Utilization of Twitter as Communication Strategy for Issues Management by Government Public Relations Practitioners

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Abstract

Government public relations tasks are crucial in engaging external communication programs to help governments achieve their goals. Technological developments in the digital age make the PR practitioners especially public relations today quickly embrace social media and its attention to become a new form of public relations. The presence of social media is a dynamic and transparent communication strategy, therefore social media offers special utilities for government public relations. Twitter is a microblogging site where users share a tweet with a combination that allows users to add structure to tweets for participants using technology and capabilities like @replies, @retweet, and so on. Public relations in the digital age according to Robert J. Key (2005) requires an understanding of how the main constituents collect and share information and then influence it on issues so it needs a strategy that can embrace the digital age. Issue management is a subset of risk management, but the risks it deals with are public visibility and reputational harm. This article is a conceptual article that aims to explain the concept of public relations strategies of some government public relations in the digital era by linking it with the use of social media that is Twitter. The results of conceptual studies show that online communication allows the organization and its constituents to engage in two-way communication. The government is very likely to engage in dialogue with citizens about information, questions and ideas related to them because Twitter is a social medium that can facilitate conversation. Government public relations can take advantage of Twitter interactivity where they need to create unique content to attract retweets from its users. Twitter should be part of Integrated communication strategy and overall
dialogue of communication because Twitter provides the ability to enhance and advance news and developments in real-time to a group of people who will Will, technology will make social media continue to grow and how ever to establish in the virtual world through social media becomes something that is not always easy to do.

Keywords: communication, government public relations, issue management, social media, twitter.

Introduction

Public relations can be presented as an essential component of the tools available to governments to implement their goals. However, Government PR is a commonly overlooked tool in public administrator tools (Lee, 2007). If examined more deeply, public relations tasks of the government are crucial in the organization, among others, in conducting external communication programs that can help the government achieve its objectives such as marketing its services, informing the public about new laws and programs, trying to change public behavior to prevent problems, and benefit from citizens who serve as the eyes and ears of advertising agencies (Lee, 2007).

If public relations performance is maximized, the public relations practice's success can mobilize public support for the government itself, help in providing security with a more stable and more secure future, allowing it to better serve the public and the public interest (not necessarily the same) (Lee, 2007). When a practitioner is able to identify situations in which the focus of external relationships can help achieve administrative goals, then the picking-and-choosing of specific tools to be used in a given situation is the logical outcome of the goal itself (Lee, 2007). Skills and techniques arise logically from the situational analysis of the particular problems facing the leader and the benefits of an external relations perspective.

The Internet has coined the term "global village", and disseminates world news, allowing people to access information at any time and every minute (Hiebert, 2004) (Evans, Twomey, & Talan, 2011). The global online media outreach is helpful for public relations practitioners. According to Kirat (2007), "Online is the main medium to be done by an efficient and rational PR for effective public relations and that electronic tools into public relations practice are necessary for success".

Public relations practitioners today have quickly embraced social media and considered it a new form of public relations (Grunig, 2009). PR can use social media to revolutionize their public relations work. However, it is undeniable that previously many public relations practitioners viewed social media as a revolutionary force that changed the way they think and can disrupt their way of practicing public relations activities (Grunig, 2009).
According to Thompson (2008), today over two million people routinely use the most popular microblogs, Twitter (Evans, Twomey, & Talan, 2011). Twitter allows a large population of international voices in a state where they would otherwise remain silent. Twitter allows users to send short messages, up to 140 characters, called tweets, that provide quick updates, opinions, or information (Evans, Twomey, & Talan, 2011). The process allows real-time communication between members. Longer forms of communication such as blogs and social networking pages require more time and effort. Microblogs allow instant communication with less time commitment to a single post (Evans, Twomey, & Talan, 2011). Hobsbawm (2009) argues that people are switching to Twitter for live accounts from news, reviews, and opinions. Reisner (2009) points out that Twitter is a tool with minimal overhead that offers options to provide regular updates, offering a place for companies to sell discounted products through tweets and local businesses to inform consumers about deals and theme nights (Evans, Twomey, & Talan, 2011).

Government agencies are using the micro-blogging (Twitter) service to serve a myriad of organizational communication needs (Waters & Williams, 2011). From the research, government Twitter accounts were more likely to use public information than press agentry (Waters & Williams, 2011). Twitter is used in the governmental context not only for engaging stakeholders in conversation, but for building relationships by creating a social presence with these constituents (Wigand, 2010).

Public relations in the digital age according to Robert J. Key (2005) requires an understanding of how the main constituents collect and share information and then influence it on issues so it needs a strategy that can embrace the digital age (Wright & Hinson, 2008). Issue management is a corporate process that helps organizations identify challenges in the business environment, both internal and external, before they become crises and mobilizes corporate resources to help protect the company from the harm to reputation, operations, and financial condition that the issue may provoke (Doorley & Garcia, 2015). Issue management is a subset of risk management, but the risks it deals with are public visibility and reputational harm (Doorley & Garcia, 2015).

This article is a conceptual article that aims to explain the concept of public relations by looking at the side of Government Public Relations or public relations government linked with the use of social media Twitter in conducting communication strategies for issues management. There are two approaches to be used. First, explain the concept of Government Public Relations in general. Second, explaining the concept of communication strategy associated with the use of social media that is Twitter especially in managing the issues. Social media changes the way organizations communicate government with their publics, and governments are not excluded from public pressure to use them (Graham & Avery, 2013). In particular, this research will look at how Twitter’s social media use is used as a public relations strategy for public relations, and attitudes toward adoption and usage. Given the rapid growth and popularity of social media over
the past few years, it is important to study strategies prepared and implemented by governments in carrying out their duties and functions to the public or the public. The public uses social media to gain information, communicate with each other and disseminate information to friends, family, colleagues and their networks.

Literature Review

Social Media

Social media is "an Internet-based platform that enables the creation and exchange of user-generated content, typically using mobile or web-based technologies" (Sunstein, 2017). Some examples include: Wikipedia that matches the definition because people use it to produce content, Youtube where people can share content there, Flickr and Vine, Blogs and microblogs like Twitter is definitely included. Social media as Kaplan and Haenlein said in 2010 is defined as a group of internet-based applications. It was built on the ideological and technical foundation of Web 2.0, and it also enables the creation and exchange of content created by users, moving fast and strong (Whiting & Williams, 2013).

White (2012) said that social media as a form of electronic communication where users create online communities to share information, ideas, personal messages, and other content (White, 2012). Therefore, social media provides a way for people to connect with others using the Internet and some services as well as in the growth and development of social media as an online social network is also supported by various applications (White, 2012). Social media can be used as a primary means of communication or can also be used as an alternative or additional method for communication (White, 2012). White (2012) also added that social media provides a free and easy way to disseminate large amounts of information to large groups of people very quickly and efficiently. Social media can be an alternative solution to many existing problems and proves to be a better form of crisis communication in certain circumstances (White, 2012). Given that the deficit government daily budget affects all levels of government ability to achieve its goals and objectives, it is important for organizations to have a strategy in place to utilize social media. The term social media includes a variety of tools and services that all allow for direct online user interaction (White, 2012). Social media also defined by Sweetster and Lariscy (2008) as something centered around the concept of web read-write, where online audiences move beyond the passive view of web content to actually contribute to the content (Graham & Avery, 2013). Simply put, social media covers everything that uses the Internet to facilitate conversations and most often takes the form of social networking sites, blogs, and Wikis (Solis & Breakenridge, 2009).

Twitter

Twitter is a microblogging service established in early 2006 to allow people to share short text messages – that is called as "tweets" – with others in the system (Boyd, Golder,
So is the definition expressed by Zubiaga et al (2011) that Twitter is a microblogging site where users share messages called tweets. Twitter combines elements of social networking sites and blogs, but there are some features twitter and some important differences in it.

Profiles connect through the underlying articulation network like social networking sites, but these connections are directed rather than not directed; participants can link to ("follow") other people and see their tweets, but other users do not need to reply (Boyd, Golder, & Lotan, 2010). User profiles are very minimal and common, but users can create public or private tweet streams; standards and norms are public (Boyd, Golder, & Lotan, 2010). When the user log in, they will see a stream of tweets posted by those they follow, listed in reverse chronological order (Boyd, Golder, & Lotan, 2010).

A series of conventions emerged that allowed users to add structure to tweets when participants used the technology and capabilities. Twitter participants start using the @user syntax to refer to specific users who may be addressed to discuss each other and for topics in twitter shown through a combination of hashtag (#) and keywords (Boyd, Golder, & Lotan, 2010). The practice of using keywords to label tweets is likely to be parallel to the use of "tags" to categorize web content freely. Tagging gained visibility with social bookmarking, but has expanded to other social media genres, including blogs (Boyd, Golder, & Lotan, 2010). In use, Twitter users also start providing links to external content by entering URLs in their tweets (Boyd, Golder, & Lotan, 2010). Sharing links is a major practice of Twitter, so URLs that are too long are shortened using apps like http://bit.ly to generate a short, unique URL that can redirect to the desired website (Boyd, Golder, & Lotan, 2010).

In addition to @replies and hashtags, Twitter also provides what is called "retweet". The prototypical way of retweeting is copying messages, preceding the RT and the original author's address with @ (Boyd, Golder, & Lotan, 2010). According to Boyd et al (2010) people use retweet language to refer content from other media and when to paraphrase other people tweet.

Described further by Boyd et al (2010) that Twitter builds syntax created collectively into systems such as @user now generates hyperlinks to the user's Twitter page, and special pages are available so users can view all the @messages that mention them on a single page. In addition, users are also given a key to @replies to any messages that help track referrals. Hashtag appeared on Twitter searches and in "trending topics" (Boyd, Golder, & Lotan, 2010). "Trending topics" reflect the most discussed topics in the last minute in the stream of tweet sites (Zubiaga, Spina, Fresno, & Martínez, 2011). The feature is capable of knowing the conversations being discussed at a particular time, constantly updating what is being discussed at the moment, and finding out what the community's main concerns are. Twitter defines trending topic as "an immediately popular topic, rather than a topic that has been popular for a while or every day (Zubiaga, Spina, Fresno, & Martínez, 2011)." Sriram et al defines the typology of five generic classes...
from tweets (news, events, opinions, offers, and personal messages) to improve information filtering (Zubiaga, Spina, Fresno, & Martínez, 2011).

To be able to attract a lot of retweets need to create unique content in their writing, Boyd et al (2010) adds that RT (retweets) can be viewed as analogous to email forwarding - a message replied to others, word for word, because of what unique content or insight will center on the original author. Twitter recently changed the Favorites (star) button with heart-shaped keys, also known as the Likes button, to place the microblogging platform more in tune with other social networks (ccm.net, n.d.).

An earlier study conducted by Evans et al (2010) mentioned that Twitter only succeeded when it was part of a larger communication strategy. "Twitter is valuable to PR professionals about the real-time insights they provide and the direct interactions they activate with consumers, the media, and anyone who wants to participate in the conversation" (Evans, Twomey, & Talan, 2011).

**Government Public Relations**

Public Relations or public relations as expressed by Broom and Sha (2013) is "a management function that establishes and maintains mutually beneficial relationships between organizations and the public in which it is the determinant of an organizational success or failure" (Pinkleton, 2015). The current Public Relations function identifies the ways or paths an organization must take to survive and thrive by building a communication or campaign program that enhances organizational advocacy (in order to survive), and maintains the program in the face of competitors (Stacks, 2017).

Ideal public diplomacy at least in the domestic context, among others, can be seen from the Government Public Relations. This is because the government identifies and clarifies arguments with constituents so they can make their own judgments (Hopkins, 2015). Public diplomacy itself concerns the negotiation of intergovernmental issues (Art, 2009, p. 4, Signitzer & Wamser, 2005, pp. 437-438). According to Gregory (2005) as a stand-alone term, public diplomacy has an uncontroversial connotation thanks to the theory of discourse, as it evokes a sense of understanding between two or more competing parties (Hopkins, 2015). Some use of public relations in government is pragmatic, intended to advance the mission of the institution (Lee, 2007).

The government public relations is ideally used with honesty and sincerity because the government is, after all, considered an "ideological factory", where some competing notions must be handled by governments and constituents (Hopkins, 2015). In addition, according to Hopkins, public relations or Public Relations is one of many strategies that governments can use to improve policy dialogue with citizens (Hopkins, 2015). Government PR has been inspired by Grunig’s PR model and in particular, by the concept of symmetrical communication between organizations and the public (Gregory, 2006: Fisher & Horsely, 2007), a concept that, with its relation to the notion of excellence (Grunig & Hunt, 1984; JE Grunig & L.Grunig, 1992; Grunig, 2001), has formed the main
framework that has guided the science of public relations for the last 30 years (Botan & Hazleton, 2006, p. 6) (Crespo & Echart, 2011).

Historically, in his duties, Government Public Relations or Public Relations Government previously disseminate public information with traditional mass media (Dixon, 2010) (Graham & Avery, 2013). In the past, governments had to rely almost exclusively on traditional media (Dixon, 2010), especially newspapers, television and radio, to get information to citizens. Therefore, the government has limited control over what is disseminated to the public and when it will be distributed. Government Public Relations or government public relations agencies have eight different and identifiable objectives: (1) media relations, (2) public reporting, and (3) responsive to the public, followed by four separate and different objectives involving outreach activities, improving the use of services and products, (5) public education and public service campaigns, (6) seeking public voluntary compliance with laws and regulations, (7) using the public as the eyes and ears of agents, and, as a whole, (8)) increase public support (Lee, 2007).

According to Morris and Goldsworthy (2012), one of the key arguments in favor of involvement in digital PR is enabling interactivity and two-way communication (Theaker & Yaxley, 2012). Digital media today allows almost every public along with free-flowing media to be more participatory than ever (Graham & Avery, 2013). Given the feedback from the target audience, PR practitioners actually have more data that can be used to make their message the most effective (Graham & Avery, 2013). PR practitioners need to consider whether they, and the organizations they work for, need a strategy to engage with digital technology as an innovator, initial user or early majority user (Theaker & Yaxley, 2012). Social media requires an approach to build relationships with the public.

Public relations in the digital age according to Robert J. Key (2005) requires an understanding of how the main constituents collect and share information and then influence it on issues so it needs a strategy that can embrace the digital age (Wright & Hinson, 2008).

Jenkins (2006) emphasizes that the convergence of communication and content in the latest iteration of Web 2.0 is about culture more than technology and, in particular, "participatory culture" (Macnamara, 2010). The subject of Public Relations 2.0 (PR 2.0) or commonly referred to as Cyber PR then appears with Web 2.0 applications that refer to online applications such as Web sites, blogs, social media sites and emphasizes interactivity (Macnamara, 2010). Web 2.0 is a platform where content and apps are no longer created and published by individuals, yet continuously modified by all users in a participatory and collaborative way (Kaplan & Haenlein, 2010). Online communication is uniquely equipped to enable organizations and their constituents to engage in two-way communication (Hallahan, 2006). The two-way communication process comes with the interactivity (Sancar, 2013) and PR 2.0 is an awareness that PR is not only required to be able to establish good relations and cooperate with the traditional public, but also
directly involved with a group of new influencers who are not intentional, in connecting with customers directly through social networks, wikis, community micromedia, online forums, groups and blogs (Solis & Breakenbridge, 2009).

**Issues Management Strategy**

The concept of strategy in modernist organizational theory refers to efforts that have been planned by top management to influence organizational performance by regulating organizational relationships to the environment (Hatch, 1997). In other words, organizational control can be interpreted as a mechanism of implementation of a strategy. Strategic ‘fit’ here defined a successful strategy as a strategy that brings the organization according to the needs and demands of its environment (Hatch, 1997). Strategies will actively take account of suitability in settings to achieve competitive advantage which will then ensure that an organization is viable, profitable, and reputable.

Objectives and strategies are interrelated concepts. Strategy can be regarded as a meaning or a plan, an effort to reach a goal whereas objectives can be regarded as a related element in the strategy process, which is a rational form, which appears suddenly, or symbolically (Hatch, 1997). Perspective objectives focus on designing organizational outcomes, while the perspective of the strategy process is to choose the goals to be determined and realized. Strategy is considered to be the responsibility of top management, while the objectives cover all levels of the organization (Hatch, 1997). The goal is deeper in touching the organization, while the strategy coverage includes the organization's environment. In his book,

Strategies in the book Strategic Planning for Public Relations written by Ronald D. Smith mention that the process of preparing the strategy Public Relations, among others, define Goals and Objectives, formulate action or action and response, and develop messages (Smith, 2013). Van Riel (1995) has argued that organizations communicate and interact with a whole range of stakeholders beyond publics (e.g., activist groups) who actively mobilize themselves against an organization on the basis of an issue of concern to them (→ Organization–Public Relationships) (Donsbach, 2013). For public diplomacy, use of social media should first be a strategic issue management (SIM) process, or a “process for being vigilant for threats and opportunities that can affect how the organization achieved its mission and vision” (Heath, 2002, p. 33) (Zhang, 2013).

Issue management is a corporate process that helps organizations identify challenges in the business environment, both internal and external, before they become crises and mobilizes corporate resources to help protect the company from the harm to reputation, operations, and financial condition that the issue may provoke (Doorley & Garcia, 2015). Issue management is a subset of risk management, but the risks it deals with are public visibility and reputational harm (Doorley & Garcia, 2015). Strategic Issue Management processes comprising five steps: issue identification, issue analysis, issue
change strategy options, issue action programming, and evaluation of results (cited from Gaunt & Ollenburger, 1995) (Zhang, 2013). Strategic Issue Management “requires two-way communications” and use the mixed-motive model of Public Relations where the new model suggests that an organization tries to meet its own objectives while at the same time attempting to help others achieve theirs, and it is possible to be both cooperative and competitive in the same campaign (Wilcox & Cameron, 2010, p. 256) (Zhang, 2013).

Discussion

Utilization of Twitter by Public Relations Government

Twitter has several features and different when compared with other social media. Mentioned by Byod et al (2010) that users can create public or private tweet streams; standards and norms are public so we can see that here twitter users can discuss an issue and share it with their followers on purpose. Features owned by Twitter like @replies can make inter-account communicate with each other (meet in cyberspace) to discuss the same topic. Similarly with RT or Retweet, Twitter allows users to quote posts or quotes to post in their profiles without losing original sources or original authors. The mention of a topic in twitter can also be accompanied by a sign (#) or so-called tag (hashtag).

Tweets that then get a lot of response from other users by also including hashtag as a keyword it will easily become trending topic on twitter. That way a Twitter participant or user will easily just by doing one click on the trending topic will go to the conversation or tweet-tweet posted by the user. As expressed by Byod et al (2010) that to be able to attract a lot of retweets need to create unique content in his writing. Twitter makes us aware of the conversations of real-time warm-up issues as revealed by Evans et al (2011) “It provides a real-time temperature check on what topics are resonating at that moment in time”.

A limited number of Twitter messages allow only a few characters to allow them to be produced, consumed, and shared without much effort, and allow for the emergence of a fast conversation environment (Boyd, Golder, & Lotan, 2010). Therefore, they will then become a part from a wider conversation.

Government Public Relations can take advantage of Twitter’s interactivity where they need to create uniquely packaged content to attract a lot of retweets from Twitter
users. From the previous research conducted by Evans et al in 2011, obtained the fact that Twitter mentioned has helped the government in identifying and creating relationships with key influencers both on the client and the media side (Evans, Twomey, & Talan, 2011). In addition, Twitter is also valuable to PR professionals regarding the real-time insights they provide and the direct interactions they activate with consumers, the media, and anyone who wants to participate in the conversation. According to Evan et al (2011) Twitter should be part of an integrated communication strategy, as well as tactics in the overall communication effort because Twitter gives the ability to react and promote news and developments in real-time to a group of targeted people (Evans, Twomey, & Talan, 2011).

Government Public Relations has several objectives of advancing: (1) media relations, (2) public reporting, and (3) responsiveness to the public, followed by four separate and distinct objectives involving outreach activities, namely (4) improving utilization of services and products, (5) public use as the eyes and ears of agents, and, overall, (8) increase public support (Lee, 2007). Twitter can help the government public relations in doing their duties, among others in terms of media relations, where in the journal titled Examining Modern Media Relations: An Exploratory Study of the Effects of Twitter on the Public Relations - Journalist Relationship, Wilson and Supa find facts from their research results that both journalists and practitioners seem to indicate that Twitter has the potential to benefit the public relations profession, that Twitter has the ability to improve the quality and speed of information sharing, and that collaborating through Twitter has potential benefits in media relations relations (Wilson & Supa, 2013). Wilson and Supa (2013) also explained that PR practitioners currently use Twitter to provide information directly to their audiences, which are public in general because Twitter is an excellent platform to improve message survival for targeted groups.

As stated by Hatch (1997) that the concept of strategy in modernist organization theory refers to the efforts that have been planned by top management to influence the performance of the organization by regulating organizational relations to the environment. The organization in this case is government public relations (Public Public Relations) need to make a strategy to conduct public diplomacy and carry out its function that is identifying ways or paths that must be taken an organization to survive and develop and maintain the program in the face of the competitors. Mellisa W Graham (2014) revealed that the presence of social media is a dynamic and transparent communication strategy, so that it can change public relations practice (Graham M. W., 2014). Changes in public relations practice can be seen from the existence of Public Information Officials in government who adjust their communication strategies and incorporate social media into their communication plans (Graham M. W., 2014). In relation to costs, research conducted by Bonson, Torres, Royo and Flores (2012) finds the fact that many governments have been aware of social media opportunities where social media can broadcast their news with a wider range of target audiences, but at very little
cost (Graham & Avery, 2013). This is in line with Hatch’s (1997) strategy concept that strategies will actively take account of suitability in settings to achieve competitive advantage which will then ensure that an organization is viable, profitable, and reputable.

The presence of social media is a dynamic and transparent communication strategy, therefore social media offers a special utility for government public relations (Missy Graham, 2013). A survey showed that 40% of online Internet users access data about government operations, and social media users are more tied to civilian groups (Raine, 2011). Social media allows government public relations practitioners to be able to inform and seek feedback, as well as opinions from the more relevant public or society (Hand & Ching, 2011). This new technology (social media) also enables government officials to build relationships with stakeholders, the people they represent and the implications of social media for government leaders and can change the way government communicates with the public (Graham & Avery, 2013).

Social media and online services with user-generated content such as Twitter, have made a surprising amount of information (and misinformation) available so that it is then exploited by government officials by utilizing these resources to improve service and communication with citizens (L.Kavanaugh, et al., 2012). Significant potential exists to identify problems in real time, so that emergent managers can monitor and respond to issues of public safety. This is in line with the opinion of Tim Wheatcroft, general manager at Allison & Partners who mentioned that Twitter will continue to be useful for Public Relations and become a communication tool because it has the ability to provide information quickly, succinctly and purposefully so as to make the application valuable (Evans, Twomey, & Talan, 2011). Twitter is used in a governance context not only to engage stakeholders in the conversation, but to build relationships by creating a social presence with these constituencies (Wigand, 2010). In addition to providing status updates and conversations, Twitter can be used to report news, share information, provide information resources, and coordinate projects and because Twitter is easily accessible by wireless devices, this media coverage is expanded (Wigand, 2010). Government agencies according to Wigand (2010) began to share information and listen to the voice of their audience. In addition, because Tweets reflect "an informal human voice" (Wigand, 2010), it helps create a social presence in the media and build relationships with an audience or the public. Some of the benefits of using Twitter for government and public officials according to Wigand (2010):

1. extend the reach of online message presence such as news, speeches, web updates, and YouTube videos,
2. building relationships with targeted audiences, stakeholders, and key influencers such as journalists and bloggers,
3. provide an informal "human" voice to encourage engagement and understanding of messages,
4. allows the audience to interact easily with departments and officials, and provides a way for an audience to subscribe to updates via RSS, email and SMS. The use of this simple and relatively inexpensive platform is proliferating when the institution adopts it.

5. In addition to the fact that Twitter is free to use or free to use, the impact that Twitter generates is relatively low on existing resources, and Twitter has the potential to provide benefits to achieve the communication goals of an organization especially for the government.

PR practitioners need to consider whether they, and the organisations they work with, require strategies to engage with digital technologies as innovators, early adopters or early majority users. Resource needs to be devoted to monitoring and evaluation. Specialist services are recommended for large-scale assessment although the resource can be undertaken in-house (particularly useful in ensuring prompt response to any emerging issues) (Theaker & Yaxley, 2012). An audit provides insight into the process and content of communications (distribution and feedback). It should review data relating to channels, target audiences and key messages (Theaker & Yaxley, 2012).

On the production side, the tool (Twitter) as a way to disseminate information quickly and effectively, “shortcircuiting the traditional press networks” (Frame & Brachotte, 2014). “By posting information on Twitter, you multiply its impact by ten, by twenty or one hundredfold” (Frame & Brachotte, 2014). Twitter is often used to refute statements publicly, and more quickly and easily than by using an official press release. The journalists will systematically check their Twitter account for reactions when preparing a story (Frame & Brachotte, 2014). Twitter also can thus be integrated into media monitoring strategies, in order to quickly identify major stories or specialized subjects being discussed. Twitter makes challenge of writing clearly and concisely in ±140 characters.

Twitter is also widely used to interact with one another, whether to associate themselves with, lend support to or draw attention to “positive” actions, often carried out by members of their political “family”, or to condemn or point the finger at words or deeds they judge negatively, usually associated with members of the opposition parties (Frame & Brachotte, 2014). Besides, Twitter also has the possibility to send direct messages (Frame & Brachotte, 2014). It also opened up new possibilities for public to interact with the government discreetly. “DMs” provide an alternative communication channel to complement existing ones because an email might be seen as too official, while through DM, the government can still communicate with the public without having to know the phone number to send them a text message.

The Strategic Issue Management process of social media use in public diplomacy may be divided into four phases: First, the issue ferments and goes viral (signs of an issue emerge on social media, diplomats decide to act or not, a triggering event may make the issue go viral, and traditional news media may jump on the bandwagon), second is the proactive phase (diplomats might conduct research on the viral trends, stage events and
take actions to reinforce the favorable trends, and use social media and traditional media to position the agenda and crystallize the public opinion), third is the reactive phase (the actions by the diplomats may cause backlashes and conflicts may emerge on social media, and diplomats may resort to different negotiation approaches, which may not be limited to dialogue, to respond to the conflict), the last is the issue recedes and a new issue ferments (Zhang, 2013).

In addition to the fact that Twitter is free to use or free to use, the impact that Twitter generates is relatively low on existing resources, and Twitter has the potential to provide benefits to achieve the communication goals of an organization in this case is the government. As revealed by Broom and Sha (2013) that PR, in this case is Public Relations Government, should be able to carry out management functions that establish and maintain a mutually beneficial relationship between the organization and the public in which it is a determinant of a success or failure of the organization by establishing good relations and working with the public (public), and directly involved with influencers in establishing relationships with the community, providing information needed by the community directly through social networks, especially Twitter.

**Conclusion**

Government Public Relations need to have a strategy to conduct public diplomacy in accordance with what was said by Broom & Sha (2013). Graham (2014) mentions that the government is very likely to engage in dialogue with citizens about information, questions, and ideas related to their government (Graham M. W., 2014). Social media includes everything that the internet uses to facilitate conversations and most often take the form of social networking sites, blogs, and Wikis (Solis & Breakenridge, 2009). Twitter is a unique new media that allows many new and powerful uses for government applications. Therefore, it can be concluded that it is possible for public relations government using social media applications, especially Twitter as a communication strategy (issue management) in which social media type microblogging is one communication tool that can be used and used by public relations practitioners or public relations PR in particular in carrying out its function in organizations or institutions.

Twitter has several privileges that can help PR among others in reaching broader audience targets because Twitter is easily accessible by wireless devices, building relationships with targeted audiences, providing "voice", allowing two-way interaction between government and community directly, looking at issues popular hot spots and conversations, and rapid, real-time information dissemination that also meets the needs of the public. Twitter can be used to report news, share information, provide information resources, and coordinate a project as it provides direct access to stakeholders. PR practitioners can use social media especially Twitter to reach their target audience and create a virtual conversation with the public. Twitter is often used to unite the public, and faster and easier to use using official press releases and provide information for
journalists in obtaining information or news. In addition, Twitter can also be integrated into appropriate media strategies, to quickly search for headlines or is being discussed. With a limited number of characters, we may be able to write clearly and to be understood by followers. Direct Message feature that is stored into a communication channel to call if you do not want others who are considered not interested. The growth of the public sphere represented by expansion of social media should become a key goal of public diplomacy (Zhang, 2013). Managing problems through Twitter has not been done much, with the steps of Strategic Issues Management, PR can provide maximum results in conducting public diplomacy.

However, in any case the conversation in cyberspace through social media is not an easy thing especially for government agencies that are an institution. Over time, social media including Twitter will continue to develop. Does not rule out the existence of new features on Twitter that increasingly complement its function and see how it is utilized in public relations practice. Therefore, it is interesting to deepen research related to this topic in the future by doing more comprehensive data retrieval. In addition, it is also necessary to learn more about the issues of control, knowledge and skills of practitioners, as well as ethics in the use of social media in public relations practice.

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