Implementation of Cyber Public Relations in Building
Positive Reputation of Government Institutions through Social Media

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Abstract

In the current era of Public Information Disclosure (KIP), government agencies need to improve themselves. The public demands multi-directional approach of communication, as it is more critical in responding to every government program and policy. Implementation of cyber PR through social media in providing information to the public appeared to be the best solution in this digital era. The government's Cyber PR is expected to explain government policies and programs with simple language capable of being absorbed by the public, thereby creating engagement in the community and enhancing the positive reputation of government institutions. This article is a conceptual article that seeks to explain the concept of cyber PR in building the reputation of government agencies through social media. The discussion of the concept is emphasized on the implementation of government PR cyber by applying Guidelines for Social Media Utilization of Government Agencies issued by the Minister of Administrative Reform and Bureaucratic Reform (PAN-RB) RI 2012. The results of conceptual studies show that the implementation of cyber PR government agencies through various social media platforms can help to increase the reputation of the institution assessed through the seven dimensions of reputation according to the Reputation Institute. Proper use of social media can improve the image or reputation of government agencies, but errors in the use of social media can be fatal. The utilization of social media should continue to be accompanied by improved capabilities in terms of content management and public relations strategies.

Keywords: Public relations; Cyber PR; Reputasi; Lembaga Pemerintah, Media Sosial

Introduction

An organization is a dynamic organism (Kim & Cha, 2013). McElreath (1997) argued that 'an organization is a living entity because it has boundaries, inputs, outputs, "through-puts," and enough feedback from both internal and external environments' (Kim & Cha, 2013). Like a human being affected by environment, the environments that surround an organization influence it. Mary Jo Hatch (1997) mentions that in a changing environment, organizations need flexibility and workers are encouraged to apply their skills as needed. This organization is called organic, which has fewer specializations and is less formal and hierarchical than mechanistic (Hatch, 1997).

Organizational dependence on the environment is not single, but complex (Hatch, 1997). it becomes increasingly important for an organization to effectively communicate with its publics both internally and externally, in turn increasing the importance of effective public relations and reputation management (Kim & Cha, 2013).

PR has a very important position for the organization especially to create, develop and maintain mutual understanding between the organization and society (Kholisoh, 2015). The existence of PR can be a bridge between the agency and the public, where PR serves to disseminate information, create, maintain, and foster good relationships so as to gain a positive organizational reputation. PR presence is needed in every organization both profit and non-profit, including Government Institution.

The organizational reputation is how the external public sees the organization. Both reputation and identity are equally inconsistent and coherent, they will always change (Hatch, 1997). An excellent public relations can positively affect corporate reputation (Kim & Cha, 2013).

Public relations is more important than it used to be, mainly because of the prevailing perception that the world today is more media-driven than before and because of the rapid growth of information and communication technology (Chmielecki & Lisowski, 2013). This new approach, is more visible in driving organizations towards more transparent and explicit utilization of available communication channel. Therefore, in the era of ubiquities almost access to the internet, the utilization of communication channel through it will have an ultimate impact on the way organization and public communicate each other, and may forevermore alter the meaning of Public Relations and its role in the new agent (Chmielecki & Lisowski, 2013). The way PR works today has changed both in terms of perspectives and tools used in supporting their work (Perhumas, 2018).

PR nowadays needs to seek to increase the power by penetrating using online media. Through this medium a new form of public relations is formed, called the Cyber Public Relations / Cyber PR (Christin & Marshal, 2016). Cyber PR is an inevitable phenomenon, because the public is getting wider and unlimited. One of the media used in supporting cyber PR activities is social media.

Social media communication is the new mantra for influence and can have a huge impact on corporate reputation (Kaul & Chaudhri, 2015). The radical growth of social media usage has a decisive impact on the organization environment, both at the micro and macro levels. In today's organization scenario where "online reputation is your reputation," it is no longer a question of whether organizations should indulge in social media or not, it has become an imperative (Kaul & Chaudhri, 2015).

Social media has influenced, perhaps dramatically altered, the relationship between organizations and their stakeholders. They help companies connect with people, share information about policies, products and services, and provide immediate response, harness favorable public sentiment, and build relationships. Additionally, social media provide a platform for stakeholders to connect, engage with the organization, and influence other members (Kaul & Chaudhri, 2015).

This article is a conceptual article that seeks to explain how the concept of PR cyber is implemented in building a positive reputation of government agencies through the utilization of social media. The application of cyber PR is associated with the development of information and communication technology in relation to the development of various social media platforms and the implementation of the Public Information Disclosure Act (KIP).

Literature Review
Public Relation (PR)

Public relations represent the management of communication between an organization and its audience. L'Etang describes Public Relations are the occupation responsible for the management of organizational relationships and reputation. It encompasses issues management, public affairs, corporate communications, stakeholder relations, risk communication and corporate social responsibility. Public relations operate on behalf of many different types of the organization both at the governmental and corporate level, too small business and voluntary sectors (Petrovici, 2014). In defining public relations, the central notion is that of trust, the final purpose of public relations being the subject's credibility the key to success is maintaining credibility (Petrovici, 2014).

Public relations play an important role in the world of organization, because with effective PR campaign enables the organization to develop the positive reputation for their businesses or services (Chmielecki & Lisowski, 2013). We see traditional PR as a means of creating a mutual and collaborative platform, based on which we can build strong and long-lasting communication with all stakeholders. In the traditional approach, however, PR people were limited to certain channels, where they needed to rely on mainstream media (Chmielecki & Lisowski, 2013). This condition limits the organization's opportunity to convey information and exposure to new products or innovative services to the public. The organization through PR can only communicate with journalists

through press releases and must provide news that is considered important to the media if you want the related news organizations are loaded (Christin & Marshal, 2016).

Cyber public relation (Cyber PR)

Cyber PR is a public relations or public relations initiative that uses internet media as a means of publicity (Onggo, 2004). Cyber PR activities can produce what is called 3R for the organization (Onggo, 2004):

 a) Relations, capable to interact with the various target audience to build relationship and reputation of the company.

 b) Reputation, the most important asset in a business. Cyber PR is an art in building an organization's online reputation on an ongoing basis.

 c) Relevance, meaning it is seeking online PR initiative activities relevant to external public targets

Cyber PR is the fundamental vector of communication that offers considerable advantages. By means of online public relations, the audience has the chance to interact with the organization and to receive an immediate response, an effective and mutually advantageous communication being thus possible. Knowing the audience and the lower costs represent other notable advantages which make a difference. A relevant advantage of using cyber PR is represented by message accuracy and precision (Petrovici, 2014).

Cyber PR is about building strong and mutually beneficial relationships between an organization and its various publics. It's the art of managing and consolidating the online reputation of an organization (Petrovici, 2014). In a new era of public relations, the main focus is interactivity, information and relationships, evolving "from pitching to participating, from selling a story to telling a story" (Petrovici, 2014).

As a strategy, cyber PR certainly has an important role in establishing the reputation of an organization. Some cyber PR strategies that can be used include: online publications, social media and online communities (E.B, 2014).
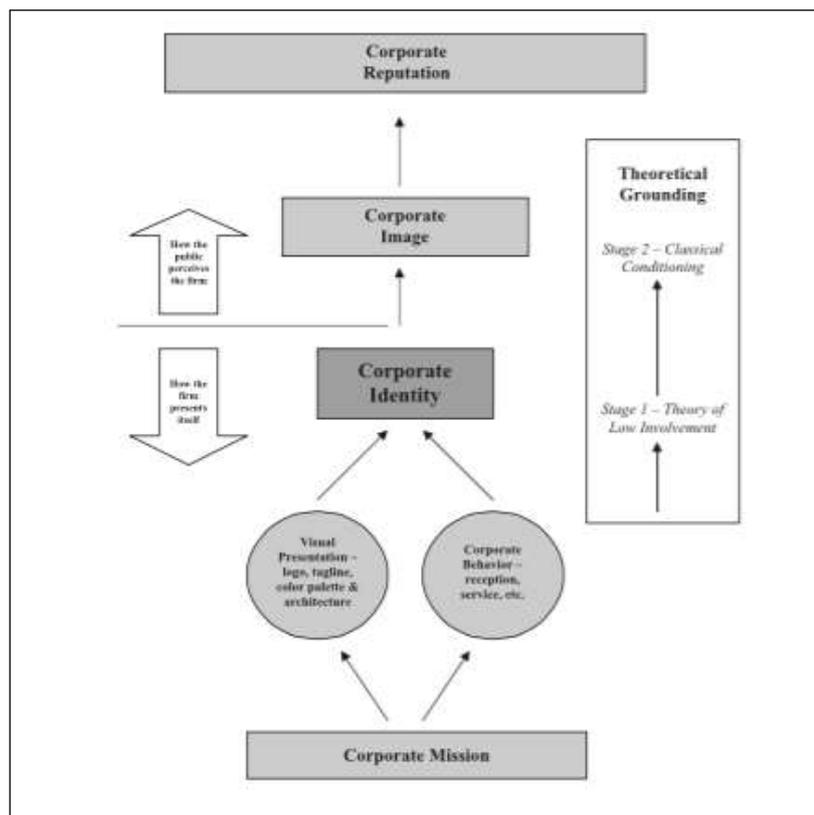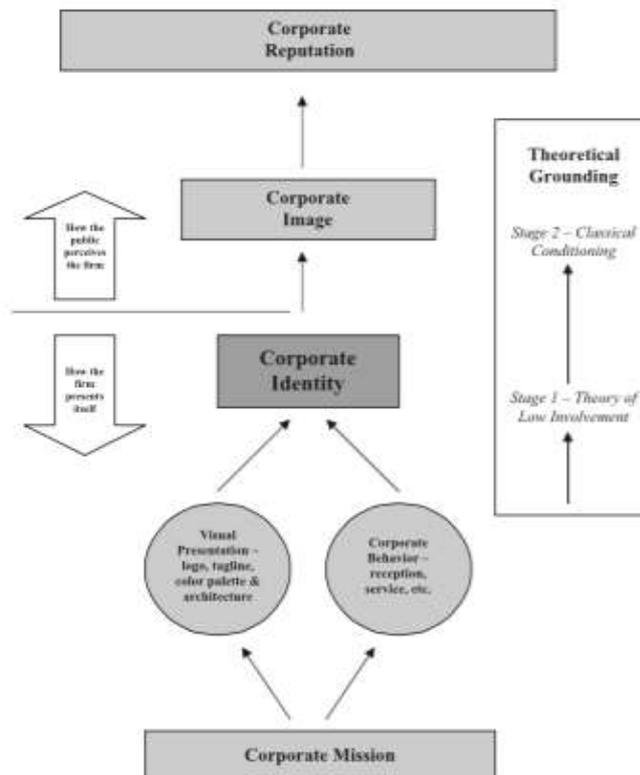
Organizational Reputation

Organizational reputation is a perception or judgment of stakeholders about the organization's ability to create value based on past actions. It provides a future prospect and it creates prominence for the organization (Hendriks, 2016). Reputation is rooted in the organization's historical behavior and associations but can be abruptly changed if new information about the organization's past behavior comes to light or if the organization's latest behaviors or associations are jarring to observers. An organization's reputation, and changes in its reputation, influence the organization's relationships with its stakeholders (Lange, Lee, & Dai, 2011). According to Fombrun, et al. (2000), reputation is an attitudinal construct that consists of two components: an emotional (affective) component and a rational (cognitive) component (Dijkmans, Kerkhof, & Beukeboom, 2015).

Organizational reputation matters for several reasons. First, it is a key parameter in the supplier selection process by potential customers. Thus, the public is more likely to select an organization with a positive organizational reputation, and are willing to pay more for their products. Second, a positive corporate reputation can create market entry barriers for competitors, foster public loyalty and retention and enable an institution to attract more public. A favorable organizational reputation can also protect an organization in times of crisis. Lastly, a positive reputation increases stakeholders' willingness to invest in a company, since it enables the company to attract higher quality employees and to gain better returns (Dijkmans, Kerkhof, & Beukeboom, 2015).

Furthermore, Westcott and Allessandri put forward the model of how the organization's reputation is built on the identity of the organization working in the context of the organization's mission concept and organizational image (Alessandri, 2001). This model shows that the organization's reputation is the end result of the organization's identity which then affects the image and ultimately builds the organization's reputation (Alessandri, 2001).

Gambar 1: Westcott Alessandri's Model

source:Alessandri, W. (2001). Modeling corporate identity: a concept explication and theoretical explanation. *Corporate Communications: An International Journal, , 6* (4), 173-182

The key dimensions of the organization's reputation according to the Reputation Institute are defined as: (1) Performance: perceptions of results and the organization's financial outlook, (2) Workplace: perceptions of the organization's work environment with the quality of its employees, (3) Product: perception of the quality of the price of the products and services offered by the organization (4) Leadership: perceptions of how well the organization is led, (5) Citizenship: perceptions of the strength of the environment and the social responsibilities of the organization, (6) Governance: perceptions of organizational systems and organizational culture, and (7) Innovation (innovation): perceptions of organizational entrepreneurship orientation and innovation (Folley & Kendrik, 2006).

Social Media

Safko and Brake (2009) observed that social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media (Chmielecki & Lisowski, 2013). The Universal McCann report refers to social media as online applications, platforms and

media which aim to facilitate interaction, collaboration, and the sharing of content (Chmielecki & Lisowski, 2013).

Social media, however, is not merely additional application to the existing cyber PR, but if fully integrated, social media can serve as a robust communication platform that with its continues evolution change the current interaction model between organization and audience, but also amplify the organisation functions as a whole including organizational reputation (Chmielecki & Lisowski, 2013).

As a result of the growing presence of organizations in social media, the impressions people form about organizations may increasingly be based on exposure to this presence in social media. This exposure can either be self-imposed (e.g., by liking a brand page on Facebook or following a brand on Twitter) or involuntary (e.g., through promoted posts on Facebook) (Dijkmans C., Kerkhof, Buyukcan-Tetik, & Beukeboom, 2015).

Fournier and Avery (2011) have labeled social media as a venue for "open source branding" in which public cocreate the nature and reputation of organizations. Companies increasingly try to influence this process of open source branding by establishing a presence in social media. A presence in social media offers various benefits to organizations, like the opportunity to communicate directly with the public, to foster relationships, stimulate co-creation, and to assess consumer attitudes toward the organization (Dijkmans, Kerkhof, & Beukeboom, 2015). In order to persuade people to follow them on social media, organizations need to offer content that is relevant in the sense that it offers useful information, entertains, solves problems, offers customer service, or engages consumers with attractive content and conversations (Dijkmans C., Kerkhof, Buyukcan-Tetik, & Beukeboom, 2015).

1. Government Institutions

Government agencies are sometimes also referred to as state institutions, non-ministerial government institutions, or state institutions only, some are formed on or due to being granted the power by the Constitution, some are established and gain power from the Constitution, and even exist also only established under the Presidential Decree (Asshiddiqie, 2010).

According to Jimmy Asshidiqie, in addition to government institutions explicitly mentioned in the 1945 Constitution, there are also government institutions that possess the same constitutional importance with the government institutions mentioned in the 1945 Constitution. The hierarchy or ranking of its position, of course, depends on the degree of its regulation according to the rules of current regulation. The government institutions regulated and constituted by the Constitution constitute constitutional organs, while those established under the Act are the organs of the Law, while those formed only by the President's decision are of course much lower the degree and degree of legal treatment of the officials who sit in them (Asshiddiqie, 2010).

Research Methodology

This article is a conceptual article that is the result of the author's thought on a problem, which is written in the form of writing (Une, 2011). In an effort to generate this conceptual article the author first examines the sources relevant to the problem, both in line and as opposed to what is thought by the author. Suggested sources to be referred to in order to produce this conceptual article are also relevant articles of cosmology, previous research results, in addition to theories that can be extracted from textbooks (Une, 2011).

The most vital part of the conceptual article is the opinion or the writer's stand on the subject, developed from the analysis of thoughts on the same problem previously published (Une, 2011).

The data obtained then analyzed by descriptive analysis method. The descriptive analysis method is done by describing the facts which then followed by the analysis, not merely elaborate, but also provide sufficient understanding and explanation.

Result and Discussion

Cyber PR implementation promotes the use of online media in its publications and to establish relationships with the public of an organization. Public of a government institution closely related to society, industry, academic, and other stakeholder either from inside or outside the country. The role of cyber PR in government institutions is important in opening the space for the public to gain access to public information. The existence of UU KIP, is the momentum for cyber PR government to perform its functions and duties in providing information, information, and education to the public about policies, activities, and government steps openly, transparently, honestly and objectively using technology. Information communicated to the public, especially through social media, if inaccurate, fast, and easy, can lead to government policies deemed incompatible with the needs of the community, uninformed, and not grounded.

In line with technological developments, the PR communication activities felt not enough if only rely on traditional mass media. The public interest of digital activity can be quite high, especially in accessing information. This is evidenced by a survey conducted by Julius Onggo (2004), that 95% of participants prefer access to articles or news from the internet (Onggo, 2004).

At the National Seminar on Public Relation of the Government in Jakarta on April 16, 2018, President Joko Widodo asserted that government public relations personnel should be able to adapt to the changes and developments of the times, especially related to the industrial revolution 4.0. How to communicate government organizations and society has changed, no longer only one or two directions, but many directions (PR, 2018). Cyber public relations is expected by the community to respond to issues in real time, not only fast but able to explain government policies and programs with simple language, simple logic that can be absorbed by the community, so as to create

engagement in the community. Implementation of cyber PR through social media in providing information to the community to be the best solution in the digital era today (Humas, 2018).

In publishing various information related to its policies, activities, and steps, the government organization implements the cyber PR role through the utilization of one or several social media at once. Some of the social media that can be utilized optimally is Facebook, Twitter, Youtube, LinkedIn and Instagram (Kurniasih, 2013).

1) Facebook

Facebook is a social networking site that can connect users from different parts of the world through connectedness profiles, send personal messages via inbox or via wall/news feed. If the PR will use Facebook as a media relationship with the public, cyber PR can choose whether to use a regular account (personal account), group or a Page. Regular accounts have limitations in the number of friends, ie only for 5000 friends and the rest can only be followers. Although limited in the number of friends, but this regular account is more personal. The account admin can set the account to be very private (only visible alone), open to everyone on a list of friends, custom to certain people or settings open to the public. Usually followers can only access content that is set up publicly. This regular account is either used for media relations with the internal public or by getting closer personally to the external public.

Facebook groups are designed for the purposes of a community. Here each member can share information within the group through the walled facility. While inbox and chat facility can only connect members with group admins. Each group can have more than one person admin. Cyber PR in this case should discuss who is in charge of the group. Inside the group, an admin must always ensure the group's security is maintained. The Facebook group can be used for media relations with the internal and external public, as long as the public has an interest in the group theme created.

Fans Page is usually spread through feeds. Fans page usually contains information about something, whether about people, products, and services. The advantages of fan page compared to personal and group accounts are that for fan page there is no limit to the number of fans and allows for the addition of various applications on the pages. If government PR cyber will use Fans Page as a media relation, it would be better if it is aimed at the external public because of its broader and more open range.

2) Twitter

Twitter is a social networking service in the form of microblog that allows users to send and read tweet text up to 140 characters. To make it easier to recognize and search for a theme or activity that is being done, cyber homework should use hashtags (#). Another interesting thing in Twitter is that Twitter ranks the words in every tweet, so the

most frequent words in the tweets will go into the list of 10 Worldwide Trends or at least the trending topic of a State. In addition we can also upload photos and share file links.

If the cyber PR will use Twitter to communicate with the public then the account settings should be open (unlocked) and follow the follower back as much as possible so that Twitter can absorb the aspirations and public opinion and make Twitter as an interactive media.

3) Instagram and Flicker

This social media platform is a social network to share moments through a photo or video (Instagram). Cyber PR can use this platform in disseminating information by using photos or short duration videos.

4) Youtube/ Vimeo/Vine

Youtube / Vimeo / Vine are both video sharing websites. Currently Youtube is becoming the most popular video-sharing site. Cyber PR Pemda Jakarta can be an example of how Youtube became a media relationship with the community. How the Vice Governor of DKI Jakarta uploaded a video of the meeting to show the public the process of making a decision. Of course this will depend heavily on the policies of each institution, what videos can be uploaded there. However, at least every institution can display its agency profile to Youtube. This can help improve the reputation of these government agencies in the eyes of the public.

5) LinkedIn

Linkedin is the largest professional network in the world. Public Relations Government can use LinkedIn to establish relationships or cooperation with other institutions as well as with individual professionals engaged in the field of public relations or other related fields. Humas can also use LinkedIN to search for superior seeds to work in the instansinya in accordance with the required criteria.

After selecting social media and having an account in the social media, the next thing to do is to fill in the institution's profile on the social media. Some things to be ensured by cyber PR ie (Kurniasih, 2013):

1. Ensure that our institutional profile can be reflected in social media. Separate individual profiles with agency profiles.

2. Ensure the web address and contact person use office email and office phone number as an alternative if the social media one time error or not accessible.

3. Join and participate actively in groups or online forums.

4. Take advantage of both regular account and group accounts or fan page for institutional purposes, whether to maintain reputation, deliver programs or policies, deliver achievements or achievements etc.

5. Update regularly social media agency accounts.

6. Introduce social media accounts that already exist both in private channels and institutional channels.

7. Create chirpstory from every post in social media, then connect to blog or institute website.

8. Promote agency accounts through accounts that have many followers.

9. Personalize requests from the public to build a relationship.

10. Promote the activity schedule through Event features like on Facebook.

11. Using advertising to socialize media relations owned by the institution.

Considering the cyber PR's government related to government issues, in the dissemination activities of information through social media in a building. Guidelines on Social Media Utilization of Government Institutions have been issued by the Minister of Administrative Reform and Bureaucracy Reform (PAN-RB) RI which in it mentions 9 principles of social media that is (MenPANRB, 2012):

1) factual, information submitted through social media is based on clear data and facts.

2) delivered through social media so that it can be accessed easily and known by anyone, anytime, everywhere.

3) encouraging engagement of audiences by way of receiving comments, responses and inputs to government agencies;

4) interactive, communication of government agencies conducted through social media is two-way;

5) harmonious, creating synergistic relationships that are mutually appreciative, supportive and beneficial among the various parties concerned;

6) ethical, that is by applying polite behavior, in accordance with established ethics and codes of ethics, and not harming others and causing conflict;

7) equality, establishing a good and equal working relationship between government agencies and stakeholders;

8) professionals, namely social media management prioritizing skills based on skill, experience, and consistency;

9) accountable, ie the utilization of social media that can be accounted for.

Things that cyber PR must be aware of when deciding to use a digital platform for its public relations activities should be consistent and continuous efforts to update the timeline in their digital accounts. There is also a need for two-way communication with the public to create engagement, so it will be easier to build trust and improve the institution's positive reputation.

To perform such digital PR activity then cyber PR is required to comprehensively comprehend all the functions and tasks of PR as the front guard to maintain the reputation of the organization in the digital media it manages. Not just using digital media because of the more rampant social media users (Nurjanah & Nurnisya, 2016).

Management of Reputation in cyber PR government agencies can be done by applying the seven dimensions mentioned Reputation Institue through social media (Folley & Kendrik, 2006):

- *Performance*

In essence in performance is the effort of various sections to ensure that the performance of government agencies in accordance with the desired community. There are various tools that can be used to ensure the success of the institution and at the same time maintain the interests of the community. By always keeping performance in top condition will be one factor to help improve and maintain the reputation of government agencies.

- *Workplace*

The work environment is also a part of getting an appraisal from the community, ultimately as an effort to improve reputation. The better and comfortable the work environment / institutional environment will be the greater its value to enhance the reputation. Convenient public service venues, tidy uniforms, and professional services are the things that cyber PR can apply in improving the institution's reputation through the use of the organization's physical structure.

- *Products and Services*

Products and services can be categorized as one dimension or part that can be assessed and affect reputation. Even the assessment of these products and services becomes the part that is usually rated first by our customers. In this case, the government must improve the quality and service to the community. In addition, cyber PR can more disseminate information related to the results of activities and government work programs which all of course for the welfare of society to the public so that people can better understand, even mungkindapat participate to succeed. This can certainly enhance the positive reputation of government agencies.

- *Leadership*

High leaders of institutions should be provided with adequate authority (delegated authority), a flexibility in certain doses in developing the business. But simultaneously need to be supported by a mechanism that acts as the control of the organization, as well as 'keeping' the interests of the community. In the implementation of the high leaders of the institution should be able to move flexibly develop programs and policies, and must heed the conditions of culture and organizational development cycle to be implemented properly. This will keep the reputation of government agencies in-depth.

- *Citizenship*

The rules and environmental conditions of the community where the government agency is located become a matter of concern. This happens because the community's assessment includes how the institution concerned with the surrounding community, the surrounding environment and also its compliance with the rules. And how a government agency runs its programs for the benefit of society as well as possible.

- *Governance (Good Corporate Governance)*

Good Corporate Governance (GCG) is an effort to motivate government executives to increase effectiveness and also to control the behavior of executives to keep the public interest in the framework of a mutual agreement. GCG draws attention to improving institutional performance by applying GCG values such as fairness, transparent, accountabilities and responsibilities.

Through GCG between government agencies and the community can be established the condition of mutual trust (trust). The existence of these trusts directly or indirectly will enable an improved reputation. Trust can lead people to help in improving that reputation. And what is also very important is that mutual trust will change the supervisory function of the principle of mutual suspicion. With ethical alignment with the community, the agency's image and reputation will be preserved.

- *Innovation*

Innovations conducted by government agencies will also get a good judgment by the public. This innovation may include product and service innovation, as well as innovation in the service or equipment used. In this case the utilization of technological progress can be used by the PR in improving the reputation of the institution.

The steps taken by cyber PR in building a reputation through the application of the seven dimensions can be conveyed in various forms of content such as short photos or videos, press releases and various other content which can then be displayed on social media accounts of government agencies.

Conclusion

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Conclusion
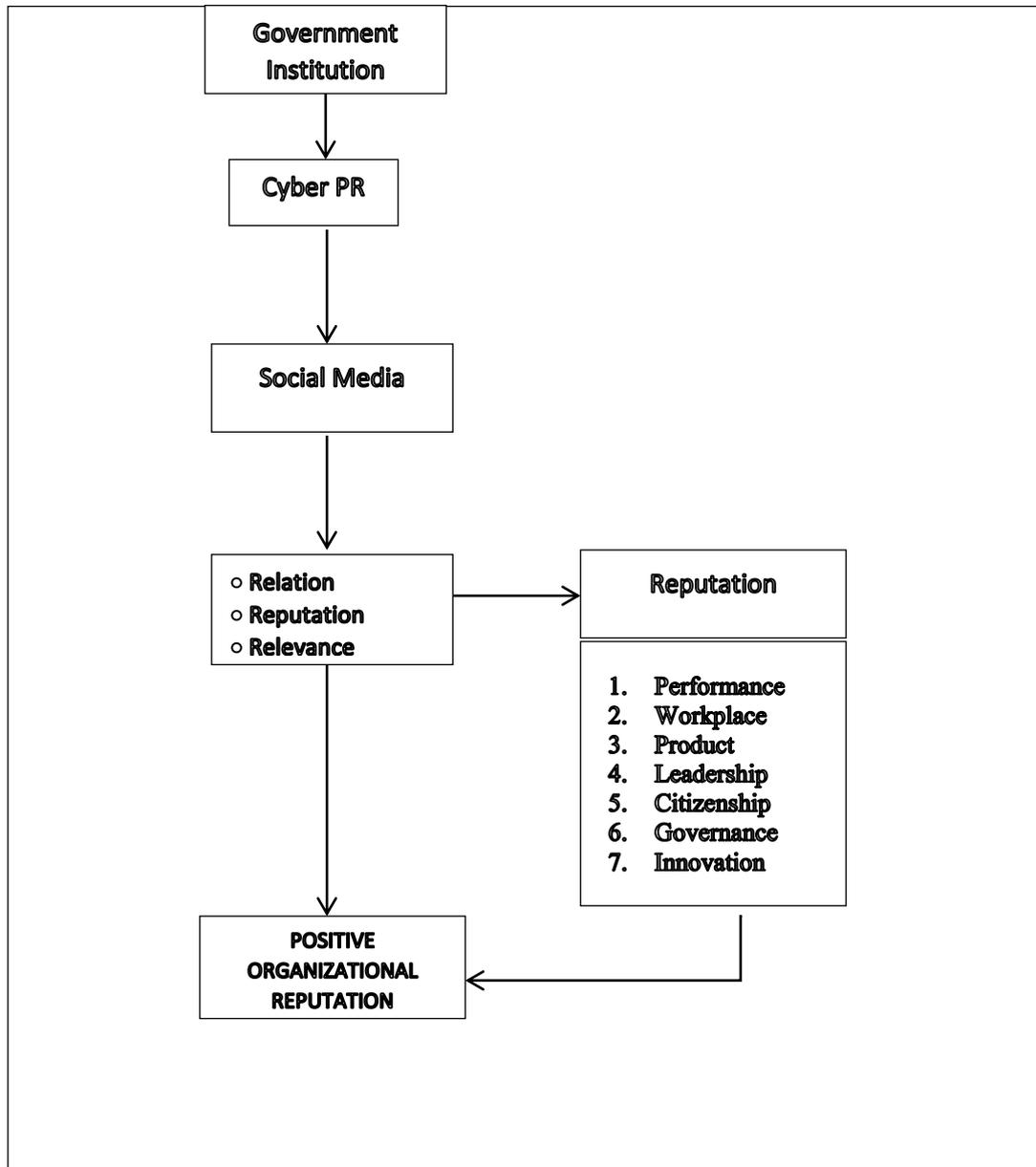
The implementation of cyber PR as an effort to build a positive reputation of government institutions. Cyber PR implemented by government agencies contributes very importantly especially in the era of Public Information Disclosure (KIP) in terms of publication. Publications focus on information in the form of open, transparent, honest and objective government policies, activities and achievements through various social media platforms of government agencies.

The concept of cyber PR is a dynamic touch in communicating using online media that allows public relations practitioners to design experiences with their publics, communities, more personally and interactively, thereby generating individual personal

meaning from the public involved. This personal meaning will then help the public to perceive the positive reputation of government institutions.

Of the many social media platforms currently in existence, it is necessary for a cyber PR to identify which social media is most effectively used as a media relation between government agencies and their publics, the community. Proper use of social media can improve the image or reputation of government agencies, but errors in the use of social media can be fatal. Therefore, the utilization of social media must continue to be accompanied by increased ability in terms of content management and public relations strategy (Kurniasih, 2013).

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