Social Media Buzzer Utilization as a Form of Digital Campaign Practice

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Abstract
This research tries to describe the utilization of technology in the government, as a control of government agency members both in output of performance and behavior. The control using an online web-based applications tool for performance and behavior measurement of government agency members. The objective of this paper is to know the organizational and technical aspects undertaken by Ministry of Communications and Informatics in the utilization of the online web-based applications tool by the government agency members within Ministry of Communications and Informatics. This research uses organizational theory with a focus on the concept of control in communication strategy management. This journal discusses the industrial revolution 4.0 that has an impact on communication patterns, especially in public relations practice in political organizations. At first the communication pattern on public relations was top-down, but in the digital age as it is today, the communication pattern becomes horizontal, because it allows the public to participate. In practice, public relations in a political organization using social media in disseminating information, so that the delivery of information can be optimal and cause interaction with the public. In order for messages delivered through social media to be delivered effectively and optimally, a political organization needs the services of a social media influencer. Influencer or Buzzer which will help the public relations in the political organization to form public opinion to align with the values and image of political organizations.

Keywords: industry 4.0, organization, public relations, social media, buzzer

Introduction
The fourth Industrial Revolution is characterized by increasing complexity of problems to be faced, as well as problems within the organization. The complexity of this problem is somewhat influenced by the flow of globalization where the development of technology and information flow is growing very rapidly. This phenomenon is commonly referred to as industrial revolution 4.0.¹

Kohler & Weiz, defines industry 4.0 as an approach that allows for real-time control of production processes within an industry². Trappey explains industry 4.0 is a common concept that allows an industry to adopt advanced technologies such as the Internet of Things, Cloud, and Big Data, to facilitate the industry's working system.³ While Erol and Sihn explain that industry 4.0 is a condition where an industry uses the internet and other technologies as the main pedestal, and as an integrator between human resources, machinery, products, thus forming an intelligent and efficient production chain.⁴

Industry 4.0 itself is based on the opportunity for ecosystems to innovate, compete, invest in technology, and connect small and medium entrepreneurs with entrepreneurs. The challenge of this industry 4.0 is the readiness of the industry revolution itself, a trusted and quality workforce, a well-managed work culture, and job creation.⁵

In Indonesia, the development of industry 4.0 has begun in some potential sectors, by utilizing several technologies that characterize the 4.0 industry such as robotics, cloud, internet of things, and big data. The main goal of this 4.0 industry application is to improve technological innovation, production improvisation, and inclusion for small and medium enterprises.⁶

The industrial revolution 4.0 is currently felt in almost all types of industries and organizations. Including public relations activities. Current public relations activities are transformed into the digital age. Based on the survey of the Association of Indonesian Internet Service Providers, about 143 million people or more than 50 percent of Indonesia's population is connected to the internet network. This is also one of the reasons public relations activities are transformed in digital form, and rely on technology and internet network.⁷

²http://www.monthly-digest-loreal.com/en/article/industrie-4-0-enjeu-de-transformation-de-toute-notre-industrie/
³https://www.tandfonline.com/doi/abs/10.1080/02533839.2017.1362325
⁴http://publica.fraunhofer.de/documents/N-382579.html
⁶Ibid
⁷Ibid
In the face of the digital age or revolution 4.0, there are several things that must be considered by public relations practitioners, such as:

- **Communication Patterns**
  Initially the PR model was top-down. Information delivered through mass media, so that the public can only receive information. In the digital era or this 4.0 revolution, the communication pattern changed to horizontal, which in this pattern allows the public to provide feedback to the public relations party which convey information through social media channels.

- **Social Media Content**
  In the digital era as today, as a public relations practitioner should prepare content that will be published through social media channels on a regular basis. The content created should be tailored to the context of the moment, also tailored to the target market of that political organization. Such a strategy is considered effective in disseminating information as well as the organization's good image.

- **Influencer**
  Growing awareness through social media is not an easy thing. In addition to making the content as attractive as possible, public relations in an organization or institution also requires an influencer or so-called buzzer. The buzzer task in question is to lead public opinion about the content of messages submitted by organizations through their social media channels.

**Political Organization**

The organization has several definitions according to experts. Stoner says that organizations are a pattern of relationships that are under direction to pursue a common goal. James D. Mooney said that the organization is a form of human union to achieve common goals. Stephen P. Robbins states that the organization is a consciously coordinated social unit, with identifiable boundaries to achieve a common goal.

One type of organization when viewed from its function and purpose is political organization. Political organizations are organizations or groups that move or have an interest in the political process and in the science of state, actively play a role in determining the fate of the nation. One type of political organization that develops and plays a role in the development of democratic climate in Indonesia is a political party.

A political party is a political organization that undergoes a certain ideology or is formed with a specific purpose. Political organization can also be interpreted as an association of a group of people who have azaz, bow and the same goal in the field of

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8 Ibid
10 Ibid
politics. In general, political parties are defined as associations established to realize a particular political ideology. The basic objectives of political parties include political education, unification of political thought, fighting for the interests of the people, political socialization, and participation in politics or government.\textsuperscript{11}

**Public Relations Practices in Political Parties**

Each type of organization, which in this case is a political party, certainly requires a positive synergy of each member. No exception is the role of public relations in building the image of the party, and foster awareness in the community. Public relations activities are essentially communicative activities that, according to Ruben and Steward, are processes that involve individuals in relationships, groups, organizations and communities that respond and create messages to adapt to each other's environment.\textsuperscript{12}

In practice, According to Djanalis Djanaid, in his book entitled Public Relations: Theory and Practice, the main function of public relations is divided into two, namely\textsuperscript{13}:

- **Constructive Functions**
  This function explains the role of public relations as the front guard of an organization. Public relations serves to convey the values and good image of the organization to the public, and vice versa to understand public opinion and behavior towards the organization and submit it to management.

- **Corrective Functions**
  This function explains the role of public relations to solve those problems occurs within the organization.

In carrying out its duties, public relations professionals, of course, must apply the values that apply in accordance with the code of ethics of public relations. Patricia J. Parsons, in his book Ethics in Public Relations: A Guide to Best Practice explains the ethics of public relations is the application of knowledge, understanding, and reasoning to the question of right or wrong behavior in the practice of public relations professionals. In addition, also explained about the five principles or pillars in public relations, including\textsuperscript{14}:

  a. **Veracity** (to tell the truth)
  Delivering the truth is a major pillar or principle in the world of communication. Delivering the truth is considered an early stage in behaving in accordance with the ethics and norms that exist.
  
  b. **Non-maleficence** (to do no harm)
  This principle emphasizes the workers in the field of public relations to consider whether the decision made will hurt others or not.

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\textsuperscript{11} Ibid
\textsuperscript{12} Brent D. Ruben, Lea Stewart, Communication and Human Behaviour (Pearson/A&B,2006), hlm 17
\textsuperscript{14} J. Parsons. Patricia. 2008. Ethics in Public Relations A Guide to Best Practice
c. Beneficence (to do good)
This principle is similar to the principle of non-maleficence, ie, not to harm others or the other person. But on this principle, public relations professionals have an obligation to make a positive contribution to society. For example, sponsoring a particular event.

d. Confidentiality (to respect privacy)
In carrying out its duties, professionals in the field of public relations not only must convey all the truths that exist, but also must keep the privacy of both parties.

e. Fairness (to be fair and socially responsible)
In making decisions, public relations professionals must apply the principle of fair and socially responsible, so that the decisions taken can be fair for both parties.

Grunig and Dozier also explained that in carrying out their duties, professional workers, especially in the field of public relations, certainly required to be able to take decisions appropriately. For that also required the principles of the theory of public relations ethics, which is broadly divided into two, namely:

a. Teleology, which means professional public relations workers in carrying out their duties, must consider whether or not the potential consequences of decisions taken
b. Deontology, which means all the consequences that can be made when taking a decision, will have to be communicated and communicated to the public.

Although in practice, public relations remains consistent with the prevailing ethics, the public relations practice itself is dynamic and adapted to the needs of the organization and depends on the type of organization. Public relations activities are also a bit influenced by the industrial revolution 4.0 which began to focus on the use of internet, technology, and digital media.

Utilization of Social Media in Public Relations Practice of Political Party As a form of Digital Campaign
Tom Watson and Paul Noble stated that online-based public relations activities is one form of strategy in attracting public interest to interact, so indirectly the public also supports the organization. The more comments or positive interactions, the easier it is for an organization to spread its positive image. But in industry 4.0 like today, where the internet becomes the main reference for individuals in seeking information, the actors

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of public relations should be careful because every individual can easily write his opinion.\textsuperscript{16}

Gruning argues that the presence of social media has changed the mindset of public relations actors, who consider that social media is a sign of a revolution in an industry. Grunig also argues that by utilizing social media optimally, the main function of public relations practice in an organization will be more efficient, the message recipients are also more numerous, and more interactive. This then makes social media one of the most efficient strategies in public relations practice.\textsuperscript{17}

When viewed from the perspective of communication science, public relations activities conducted using social media, can be analyzed using the following communication model

Schramm Communication Model 3

In the communication model it is seen that the flow of communication is circular\textsuperscript{18}. There are several elements in this communication model, the sender of the message, the message itself, and the message recipient who can provide feedback on the content of the received message.

• Sender
  The sender of the message in this case is a public relations practitioner in a political organization. Messages are delivered through several social media channels owned by the organization.

• Message


\textsuperscript{18} Brent D. Ruben, Lea Stewart, Communication and Human Behaviour (Pearson/A&B,2006), hlm 25
The message conveyed may contain the main values or images that the political organization possesses, it can also contain important information needed by the public.

- Receive

The recipient of the message in this case is the general public, and the consumer or customer of that organization specifically. When viewed from this communication model, the recipient of a message or public can provide feedback to the sender of the message about what they interpreted in the message. Feedback on the message may be appreciation, criticism, suggestion, or support.

This communication model also explains that social media is a sign that information flows in the 4.0 era have shifted from the original top-down, to horizontal by facilitating the recipient of the message or the audience participated. Social media can also be used to determine public policy by monitoring and evaluating the public interactions that occur within it.

Shifting the flow of information in the digital age as it is today, also occurs in the campaign model. Blumler, Kavanagh, Norris, Farrell and Webb identified three stages of campaign model change related to changes in the social and political environment, party organization, and communication media relations. Several advanced liberal democracies argue over the changing pattern of campaigns of political parties into the post-modern era, characterized by rapid technological developments and social media. Campaigns are created and packaged in such a way, with professional personnel, that it is clear that campaign differences in the previous era with the modern era.  

Campaigns in the third era or modern post, more use of data and public participation. In contrast to campaigns in the previous era, where the information center came from political parties which were then disseminated through various media, so that the public could only accept the source of the information, without getting involved. On the other hand, experts are doing research on the fourth era of information, where the main thing in this era is the deployment and utilization of internet facilities are growing.

There are three important aspects of the campaign in the digital age, including:

- Targeting. Technological developments such as computers, big data, and social media make it easier for political parties to gather more data on voters, identify swing voters, and target campaign messages more easily.

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20 Ibid
• Decentralization. Web or social media tools can be viewed as decentralized by providing low-cost platform for message deployment. Both individual and group messages. Platform size is adjusted to the algorithm of each social media channel.
• Interactivity. In this era of technological and social media developments, it is possible for voters to interact with political parties or disseminating messages. The top-down interaction pattern turns horizontal because it is possible for audiences or potential voters to interact with each other. It also makes it easier for voters or audiences in general, to perform media literacy.

Nevertheless, some research proves that some political parties only use their social media channels to disseminate information, or get audience data, not yet utilize to interact optimally. But many studies show that the current campaign is very different from past campaigns, centered on a single point of command and a top-down communication model. In the era of technology campaigns involve more technology and also community participation, such as for fundraising and data collection.

Social media is a picture of technological developments that enable the occurrence of horizontal communication patterns, or in other words allow the public to participate and participate, both to give appreciation, support, and criticism for those who use social media. In the context of political campaigns, the presence of social media makes it possible for the public to engage and interact with such political parties. Thus, indirectly the public also determines the direction of party policy.21

By using social media to disseminate information and organizational values on an ongoing basis, then directly the identity as well as the image of the organization will be formed. When borrowing the terms "product" and "purchase" from the field of marketing communications, the public can also find out about the products of the political organization. That way, two stages of the promotional effect of a product has been passed. The task of a public relations practitioner then is to pack content as attractive as possible so that the public can like the product, until then to the final stage of deciding to buy or use the product. The product in question is the political party and its policies.

According to progresstech.co.id, several other social media benefits for political organizations such as the organization will be easier to find out about the characteristics of audiences, as well as other information such as age, gender, and gender. By knowing the characteristics also information like this, will facilitate the organization to map the next strategy. Political organizations can also see which social media channels are often used by audiences or prospective voters, so as to optimize the utilization of such social media.22

21 Ibid
22 https://www.progresstech.co.id/blog/manfaat-sosial-media-bisnis/
Utilizing social media is considered to be beneficial for public relations practitioners in an organization in terms of accuracy and speed of information. Freelance practitioners can quickly learn about emerging issues and crises at that time, and can immediately determine the direction of policy of political organizations, in this case political parties, if indeed the issues and crises that develop in line with the values and principles of the party.\textsuperscript{23}

Social media can also cut a lot of costs, including the costs commonly used for print publications, for example by posters, and other print media can be suppressed by utilizing social media to disseminate information. It can also reduce survey costs by utilizing survey or polling features that are now available in social media.\textsuperscript{24}

The geo-targeting feature available on social media also greatly helps political parties in determining consumer targets more effectively. Some social media such as facebook, twitter, and Instagram provide location features, so that voters can more easily know the location of the political party. From the organizational side can also get data about the location or regional voters, so it will be easier to target prospective voters.\textsuperscript{25}

By utilizing social media indirectly political parties will know the information as well as values owned by competitors, so as to formulate strategies that enable the political party to be one step ahead of competitors.\textsuperscript{26}

Another advantage of utilizing social media is that it can help increase website visitors owned by political parties and search engine rankings. Through social media, the number of visitors to the political party site will increase, and if the content on the site is considered interesting, then the visitor will share it through the visitor's personal social media. One of the factors that determine the power of search engine optimization is a backlink or link to a site that has good quality, and also traffic. Both of these can be obtained by optimizing the use of social media.\textsuperscript{27}

**Buzz**

The phenomenon of buzzers that are emerging in the digital era as it is today, depart from an innovation-diffusion theory or diffusion of innovation theory. This theory explains that communicators or messengers who get information from the mass media have the power to influence people around. Thus, innovations or inventions obtained from mass media or social media will be disseminated (diffusion) back through mass media or social media.\textsuperscript{28}

\textsuperscript{23} Ibid
\textsuperscript{24} Ibid
\textsuperscript{25} Ibid
\textsuperscript{26} Ibid
\textsuperscript{27} Ibid
\textsuperscript{28} http://sphweb.bumc.bu.edu/otlt/MPH-Mosaics/SB/BehavioralChangeTheories/BehavioralChangeTheories4.html
The theory of diffusion-innovation puts the role of mass media or social media as an agent of change in society. This theory explains also that something new raises the curiosity of a very strong community, so the desire arises to spread to others. Indirectly also the mass media role to introduce the new findings to the public.

When viewed from a communication perspective, the influencer or buzzer can be explained through the following communication model.

**Model Katz and Lazarsfeld**

![Diagram](image)

In this model, the communication process is divided into two stages. The first source conveys messages through mass media. Then the message is received and received by the opinion leader. In the second stage, the opinion leader delivers messages received through the mass media to the public. Messages that are delivered may already contain opinions and responses from the opinion leader about the message received.29

When associated with the Katz and Lazarsfeld communication model, public relations practices in political organizations utilizing buzzers can be analyzed as follows:

- **Source**
  Sources in this context are public relations practitioners of an organization assigned to deliver messages or information to the public through channels of media owned by the organization.

- **Message**
  Messages in this context are at the core of information and values to be communicated to the public through their own media channels. Messages may also contain survey material if the organization wishes to conduct an online assessment.

- **Mass Media**

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29 Brent D. Ruben, Lea Stewart, Communication and Human Behaviour (Pearson/A&B, 2006), hlm 30
Mass media is a tool or medium to convey a message to many audiences. Political organizations can also use social media as a medium for conveying messages or information.

- **Opinion Leaders**

  In this communication model, the communication process is divided into two stages. In the second stage, ie after the message is delivered through the mass media, the message is forwarded to the audience through an opinion leader or a lazin called buzzer. The message conveyed by the opinion leader or buzzer may already contain personal opinions from the opinion leader.

- **Public**

  Public, or community, or audiences are individuals who receive messages either directly from the mass media, as well as those conveyed by opinion leaders or buzzers.

  Buzzer literally means a tool that produces a noisy sound that draws attention. When associated with the world of social media, buzzer means accounts that have a large influence, which can be seen from the number of followers, as well as the intensity of the account's interactions with the followers.\(^{30}\)

  Tasks embedded by a buzzer not only limited to daily activities, but also run a campaign or campaign. In other words, being a buzzer must really understand the contents of the campaign to be delivered. Generally an account can be categorized as a buzzer if it has at least 3000 followers.\(^{31}\)

  How the buzzer works is actually applying the WOM (Word Of Mouth) principle, which until now is considered a way of advertising that has great power to influence public perception. The word of mouth principle has been tested to promote a product and enhance the company's reputation.\(^{32}\)

  The selection of the right buzzer becomes the determinant of the success of a public relations organization in disseminating information to the public. Some things to consider in choosing a buzzer include\(^ {33}\):

  - **Category**
    
    The buzzer's social media account must be in accordance with the goals and targets set, and does not have values that cross the organization.

  - **Followers**
    
    Buzzer identical with a large number of followers on social media. Characteristics of followers should also be considered. Mapping followers can be based on age, gender, domicile, and education.

  - **Content**

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\(^{30}\) [http://www.buzzer-speaker.com/faq/what%20is%20buzzer.htm](http://www.buzzer-speaker.com/faq/what%20is%20buzzer.htm)


\(^{33}\) [Ibid]
The social media content of a buzzer must also be ORISINI, and messages from the organization to be delivered should also be packed as interestingly as possible, to attract public interest.

- **Effectiveness**
  The effectiveness of message delivery made buzzer not only seen from how many messages are delivered, but also how effective and wide range of messages delivered.

- **Activity**
  Buzzer activity in this case also includes the intensity of interaction with the public, as well as buzzer consistency in delivering the message to the public.

Utilization of the most commonly used buzzer organization is on social media Facebook, Instagram, and Twitter. This is seen from the most active percentage of social media usage in Indonesia, where the three social media ranks top three in a survey conducted We Are Social in January 2018.34

The buzzer phenomenon is not new in Indonesia. Currently the buzzer has even become a profession of interest by social media users because it is considered quite promising.

**Conclusion**

The industrial revolution 4.0 directly altered the pattern of communication between the organization and the public. Initially the top-down form of communication pattern is now changed to horizontal, which in this communication pattern allows the public to engage and interact directly with the organizers or parties who provide information.

Changes in communication patterns caused by the 4.0 industry revolution also have an impact on public relations activities in political organizations. Public relations practice in political organizations began to utilize digital technology, such as using social media to facilitate the flow of communications, as well as increasing awareness in the community, as well as a form of digital campaigning. In practice, public relations in an organization requires a buzzer to optimize the information delivered.

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