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The use of twitter by government: engaging the secure based feeling on economic investment

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Abstract

Indonesia witnessed a very rapid growth of 12.58 per cent in the tourism sector in 2018, compared with an average world growth of only 5.6 per cent, as well as an ASEAN growth of 7 per cent. Because Indonesia is currently developing and requires significant domestic investment, security in Indonesia is a focus that needs to be improved. And in order to be able to understand a sense of community security, the government must have a relationship between the government and the community. This study aims to know e-government service quality implementation by the Ministry of Agrarian Affairs and Spatial Planning via twitter. The method used in this study is a content analysis of Twitter posts from the Ministry of Agrarian Affairs and Spatial Planning of the Republic of Indonesia for a period of 1 year, from 1 January 2019 to 31 December 2019. The conclusion is that a sense of security in investment is provided by providing a better understanding of land rights or land to be used in hiding capital. In addition, the Government seeks to ensure social and economic equality of society as a whole. This effort is carried out in the framework of increasing commodities such as in the agricultural and fisheries sectors which need to be carried out. The government is also carrying out revitalization which does not only include physical improvements, but also management revitalization.

Keywords: Twitter; Government; Engaging; Secure Based Feeling; Economic Investment.

INTRODUCTION

Indonesia is the largest social media user country in the world, and this is certainly good news especially for business people who use social media to market their products through social media. Social media users in Indonesia not only have a large number, but are also active. The average social media user in Indonesia spends 3 hours on social media every day. The five most popular social media platforms in Indonesia are YouTube, WhatsApp, Facebook, Instagram, and Line.

Social media provides channels of communication such as Facebook, Twitter, and YouTube that have recently been used by governments. While the rationalities behind social media adoption continue to emerge in the public sector, current discourses tend to emphasize the active involvement of people enabled by the interactive nature of social media (Henman, 2013). Governments around the world and across various levels of government are embracing social media at a rapid pace. As a customer service resource, social media and migrant social media users turn to government social media to hear directly from government agencies and receive personalized responses (Gintova, 2019).

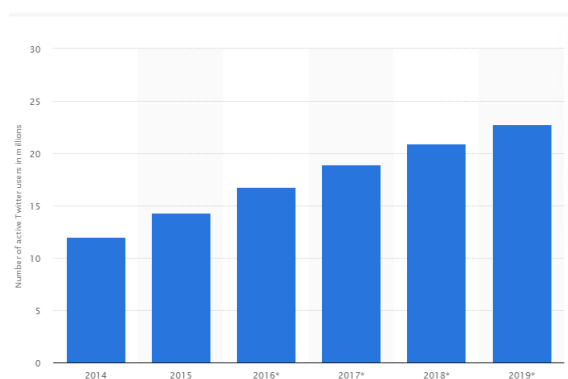


Figure 1. Number of Twitter users in Indonesia from 2014 to 2019 (*in millions*)

Source: (Statista, 2015)

This statistic shows a projection of the number of active Twitter users from 2014 to 2019 in Indonesia. In 2019, it is projected to reach 22.8 million active Twitter users, up from 12 million in 2014. The number of Twitter accounts reached 328 million worldwide in March 2017, marking a 14 percent increase over the same time frame in 2017. With 4.1 billion tweets coming from here in 2016, Indonesia has emerged as the fifth largest country in terms of Twitter users.

Governments use Twitter as a method for interacting with their people (Bonsón et al., 2019). Though, Twitter was a more 'formal' news channel that strengthened the two-way communication between the company and the public. Organizations can establish capacity to resolve social concerns through disruptive events or infrastructure projects by building and maintaining their active presence on social media and particularly on Twitter (Gruzd et al., 2018). Indonesia continues to improve its efficiency as a country at the moment. Starting with the construction of infrastructure to the increase of economic power. Additionally, the field of government is also innovating.

Indonesia was predicted as one of Asia's top 12 safest countries in 2020 (Germansky, 2018). Indonesia has succeeded in climbing three positions and a remarkable 14 overall, though climate hazards continue to pose a continuing challenge. Indonesia remains one of the best in Asia. Many travellers flock to their shores to explore the beautiful food, lush green rice paddies, beautiful beaches and ancient temples. In other words, things are beautiful in Indonesia, and tourists will surely feel safe when they arrive,

particularly in Bali (Germansky, 2018). Bali is a proud tourist destination from Indonesia as it is well-known for its enchanting natural beauty and is visited by many visitors, both domestic and foreign. Bali is also recommended by many people as a tourist destination to spend holidays and create beautiful moments that will not be forgotten. In 2018, Indonesia experienced a very rapid growth of the tourism sector which is 12.58 percent compared to the average world growth of only 5.6 percent as well as Association South East Asian Nation (ASEAN) by 7 percent.

According to the Indonesian Minister of Tourism Arief Yahya that the tourism sector in Bali has donated foreign exchange up to US \$ 7.6 billion for Indonesia (Yudha, 2019). Partially, there is a significant effect on the number of tourists, the number of tourism attractions and per capita profits (Rahma & Handayani, 2013). Overall, Indonesia's foreign investment focuses heavily on the growth, tourism, mining, transport, and products sectors. Through developing companies and factories in Indonesia, the great potential makes foreign investors compete to invest. So that tourism becomes one of the important sectors for Indonesia in increasing state revenue and improve the efficiency and competitiveness of people on international markets so that the citizens of Indonesia can become part of Nawacita (Soleman & Noer, 2017). Nawacita is a general term that is absorbed from Sanskrit. Nawa means nine, while mind means hope, agenda, and desire. This term refers to the vision and mission used by President Joko Widodo which contains the government agenda. In this vision-mission nine main agenda are presented to continue the spirit of struggle. To achieve this goal, of course, much must be prepared. One of them is the secure based feeling by the community. Because currently Indonesia is developing and requires large domestic investment, so security in Indonesia is a focus that must be improved. And to be able to realize a sense of security of the community, the government must have an engagement between the government and the community.

Engagement is an affective, cognitive, and behavioural condition in which publics and organizations sharing common interests in influential topics communicate constantly, ranging from passive to aggressive, and from control to cooperation, with the goal of achieving, adapting, and adapting to both publics and organizations (Dhanesh, 2017). One effort that can be done to establish an engagement between the government and the community is to use social media. Social media, including the type of media that continues to grow in popularity, not only from the point of view of ordinary users, but also from the point of view of business or as a platform to support various activities. Google's search trends over the last 10 years also indicate that the search volume for the word "social media" continues to increase. Most users will find out how to use it, tricks to manage it, various tips for making money, or use this platform to support economic activities. Social media is essentially a bold website or online service that allows users to consume, but also supports, comments and a variety of content in a variety of formats: text, images, audio, or video. Through social media, users can create relationships, and even groups, as social media often makes it easy to reach a variety of people with similar interests. This media also

makes it easier for managers, community organizations and government institutions to connect directly with the community.

Variations are created using the quick update and Twitter conversation features Informative and actionable messages with simple offline or online calls for action. Contrast collectives against popular uprisings: local authorities mobilize not only residents, but also local authorities actively promote citizens' actions (Panagiotopoulos et al., 2014). Also, Twitter produces a lot of data that may be related to people's opinions of a company (Oetama, 2019; Kristiyanti et al., 2022). Twitter's social network proves that the distrust of citizens could have a negative impact on bilateral security cooperation. To safeguard the inherent fragility of bilateral trust as cross-border security cooperation generates discernible mutual benefits, a new citizen-centred e-governance system for open and transparent international communications on government surveillance policies is required (Chatfield et al., 2015). With the connection between the government and the community can increase trust between the two parties. Because when people feel safe on the economic side, it can increase economic growth, especially in the country. Indonesia's economic growth currently only grew 5.17% in the third quarter of 2018. This number is higher than 5.27 percent in the second quarter of 2018. Nonetheless, considering that global talks are still strong, this number can be accepted to be good enough. Nonetheless, the figure is expected to rise to 5.2% (Anggit, 2018).

Electronic government (e-government) is a field of research that explores the use of ICT in the public sector. Such initiatives are often linked to more successful new government commitments and use modern technology to promote public engagement (Sundberg, 2019). The e-government forms of use include e-budgeting, e-procurement, e-audit, e-catalogue, e-payment, e-controlling, and even e-health. The Surabaya city government has even launched the Surabaya Smart Windows (SWS) program, a service that allows people to use smartphones to take care of licensing. The public should actually print their own licensing papers.

E-government provides an informative platform for developing countries to share sustainable procurement requirements in order to bridge the information gaps in public procurement practice. It also provides a wider overview of the need for readiness assessment and an integrated e-procurement process for effective sustainability procurement evaluation and evaluation (Adjei-Bamfo et al., 2019). Not only society is affected by this e-government system, but also the government itself. E-government systems will improve government-to-business success in profit, government-to-citizen, government-to-government, and government-to-employees. The positive impact of Indonesia's introduction of the e-government system is that the public will obtain accurate and open government performance reports, as well as free access to government performance information. The expense allocation can also be reduced by e-government systems. It can guide the state of good and open government in Indonesia with the introduction of the e-government program, which is very easily accessible and transparent. This study aims to know e-government implementation by the Ministry of Agrarian Affairs and Spatial Planning via twitter.

The National Land Agency (BPN) is a non-ministerial government body responsible for the President and headed by the Director (Compliance with Presidential Regulation No 63 of 2013). The National Land Agency has a duty to perform duties in the national, regional and sectoral land sectors in accordance with the provisions of the legislation (Kementerian Agraria Dan Tata Ruang / Badan Pertanahan Nasional, 2019). Across modern society, social media (SM) plays an important role. This device has also been embraced by governments over the past decade as a new method of communication and interaction with their people (Guillamón et al., 2016).

METHODOLOGY

This research uses a qualitative approach. Concept of e-government service quality has eight contributing dimensions: system quality, reliability, security, accessibility, information quality, service capability, interactivity, and responsiveness (Sundberg, 2019). Qualitative research focuses more on the use of techniques to investigate and understand the significance in which certain people or organizations are deemed to have arisen from a social or human issue (Creswell & Poth, 2017). The research method used in this study is the content analysis, which is intended to explain the aspects and characteristics of a document (Neuendorf et al., 2017).

Whereas Budd content analysis is a systematic methodology for analysing the content of messages and transmission of messages, or a method for analysing the contents of open communication behaviours of selected communicators (Dougherty, 2005). Researcher used two coders to ensure objectivity in coding and data collection. Researchers use the Krippendorff Content Analysis Framework to analyse Instagram posting on the Indonesian Police Instagram Official account. The reliability test is used to check the validity of the data obtained, as well as to determine the level of accuracy of the data. Reliability check conducted by two coders were graduate communications students and had been given prior instruction prior to giving the assessment., among others: this work uses the Holsti formula to calculate data obtained from both coders.

$$PAo = 2A / (N1+N2)$$

Where PAo reflects a percentage of the agreement between two coders, A is the number of two coders ' agreed decisions, and N1 and N2 are the number of decisions that coders have taken.

RESULTS AND DISCUSSION

Test Researcher gather 799 posting on Ministry of Agriculture and Space Planning/National Land Agency (ATR/BPN) Twitter account during 1 January–31 December 2019. Before doing analysis with data, researcher uses Holsti formula for reliability testing.

Table1. Coding Output

Variable	Coder A	Coder B	Agreement between two coder

System Quality	6	10	6
Reliability	21	38	21
Security	20	10	10
Accessibility	5	4	4
Information Quality	405	408	405
Service Capability	125	130	125
Interactivity	85	90	85
Responsiveness	132	109	109
TOTAL	799	799	765

$$\begin{aligned}
 PAo &= 2A / (N1+N2) \\
 &= 2(765) / 799+799 \\
 &= 1530 / 1598 \\
 &= 0.95 \text{ (95\%)}
 \end{aligned}$$

From the calculation results using the Coder formula Holsti reliability formula shows that the reliability coefficient is 0.95 or 95%, so it has sufficient correlation and can be accepted because the reliability number exceeds the minimum tolerable is 70% or with the calculation above 0.7 (Holsti, 1969). In the official Indonesian Ministry of Agrarian Affairs and Spatial Planning via twitter, researchers found several findings that have a significant number of likes.

Likes in Twitter posts @atr_bpn

In the upload on February 20, 2019 (Figure 1), contained an attempt to introduce the types of land rights to the number of likes received in the post as many as 433 likes. The likes feature is a feature that shows measurable public attention. Public attention is an indicator of the success of the public relations process, which confirms that public relations activities are going well (Kane et al., 2009);(Cornwall, 2008). One of these activities is carried out by providing correct information to the community so that they feel safe and secure (Effendy, 2009). There are a number of land rights such as the Right to Cultivate, which is the right to cultivate land that is directly controlled by the state, for agricultural, fisheries or livestock companies. While the Right to Build is the right to build and own buildings on land that are not his own.

Then there are land use rights or the right to use state land or other people's land that has been decided by the competent authority, as well as ownership rights which are hereditary, strongest, and full rights that can be owned by people on land, bearing in mind that all land rights have a function social. This is based on the fact that many uncertified land still remains, so that the government is pushing the citizens of Indonesia for a free land certificate. This service is known as total land registration system. Land not licensed with local land authority is in danger of future problems. One of them demands land because of missing documentation from another group. That is why a robust systemic registration program is being promoted by the government. This initiative is Indonesian Agrarian Ministry's first land-registration operation. This operation is conducted simultaneously across Indonesia for all objects of land registration which have never been

registered in an area. The system, which has been running since early 2018, is expected to last through 2025.

Throughout Indonesian society there are still many lands which do not have legal titles or certificates yet. This program must therefore be implemented in order to avoid problems in different sectors, in particular in the economic sector. It was stated that in 2018 the government had distributed 7 million land certificates as targeted. The realization of the distribution of land certificates can certainly achieve the target because of the strong push. This is inseparable from the rules that are changed, such as updated technology. So that the bureaucracy in the agrarian ministry is getting better.



Figure 1. Twitter Post from Indonesian Ministry of Agrarian Affairs and Spatial Planning Official Account on February 20, 2019
 Source: (Twitter @atr_bpn, 2019)

In the upload on November 15, 2019 (Figure 2), contained about National Priority Program is inseparable from the role of measurement officers and their measurement tools, the number of likes received in the post as many as 68 likes. The government, in this case the Ministry of Agrarian Affairs and Spatial Planning / National Land Agency, is conducting the reception of licensed surveyors all over Indonesia intensively.

Education is also ongoing to be effective in the Full Systemic Land Registration Program, so that all land in Indonesia can be registered. This is a commitment to accelerate land registration through a Complete Systematic Land Registration so that all land in Indonesia is registered by 2025. And to achieve this target the Ministry of spatial planning makes a variety of efforts, from receiving licensed surveyors to continuing training. The Government aims to continuously evaluate, quantify, and analyze the availability of licensed surveyors to ensure adequacy of the number of surveyors in carrying out land plot measurement tasks. It also supports the standardization of the measuring profession through the Professional Certification Institute's competency certification to realize the government program this year that focuses on the development of human capital to be able to compete in the 4.0 age of Industrial Revolution.



Figure 2. Twitter Post from Indonesian Ministry of Agrarian Affairs and Spatial Planning Official Account on November 15, 2019

Source: (Twitter @atr_bpn, 2019)

In the upload on November 20, 2019 (Figure 3), contained about eradication effort is a step in creating order in handling land to the number of likes received in the post as many as 35 likes. The Ministry of Agrarian Affairs and Spatial Planning / National Land Agency is directly responsible for handling land cases and collaborating with other departments or organizations. This is intended so as not to cause new problems in the future with the results of problem solving.

At the central level the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency has a Memorandum of Understanding (MoU) with the National Police of Indonesia and The State Attorney's Office of the Republic of Indonesia, which is also followed up with a federal cooperation agreement. Because there have been issues so far about the settlement of conflicts concerning government assets, because there are reservations both on the part of the ministry and government agencies, for fear of being seen as losing state assets. And there is still a lack of awareness of the Community's value in handling certificates. Provision of awareness to the people of Indonesia in connection with the handling of land cases for socialization to be a solution relevant to the handling of conflict cases and land disputes is carried out.



Figure 3. Twitter Post from Indonesian Ministry of Agrarian Affairs and Spatial Planning Official Account on November 20, 2019

Source: (Twitter @atr_bpn, 2019)

The quality system is shown by the system that has been built by the government that the government will improve the quality of the system so that it can progress, so that if there is something wrong in the system, we

can improve it, and if there is something that we cannot improve by the government. In addition, the current of the 4.0 industrial revolution which is now completely digital cannot be dammed, including by state administrators. The system or technology of public services will go hand in hand with services that can be done from anywhere. In addition, it was revealed that currently there are two major things being pursued by the government, namely establishing a system to support electronic-based land services, and is working on a draft law on Land Affairs.

The reliability shown by the government in many Twitter posts leads to the deepening of the dispute cases experienced by the community. Many root problems are found in land dispute cases, because land dispute cases will greatly affect the economic conditions of the community.

In security-based posts, the government seeks to ensure overall social economic equality of the community. These efforts are taken in order to increase commodities such as those in the agriculture and fisheries sectors that need to be done. Besides problems in agrarian conflicts and land disputes become one of the friction that also disrupts the effectiveness of agricultural and fisheries life. Achievement of secure based feeling. In addition, the lack of precise laws and policies in regulating land issues, whether related to views on land, land status and ownership, land rights, or methods for obtaining land rights. Then the slowness and injustice in the process of resolving land disputes, which ultimately led to conflict. So that many communities such as farmers and fishermen who lose their livelihoods and eventually become unemployed. Unemployment is ultimately what causes an increase in the poor population in remote areas such as rural areas which are mostly farmers and fishermen.

The quality of information provided by the government is one of them by providing information in #SobATRBPBPN that in 2019 all land in the City Administration area such as South Jakarta is targeted to be fully registered. #SobATRBPBPN has become a hashtag so that the government and society can have a close relationship with what you call "sobat" (friend). By having this closeness, the public becomes enthusiastic in making information readable on Twitter provided by the Government. After that the government also gave up many certificates and distributed a number of certificates. Because land certificates are very important for the community because at this time, certificates are very necessary because land requires valid proof.

This research confirms previous studies that the government uses Twitter to interact with its people (Bonsón et al., 2019), strengthens two-way communication (Gruzd et al., 2018), engages the public (Sundberg, 2019), and bridges the information gap (Adjei-Bamfo et al., 2019). In this research, the ability of government services found in @atr_bpn posts must also improve. Because improvements will continue to be made to improve services in a better direction and facilitate the provision of information both in land and spatial planning so as to facilitate the community. The government is also doing revitalization that includes not only in terms of physical improvement, but also revitalizing governance.

Interactivity in #SobATRBPBPN mentions that millions of land certificate holders in Indonesia. If you try and pledge your assets with careful calculations followed by many people, the unemployment rate should not be

a concern. Because the community is considered to have an important role in this program, because not only as an object but as a subject or main actor in accelerating its implementation. Community participation is the key to accelerating implementation in the field.

The Responsiveness shown in the post found that President Joko Widodo submitted land certificates. In addition, the minister of agrarian spatial planning visited several places, one of which was the Aceh Tamiang Regency land office. The visit was also carried out in order to provide motivation to the ranks of the Aceh Tamiang district land office that were successfully completing land certification. Coupled with the existence of small and micro businesses need more attention from all parties. Because at this time, many people are interested in building or developing small and micro businesses by utilizing the potential of their region.

Understanding related to land rights or land that will be used in investment

According to Soleman & Noer (2017), Indonesian foreign investment is focused on the growth, tourism, mining, transportation and product sectors. However, in this study, the government made mediation efforts to achieve a win-win solution in overcoming land disputes. So it is hoped that with orderly land handling, investment will be easier and there will be sufficient employment opportunities for the community. All economic activities that will create jobs will inevitably require land. If problems related to land are not immediately resolved, then the economy cannot grow, investment does not work, employment is not created. The government has also revealed that land-related issues are one of the factors which inhibit investment entry or industrial relocation to Indonesia.

As is known, since the U.S.-China trade situation heated up a few years ago, it was noted that several global companies had relocated their factories out of China. These efforts were made to stop Americans enforcing quality security. Nevertheless none of them reached Indonesia from that many relocations. Indonesia has a large market, but that alone isn't enough to bring investors in. One of the factors that hinder foreign investment in the country is the bureaucracy synonymous with complex land permits and mafia-caused land disputes.

In terms of accessibility through posting, it is stated that at the moment @atr_bpn is trying to transform into the digital era with the vision of the government in 2025 in realizing world-class land and spatial management. In addition, the government is also trying to make changes by providing information on services as widely as possible for people who want to get services, good treatment from service officers, and opening access to complaints and informing the results of complaints follow-up. In addition, as many as 1,200 regional apparatuses will have access to investment escort applications to ensure quality investments can be realized & have a positive impact on job creation and increase in people's income. Efforts to change were also carried out, namely providing information on services as widely as possible for people who want to obtain services, good treatment from service officers, opening access to complaints and informing the results of complaints follow-up.

CONCLUSION

Based on the findings and discussion, it is concluded that secure based feeling towards investment can be achieved by Ministry of Agrarian Affairs and Spatial Planning of the Republic of Indonesia through likes in social media, one of which is Twitter by providing a more understanding related to land rights or land that will be used in investment. In addition, knowledge of problems that arise related to land raised in the post so that it can be an anticipatory effort for investment actors. The system or technology of public services will go hand in hand with services that can be done from anywhere. The reliability shown by the government in many Twitter posts leads to the deepening of the dispute cases experienced by the community. Many root problems are found in land dispute cases, because land dispute cases will greatly affect the economic conditions of the community.

In security-based posts, the government seeks to ensure overall social economic equality of the community. These efforts are taken in order to increase commodities such as those in the agriculture and fisheries sectors that need to be done. In addition, the government is also trying to make changes by providing information on services as widely as possible for people who want to get services, good treatment from service officers, and opening access to complaints and informing the results of complaints follow-up. Efforts to change were also carried out, namely providing information on services as widely as possible for people who want to obtain services, good treatment from service officers, opening access to complaints and informing the results of complaints follow-up. The quality of information provided by the government is one of them by providing information because land certificates are very important for the community because at this time.

The government is also doing revitalization that includes not only in terms of physical improvement, but also revitalizing governance. Interactivity in #SobATRBPN mentions that millions of land certificate holders in Indonesia. If you try and pledge your assets with careful calculations followed by many people, the unemployment rate should not be a concern. The Responsiveness shown in the post found that President Joko Widodo submitted land certificates. In addition, the minister of agrarian spatial planning visited several places, one of which was the Aceh Tamiang Regency land office. The visit was also carried out in order to provide motivation to the ranks of the Aceh Tamiang district land office that were successfully completing land certification.

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