

Social media communication: content analysis of Indonesian parliament instagram account

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Abstract This study aimed to analyse the dialogic communication by The House of Representatives through Instagram of the Republic of Indonesia (DPR-RI) as part of public institutions. This study is prompted by the low public trust in DPR using dialogic communication in Instagram. DPR-RI Instagram account is one of the most popular accounts among Indonesian government bodies' Instagram accounts. Having 470,000 followers, DPR_RI's Instagram has uploaded 6,347 photos and videos. The research method used was quantitative content analysis. This study also used thematic units that examined the topic or discussion of a text. The populations in this study were the posts on the Instagram account of DPR RI (@dpr_ri) from January 2015 to December 2020. The sample in this study amounted to 600 posts where, in each year, 100 posts were taken as a sample. The result indicates that DPR Instagram account has not applied the principle of dialogic communication. The low number of posts suggesting a dialogue with the public and stakeholders signifies this finding. DPR could use the results of this study to improve their public communication, especially in the use of social media.

Keywords: dialogic communication; social media; Instagram; public institution

INTRODUCTION

The Indonesian House of Representatives (hereinafter referred to as DPR) institution has a bad image in Indonesian society (Anindya, Jamil, & Briandana, 2021). A recent survey conducted by the Indonesian Survey Institute (LSI), for example, placed DPR and the Indonesian political parties in the two lowest positions in public trust towards government institutions.

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From the survey, 71 per cent of respondents said that they believed in DPR, while 65 per cent believed in political parties. The amount of trust in the Regional People's Representative Council and City or Regency Representatives are not much different, each at 75 per cent. The institutions most trusted by the public are the Indonesian National Army (95 per cent), followed by the Governors (91 per cent), the Regents or Mayors (90 per cent), the President (88 per cent), the central Government (85 per cent), and the Corruption Eradication Commission (83 per cent) (Bowden, 2009). The results of the LSI survey are not much different from the Indonesian Political Indicators survey. The level of trust in DPR and the political parties is at the bottom. Political parties obtained 47 per cent and DPR at 52.6 per cent (Nurita, 2021).

The low amount of public trust in DPR is unfortunate considering that it is an institution that represents the public. The public hoped that they could channel their aspirations through DPR. The question remains, why is public trust in DPR institutions still low? There are many answers to this question. One explanation may be due to the lack of interaction and communication between DPR and the public. It could be that DPR has not yet established interactive communication with the public as its main constituent. DPR is often seen doing its agenda without listening to the public's aspirations and desires.

Learning from advances in information technology used in Singapore and the Philippines, legislators individually seek to capitalise on advances in technology to get closer to the public and constituents. Since 1985 the Singapore Government established the Feedback Unit, which later in 2006 would be replaced by REACH (Reaching Everyone For Active Citizenry @ Home) as a platform accommodating the public's aspirations (Rodan & Jayasuriya, 2012). Public aspirations in the Philippines are regulated by the Administrative Committee Support Service in charge of records and public information relevant to policy discussion and the parliamentary agenda. In the 1987 Philippine constitution, the public has the right to information as a fundamental human right (Cariño, 2007).

In a democratic country, the interaction between DPR and the public and stakeholders is an obligation (Foa & Mounk, 2016) because DPR is a representative institution expected to bridge the aspirations and interests of the public and policymakers (executives) (Fadillah, Farihanto, & Dahlan, 2017). The ideal condition occurs when DPR has interactive communication with the public and stakeholders (the Government and groups in society) (Ramadani, 2020). Currently, this kind of interaction is facilitated by the presence of social media. Social media allows DPR to communicate directly with the public and stakeholders (Anindya et al., 2021).

Before the advent of social media, conventional media was unidirectional (Briandana, Fasta, Mihardja, & Qasem, 2021). Public institutions use the media (traditional or conventional) to disseminate

information to the public (Bergquist, Ljungberg, Remneland Wikhamn, & Rolandsson, 2015). The public does not have the opportunity or difficulty to interact directly with public institutions. This is because of the limitations of the media, which do not allow direct interaction (Briandana & Azmawati, 2021). The reason is that gatekeepers act as intermediaries between the public and public institutions such as journalists, editors and so on. Social media changes this condition (Dwityas & Briandana, 2017). It provides an opportunity for all users to interact directly with each other. For example, a farmer or worker can directly ask DPR or DPR members about the problems they are facing through social media (Mulyana, Briandana, & Rekarti, 2020). Users can immediately greet and ask questions directly to DPR and members of DPR. Mulyana, Briandana, & Rekarti (2020) stated that social media allows interactive and two-way communication.

Kent & Taylor (1998) developed a concept known as dialogic communication. This concept describes how organisations (including public institutions) interact with the public and stakeholders. Organisations should carry out dialogic communication, where the public and stakeholders are equal and listen to each other (Sáez Martín, Haro dae Rosario, & Caba Pérez, 2015). The internet and social media presence allow this dialogic communication to be carried out properly (Pang, Shin, Lew, & Walther, 2018). This is because the main concept of the Internet and social media is interactivity, which is at the core of dialogic communication (Sáez Martín et al., 2015). Through social media, organisations can build relationships with the public and stakeholders (Kent & Taylor, 1998). Some studies have shown that social media can maintain interactions and relationships between organisations and the public (Men, Tsai, Chen, & Ji, 2018). Social media can also be used to increase an organisation's positive image in the public eye. This positive image is obtained from public interaction or engagement with organisations on social media (Watkins, 2017). Public institutions can use social media to communicate well through social media (Capriotti, Zeler, & Camilleri, 2021).

In the context of dialogic communication, modern organisations must develop dialogic communication with stakeholders. Dialogic communication can be defined as the negotiated exchange of ideas and opinions between organisations and stakeholders (Wirtz & Zimbres, 2018). According to Capriotti et al. (2021), dialogic communication is developed by arguing that organisations should promote an exchange of ideas and opinions where the parties involved in the relationship provide an honest and open acceptance. Organisations should implement a communication strategy to increase stakeholders' engagement to achieve better-shared understanding and better opportunities for effective communication (Sáez Martín et al., 2015). In the House of Representatives (DPR) context, the stakeholders here include voters, Government, citizens, and so on (Taylor, Kent, & White, 2001). DPR builds a mutual understanding

based on equality and honesty among the various interest groups (Waters, Burnett, Lamm, & Lucas, 2009).

According to Rybalko & Seltzer (2010), dialogic communication is based on five essential principles. The first is mutuality. This principle states that the relationship between the organisation and the public (stakeholders) is mutually necessary and inseparable. Dialogic communication can only be established if the organisation places the public in an important position, not only as a goal but also as an equal position to suggest a dialogue (Geni, Briandana, & Umarella, 2021).

The second is propinquity. This principle emphasises that organisations must provide relevant information and opportunities to the public to be involved in the policymaking process. Dialogic communication can only be achieved if the organisation places the public not only as the programme's target, but also by providing the opportunity for the public to be involved in making the programme itself. The third is empathy. This principle states that dialogic communication requires mutual trust and mutual support between the organisation and the public. The organisation places the public and stakeholders in essential positions as partners and counterparts of dialogue. The public is not only encouraged in the dialogue but also facilitated by its participation. The organisation provides the greatest opportunity and potential for the public to interact. This attitude is followed by mutual respect and respect for opinions, being open based on argumentation, and providing solutions if there are differences of opinion or opinions.

The fourth is a risk. Dialogic communication will be established if each party realises the potential risk, namely when they adhere to their respective opinions. Due to the awareness of this risk, communicating parties are encouraged to prepare themselves in case of unexpected consequences). Organisations must think of solutions together by listening to all parties, based on the principle of recognising the existence of others. The fifth is commitment. Dialogic communication is only created if the organisation is committed to communicating with other parties, with the principles of honesty, openness and sincerity. With this principle, organisations can develop a dialogic communication commitment.

Technology and social media provide an opportunity for organisations to be closer to the public and stakeholders. Kent & Taylor (1998) developed the concept of dialogic communication in the realm of social media. According to them, social media presence is utilised differently by many organisations. There are also closed organisations. Social media is only introduced as a unidirectional channel of information from the organisation to the public (Bergquist et al., 2015). On the other hand, some organisations can take advantage of the presence of social media to optimise dialogue with the public and stakeholders.

There are many studies conducted by experts on how dialogic communication can occur in the online realm (web or social media). For example, studies on dialogic communication on websites (Kent & Taylor, 1998; Taylor et al., 2001), and social media (del Mar Gálvez-Rodríguez, Sáez-Martín, García-Tabuyo, & Caba-Pérez, 2018; Watkins, 2017; Wirtz & Zimbres, 2018). According to Taylor et al. (2001), the Internet opens the way for organisations to carry out dialogic communication with the public. Organisations have the opportunity to build dialogical relationships with stakeholders through the use of strategically designed websites or social media. According to Rybalko & Seltzer (2010), organisations using the web or social media are called dialogic communication if they carry out the following five principles. First, the principle of providing benefits for users (providing usefulness of information). Organisations must know their users' needs and then provide helpful information for them. Furthermore, Rybalko & Seltzer (2010) argue that organisations can provide information about their existing programmes. Organisations complete the information with links to websites, contacts, and videos that the public can use to get more information.

Second, the principle of maintaining users (conservation of visitors). Dialogic communication on social media can be established if the organisation can keep visitors using its social media to meet their needs. For example, in seeking information, getting an education, enjoying entertainment, and so on. Organisations can carry this effort in various ways, including: (1) Providing regular and continuous information updates (Rybalko & Seltzer, 2010). By posting regularly, users can continuously visit the organisation's social media pages; (2) Providing further information that users can use, such as links, contacts, and so on. The organisation becomes a liaison between users and other organisations.

Third, organisations have to encourage the return of user visits (generated return visits). In the era of social media, organisations compete with other organisations in providing information to the public or stakeholders. The organisation is then required to retain users and ensure users' satisfaction by encouraging them to continue to use social media that the organisation manages. This can be done if the organisation can provide incentives or benefits that make the public or users continue to visit the organisation's social media. Several strategies can be done, including conveying information regularly and constantly updating information about future agendas or activities (Rybalko & Seltzer, 2010). Another strategy is by sharing links to the organisation's website, organisational activities, news about the organisation in other media, discussion forum links, or other valuable agendas for users.

Fourth, there is the ease of use or interface. Efforts to retain users or encourage public motivation to use an organisation's social media can only be made if the organisation has a simple and attractive

interface. Diverse information is displayed with a system that makes it easier for users or visitors. The web or social media is easy to use, characterised by loading speed, ease of accessing other pages, ease of navigation, having a site search box and so on (Rybalko & Seltzer, 2010).

Fifth, there is a dialogic circle (maintaining a dialogic loop). Dialogic communication via the web or social media is characterised by a two-way flow of communication, not only one-directional from the organisation to the public. Organisations engage users or the public to interact by providing opportunities for discussion, asking questions, or providing answers. A study conducted by Rybalko & Seltzer (2010) on Twitter shows that dialogue communication is characterised by users' ease of asking questions on posts to provoke dialogue by sending comments. This must also be followed by the speed with which the organisation provides updated answers.

METHODOLOGY

This study uses a quantitative content analysis method to answer the research objectives (describing the dialogue communication between DPR institutions on social media). Quantitative content analysis can be defined as a scientific research technique that aims to describe the characteristics of the content and draw inferences from it. Content analysis is intended to identify the visible message of communication (manifest) and is carried out objectively, validly, reliably, and replicable (Riffe, Lacy, Fico, & Watson, 2019).

The unit of analysis can generally be defined as an element or part of the news text to be analysed. Krippendorff defines the unit of analysis as what is observed, recorded, and considered as data, separating them according to their boundaries and identifying each of them for subsequent analysis (Krippendorff, 2018). The unit of analysis can simply be described as which part of the content we examine and use to summarise the content of a text. The parts must be separate and distinguishable from other units and become the basis for the researcher to take notes.

The unit of analysis used in this research was the thematic unit. This unit deals with the theme of a text (content). This study used thematic units that examined the topic or discussion of a text. In simple terms, thematic units refer to the theme of a text (content) and tell about a text that tells about something (Eriyanto, 2011). This text refers to messages or information in the form of posts on social media.

The object of this research is the DPR RI Instagram account (@dpr_ri). DPR RI Instagram account (@dpr_ri) was created in 2015 and has around 470 thousand followers until early 2021. The DPR RI secretariat manages this account as a platform for disseminating information to the public. Every day DPR RI Instagram followers continue to grow. Within a week, the followers can increase up to 465 accounts. Men than women more dominate their follower count. The

followers have an average age of 18-24 years, but not as many as 25-34 year-olds who are the dominant followers of DPR RI Instagram and followed by other ages ranging from 17 to 50 years and over.

The population in this study are all the posts on the Instagram account of DPR RI (@dpr_ri) for the last six years (January 2015-December 2020). The number of posts during that period totalled 6,347 posts. All of these posts are the population of this research data. The sample in this study amounts to 600 posts, where, in each year, a sample of 100 posts were taken. With a sample size of this size, the margin of error in this research is 3.8%. In other words, the degree of difference between the sample and the population is 3.8%.

The sampling technique selected 600 posts using the following systematic random sampling procedure (Eriyanto, 2011; Riffe et al., 2019). First, the researcher compiled a sample frame (first sampling frame) sorted by posting order and classified by year. Second, the researchers determined the sample interval obtained by dividing the population size (the number of posts for each year) by 100 (number of samples in each year). Third, based on the sample interval, the sample was then systematically selected.

Conceptualisation is the process of giving meaning to concepts. Conceptualisation is carried out by defining a concept that the scientific world has accepted. The definition of conceptualisation must include a unique attribution of something that is defined. It must be clear and not cause multiple interpretations between one person and another. In order to be measured and researched, the concept must be derived empirically so that the process of operationalising the concept can observe it. This operationalisation process is accomplished by making an operational definition, which is a set of procedures that describe the activities or efforts of the researcher to answer something that is described in the concept empirically (Eriyanto, 2011). Abstract concepts are operationalised into empirically observable indicators.

This study wants to describe the extent to which dialogic communication occurs in the official Instagram account of DPR RI (@dpr_ri). As presented in the literature review section, dialogic communication on social media can be described by five characteristics (providing benefits to users, retaining users, encouraging return user visits, ease of use or interfaces, and dialogical circles). One of these five characteristics is not used (the ease of use or interface) because it is more suitable for websites and not social media. Unlike websites, the interface of social media (in this case, Instagram) is provided by the application developer and not by the owner or organisation. The characteristics of dialogic communication in this study are placed as variables to be measured. In order to be operational, these four variables are then derived into indicators. Six hundred posts were coded and became a sample of 6,347 posts for six years. In this study, the selection of the coders was Achmad Jamil and Eriyanto, whose background was a lecturer in Communication Studies and who had

experience as coders. Coders are qualified in careful content reading and categorising according to the protocol a prepared protocol. Coders guarantee reliable content analysis.

The operationalisation of the concept of dialogic communication, based on previous studies, especially those conducted by (del Mar Gálvez-Rodríguez et al., 2018; Sáez Martín et al., 2015).

In the context of this research, the concept and operationalisation are designed to assist in the content analysis process. The following is table 1 and 2, which explains the conceptualisation and operationalisation in this study.

Table 1. Concept and Operationalisation (1)

Variable	Definition	No	Indicator	Category Answer
Providing usefulness of the information	The extent to which social media managers provide helpful information to users (Rybalko & Seltzer, 2010; Watkins, 2017; Haro-de-Rosario, Sáez-Martín, & Caba-Pérez, 2016).	1	The post contains information about DPR organisation (DPR apparatus, DPR structure, DPR addresses, email/telephone addresses etc.)	0. No 1. Yes
		2	The post contains information that users can use (for example, programmes, policies, etc.)	0. No 1. Yes
		3	The post provides materials related to information (such as videos, downloadable documents, recorded materials, etc.) that the public can use	0. No 1. Yes
		4	The post provides further information (in the form of links, other organisations' website pages, etc.) to be further utilised by the public interested in the information.	0. No 1. Yes
Conservation of visitors	The extent to which social media managers maintain visitors in order to keep and continue to use the organisation's social media (Rybalko & Seltzer, 2010; Watkins, 2017)	5	The post contains the latest (actual) events in less than 24 hours that occurred in DPR or involved DPR	0. No. 1. Yes
		6	The post contains current (actual) events regarding social, political, economic, cultural conditions etc. that occurred in less than the last 24 hours	0. No. 1. Yes
		7	The post contains information about activities carried out by DPR institutions (meetings, hearings, etc.)	0. No. 1. Yes
		8	The post contains information about activities carried out by members of DPR (work visits, meetings, media invitations, etc.)	0. No. 1. Yes

Source: Reseachar (2021)

Table 2. Concept and Operationalisation (2)

Gene rated return visits	The extent to which social media managers ensure user satisfaction by encouraging users to continue to use social media managed by the organisation and encouraging new users (Rodríguez, Martín, Tabuyo, & Pérez, 2018; Rybalko & Seltzer, 2010; Haro-de-Rosario, Sáez-Martín, & Caba-Pérez, 2016).	9	The post contains creates a calendar of activities or a link to a web page where the user can find the calendar of events	0. No. 1. Yes
		10	The post contains information on the agenda of activities carried out by DPR in the future, which the public can follow	0. No. 1. Yes
		11	The post contains information on the agenda of future DPR members' activities, which the public can follow	0. No. 1. Yes
Maintain ing a dialogic loop	The extent to which social media managers ensure that there is a two-way	12	The post invites users (public) to comment on uploads made by the organisation	0. No. 1. Yes
	interaction/dialogue with users, provide opportunities for discussion, ask questions or provide answers (Rybalko and Seltzer, 2010; De Vries et al., 2012; Lovejoy & Saxton, 2012; Rodríguez, Martín, Tabuyo, & Pérez, 2018)	13	The post invites (public) users to ask questions to DPR	0. No. 1. Yes
		14	The post invites users (public) to respond to activities or activities carried out by DPR or DPR members (requesting responses, responses, invitations to respond to/provide comments etc.)	0. No. 1. Yes
		15	The post requests for user (public) opinion in the form of surveys or quizzes to users regarding DPR activities or activities	0. No. 1. Yes
		16	The post contains a call to action (such as a request to visit a particular site, comment or like the status of a social media post, etc.)	0. No. 1. Yes
		17	The post responds to comments from (public) users which are made on DPR's Instagram account	0. No. 1. Yes
		18	The post responds to comments from users (public), whether they are made on the media or other social media accounts outside DPR's Instagram account	0. No. 1. Yes

Source: Reseacher (2021)

RESULTS AND DISCUSSION

Reliability Test

Researchers conducted a reliability test on the instrument made before conducting the study. The reliability test used was inter-coder reliability. Out of the 600 post samples studied, 100 of them were taken. The researcher then asked two coders to read and fill in the coding sheets for the 100 posts. The results of the coding were then

compared. Researchers used the Holsti formula to determine reliability between coders (Riffe, Lacy & Fico, 1998). The results of the calculations are presented in Table 3 below. From this table, we can see that for each indicator used, the level of agreement between coders is between 0.8 and 1.00. Thus, we can use all of the indicators since they are above the threshold of 0.7 (Eriyanto, 2011; Riffe et al., 2019).

Providing Usefulness of Information

One of the most important aspects of dialogic communication is that it provides benefits to the user. Social media created by an organisation will have dialogic communication if the content of social media is user-oriented. Users are seen as an important part of the organisation. The organisation performs this by presenting helpful information to the public. Conversely, an organisation cannot perform dialogic communication if the information presented is less relevant to the public. Organisations do not pay attention to users' interests and needs before conveying messages. In this study, the variables are divided into four indicators. Table 4 presents the results of the content analysis of DPR Instagram posts.

From table 4, we can see that only 20% of the studied Instagram posts contained relevant information for the users. DPR's Instagram account also does not provide materials or valuable data for the public (4%) or provides further information (in the form of links to website pages, etc.). For example, when there is a debate about a law draught, the social media account is underutilised to provide information that the public can trace. One of the things that can be done is providing video recordings, bill draft documents that the public can download, or providing links to certain website pages to get detailed information.

Conservation of Visitors

Dialogic communication is created when an organisation makes an effort to maintain relations with the public or stakeholders. The public here is seen as a crucial part of the sustainability of the organisation. Therefore, they must maintain the relationship. Relationships with the public or stakeholders are seen as long-term relationships, which are continuously maintained and improved. In dialogic communication through social media, this aspect can be seen from the extent to which the organisation's social media accounts try to retain users (followers or potential followers) to continue to use social media as an essential source of information.

Table 5 shows the results of the analysis of the contents of DPR's Instagram posts in terms of efforts to retain users. From this table, we can see that the programme provides information about what DPR is doing, either as an institution or activities carried out by its members. In a relatively large number, the account's posts contain information about the activities of DPR (52.7%) and its members (19.3%). From

this data, DPR's Instagram account can be seen as a means for DPR to provide information to the public and stakeholders and show what activities are carried out by DPR. However, DPR's Instagram account was relatively poor (6%) in responding to the real and occurring events (social, political, cultural, economic, etc.).

Table 3. Reliability Test Results Between Coders

	Indicator	Intercoder Reliability
1	Posts containing information about DPR organisation (DPR apparatus, DPR structure, DPR addresses, email/telephone addresses etc.)	1.00
2	Posts containing information that users can use (for example, programmes, policies, etc.)	0.8
3	Posts providing materials related to information (such as videos, downloadable documents, recorded materials, etc.) that the public can use	1.00
4	Posts providing further information (in the form of links, other organisations' website pages, etc.) to be further utilised by the public interested in the information.	1.00
5	Posts containing the latest events (actual) in less than 24 hours that happened in DPR or involved DPR	0.9
6	Posts containing current (actual) events regarding social, political, economic, cultural conditions etc. that occurred in less than the last 24 hours	0.9
7	Posts containing information about activities being carried out by DPR institutions (meetings, hearings, etc.)	1.00
8	Posts containing information about activities carried out by members of DPR (work visits, meetings, media invitations, etc.)	0.9
9	Posts creating a calendar of activities or a link to a web page where the user can find the calendar of events	1.00
10	Posts containing information on the agenda of activities carried out by DPR in the future, which the public can follow	0.9
11	Posts containing information on the agenda of future DPR members' activities, which the public can follow	0.8
12	Posts inviting users (public) to comment on uploads made by the organisation	0.8
13	Posts inviting (public) users to ask questions to DPR	0.8
14	Posts inviting users (public) to respond to activities or activities carried out by DPR or DPR members (requesting responses, responses, invitations to respond to/provide comments etc.)	0.8
15	Posts requesting for user (public) opinion in the form of surveys or quizzes to users regarding DPR activities or activities	0.9
16	Posts containing a call to action (such as a request to visit a particular site, comment or like the status of a social media post, etc.)	0.9
17	Posts responding to comments from (public) users which are made on DPR's Instagram account	1.00
18	Posts responding to comments from users (public), whether they are made on the media or other social media accounts outside DPR's Instagram account	1.00

Source: Data Process by Author (2020)

Table 4. Information for the Public on DPR's Instagram Post

No	Indicator	Yes	No	N
1	Posts containing information about DPR organisation (DPR apparatus, DPR structure, DPR addresses, email/telephone addresses etc.)	3.5%	96.5%	600
2	Posts containing information that users can use (for example, programmes, policies, etc.)	20.7%	79.3%	600
3	Posts providing materials related to information (such as videos, downloadable documents, recorded materials, etc.) that the public can use	4.0%	96.0%	600
4	Posts providing further information (in the form of links, other organisations' website pages, etc.) to be further utilised by the public interested in the information.	3.0%	97.0%	600

Source: Data Process by Author (2020)

Table 5. Efforts to Retain Users

No	Indicator	Yes	No	N
1	Posts containing the latest (actual) events in less than 24 hours that occurred in DPR or involved DPR	13.7%	86.3%	600
2	Posts containing current (actual) events regarding social, political, economic, cultural conditions etc. that occurred in less than the last 24 hours	6.0%	94.0%	600
3	Posts containing information about activities being carried out by DPR institutions (meetings, hearings, etc.)	52.7%	47.3%	600
4	Posts containing information about activities carried out by members of DPR (work visits, meetings, media invitations, etc.)	19.3%	80.7%	600

Source: Data Process by Author (2020)

Generated return visits

Dialogic communication sees the public or stakeholders as long-term partners. The public is not seen as an object to fulfil organisational goals. On the other hand, the public is an important dialogue partner for the survival of the organisation. Because the public is a long-term partner, it is important to establish good relationships to meet the public's satisfaction. In the context of social media, this aspect can be seen from the extent to which social media managers ensure user's satisfaction by encouraging users to continue to use social media managed by the organisation and encouraging new users.

Table 6 presents content analysis data regarding the efforts made by the DPR social media (Instagram) manager to encourage users to continue to visit and use social media as their primary source of information. This effort, for example, can be done through updating information on the agenda of DPR's upcoming activities, either as an institution or as a member of DPR. From table 6, DPR's Instagram account can be seen as relatively active in providing information about the upcoming agenda of DPR (38.5%) and DPR members (11.3%). However, this social media account does not provide any further

information (in the form of a link) that the public can search for or learn further about these activities (5.3%).

Table 6. Efforts to Encourage Return User Visits

No	Indicator	Yes	No	N
1	Posts creating a calendar of activities or a link to a web page where the user can find the calendar of events	5.3%	94.7%	600
2	Posts containing information on the agenda of activities carried out by DPR in the future, which the public can follow	38.5%	61.5%	600
3	Posts containing information on the agenda of future DPR members' activities, which the public can follow	11.3%	88.7%	600

Source: Data Process by Author (2020)

Maintaining a Dialogic Loop

The most noteworthy part of dialogic communication is the dialogic circle. An organisation is considered to have dialogic communication if it opens opportunities for the public and stakeholders to engage in discussions or dialogues. The organisation takes the initiative for the discussion (such as asking questions, responding to questions, and so on). This principle also applies to organisations that have social media. A social media account managed by a new organisation can carry out dialogic communication when the social media account provides the answers to questions from social media users. Social media develops directional communication with users. The existing features of social media allow organisations to carry out dialogic communication.

Table 7. Efforts to Conduct Dialogue through Social Media

No	Indicator	Yes	No	N
1	Posts inviting users (public) to comment on uploads made by the organisation	0.7%	99.3%	600
2	Posts inviting (public) users to ask questions to DPR	5.7%	94.3%	600
3	Posts inviting users (public) to respond to activities or activities carried out by DPR or DPR members (requesting responses, responses, invitations to respond to/provide comments etc.)	3.0%	97.0%	600
4	Posts requesting for user (public) opinion in the form of surveys or quizzes to users regarding DPR activities or activities	0.3%	99.7%	600
5	Posts containing a call to action (such as a request to visit a particular site, comment or like the status of a social media post, etc.)	0.5%	99.5%	600
6	Posts responding to comments from both (public) users who are made on DPR's Instagram account	1.0%	99.0%	600
7	Posts responding to comments from users (public), whether they are made on the media or other social media accounts outside DPR's Instagram account	0.3%	99.7%	600

Source: Data Process by Author (2020)

Table 7 presents data on whether posts on DPR's Instagram account have carried out the principle of dialogue with users. Social media managers must ensure the presence of two-way interaction/dialogue with users by providing opportunities for discussion, asking questions or providing answers. From this table, the communication pattern carried out by DPR through Instagram can still be seen as one-way in nature. DPR's Instagram account has not developed a dialogue with the public or stakeholders. Posts made still place the user as the recipient, not as an active conversation partner.

DISCUSSION

DPR RI Instagram account (@dpr_ri) is quite active in posting information. Until the end of 2020, the total number of posts reached 6,347. This means that, on average, this account updates about three posts each day. The posts are generally about DPR's or its members' activities. By looking at this account, the public or stakeholders will know what activities are carried out by DPR or its members. However, this study shows that the number of posts made by DPR on the Instagram account does not reflect dialogic communication.

Posts made by the DPR RI Instagram account (@dpr_ri) are unidirectional. Their posts only provide information about what DPR is doing, hoping that the public will discover this information. The post has not yet invited the public to engage in a dialogue. This research shows that only a few posts are enquiring the public to ask questions, respond, etc. Very few posts also attempt to answer the public's questions. DPR has not utilised their social media accounts to carry out dialogic communication. This should turn their attention, considering that the features and facilities of social media (Instagram) should allow them to establish dialogic communication. When DPR uses social media, it is not accompanied by awareness to have dialogues with the public or social media users. The low number of public responses to DPR's Instagram can be seen in Table 6 that shows that the public's response to DPR's information and agenda in conducting dialogues is only 0.7% to 3%.

The fundamental difference between social and traditional media is the format of interaction between users (Aufderheide, Clark, & Shapiro, 2008). Public institutions can use social media to encourage community involvement and build community. Public institutions can use social media to communicate with the public (Graham & Avery, 2013). The open dialogic nature of social media removes many of the barriers to communication experienced by many public institutions, such as bureaucracy or complex rules (Bertot, McClure, & Jaeger, 2010). Through social media, the public can directly ask public institutions without waiting for the flow and bureaucracy (Anindya et al., 2021).

This study also shows that dialogic communication through social media has not occurred. Because Instagram has not been used for

dialogues, the engagement of the public or at least social media users toward DPR posts is very low. We can see this from table 6, number 3, which shows that posts inviting users (the public) to respond to the activities of DPR or its members that enquire a response or comments only reach 3%. The theoretical implications of this study are as follows: several studies have shown a relationship between the level of interactivity or dialogic communication in social media and public engagement (Bowden, 2009). Dialogic communication makes the public feel listened to, which will make the public engage with social media managed by the public institutions.

Studies on dialogic communication in government institutions are currently still limited. There are still limited studies that discuss how government institutions build dialogues with the public to get feedback that can help formulate a policy. More specifically, no studies on discussing government information management through Instagram to create public participation have been found. Accordingly, this research was conducted to add to studies in information management in public institutions. The studies conducted include "Good Governance Aspects in Implementation of The Transparency of Public Information Law" (Sakapurnama & Safitri, 2013), "Public Information Disclosure and Good Governance: Between Das Sein and Das Sollen" (Retnowati, 2012), "Social Media Analysis and Public Opinion: The 2010 UK General Election" (Anstead & O'Loughlin, 2015).

Theoretically, this research was conducted to fill the gaps in government communication management, especially dialogic communication through new media. Advances in information technology have opened up a two-way study of information management for public institutions. Public institutions play a role in disseminating information and getting feedback from the public (Bergquist et al., 2015).

In practice, this study will contribute to government institutions, especially DPR-RI, to play an important role in optimising the interactive, participatory and information-based dialogic communication functions (Coman & Păun, 2010), improving public quality services and optimising administrative functions through increased cooperation between legislators and the public. Aufderheide, Clark, & Shapiro (2008) stated that many local governments in several countries use social media and applications to implement three communication strategies: representation, civil society engagement and network building.

CONCLUSION

This study wants to know the extent to which DPR's social media (Instagram) has implemented the principles of dialogic communication. The results of this study show that Instagram DPR has not implemented the principles of dialogic communication. This is marked by the low number of posts inviting dialogues with the public and

stakeholders. The results of this study need a follow-up, either practically or theoretically. In practical terms, the results of this study can be used by DPR to improve public communication, especially in utilising Instagram. The social media accounts owned by DPR must implement dialogic communication, which places the public as dialogue partners.

Meanwhile, theoretically, the results of this study need to be followed up with other unanswered research. For example, the study of the relationship between low dialogic communication in social media and engagement or research shows the influence of low dialogic communication on an institutional image.

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