest information about the administration Population easily. In addition, it can also save energy, time, and costs and be able to reach the wider community by conveying information and providing socialization to the community because the implementation is carried out *online*. By utilizing this Instagram Social Media, the Surakarta City Population Administration and Civil Registration Office can facilitate people who want to find information independently about ongoing population administration services.

### *Discussion*

Based on the results of interviews conducted by researchers with the community, the existence of an educational process about population administration that has been carried out through Instagram Social Media facilities has several shortcomings that cause a lack of benefits felt by the community. The use of Instagram social networks can be used as an alternative solution. Suggestions for optimizing learning with Instagram social media include adding content-based content, curating feeds to make them interesting, and using Instagram Live as a learning medium for synchronous learning. (Fujiawati & Raharja, 2021) What promotional activities does Happy Go Lucky House do on Instagram social network accounts and find out what factors make Instagram chosen as a positive advertising medium. Researchers concluded that Happy Go Lucky House makes good use of Instagram thanks to the variety of promotional activities carried out and can also take advantage of various features available. (Puspitarini & Nuraeni, 2019)

The various shortcomings in question are the small number and less attractive design display given to various poster and video uploads where a small number of poster and video uploads shows that the upload of various information is still very minimal, coupled with the appearance of the design that is less attractive so that this can cause people to be reluctant to read the information. Furthermore, the lack of detailed information submitted even though it has been equipped with a description contained in the *caption* column so that the public still does not fully understand what information is conveyed through the upload. The last is that the uploads given on Instagram Social Media are dominated by various photos of activities so people have difficulty finding various information needed. The lack of benefits felt by the community due to various shortcomings encountered in the process of educating the public about population administration through Instagram Social Media certainly needs special attention from the Surakarta City Population Administration and Civil Registration Office so that the various efforts made can be in line with what is needed and expected by the community. In this connection, Kevin Liliana builds her branding through her personal Instagram @kevinlln by not only uploading personal branded content but also interacting with her followers through Instagram features to convey messages to her brand, so that her branding can be conveyed more quickly and easily. Overall, Kevin Liliana has successfully implemented her brand on the social network Instagram, despite some gaps, such as content participation in her social activities and not getting much feedback such as likes and comments from other users. (Efrida & Diniati, 2020)

Based on interviews conducted by researchers with the community named Wildan, he expressed his hope for the process of educating the public about population administration carried out through Social Media. In the interview, as a community, Wildan expressed his hope that this educational process can be further optimized by providing the appearance of Instagram *feed* uploads that have a similar and structured appearance so that they can give a more attractive impression on Instagram @dispendukcapilsurakarta Social Media. In addition, the community also hopes that in providing uploads on Instagram Social Media is no longer dominated by photo uploads alone but the proportion

of activity photo uploads, posters, and videos that contain information can be more balanced so as not to make it difficult for the public when they want to find certain information.

#### 4. CONCLUSION

The use of Instagram Social Media carried out by the Surakarta City Population Administration and Civil Registration Office as a means of complaining to the public about population administration has not run optimally which in this case is measured from 3 indicators, namely *support, capacity, and value* that have not been fully met. In optimizing the use of Instagram Social Media, there are limited human resources and the unwasteness of educational programs made by the Surakarta City Population Administration and Civil Registration Office. There are various efforts made by the Surakarta City Population and Civil Registration Administration Office, but there are still many people who do not know that Instagram Social Media owned by the Surakarta City Population and Civil Registration Administration Office, and the existence of social media does not provide benefits to the community related to these educational efforts.

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