



Government public relations towards Indonesia's G20 presidency campaign

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ABSTRACT

In 2022 Indonesia will host Group 20 or Indonesia's G20 Presidency. This is the first time Indonesia has held the G20 presidency in 2022. With the big theme "Recover Together, Recover Stronger", or "Recover Together", several ministries including the Ministry of Education, Culture, Research, and Technology publish it in various media, including social media. Ministry of Education and Culture raised the four agendas discussed in the meeting of G20 member countries. The first agenda is "Quality Education for All" (Universal Quality Education); the second is, "Digital Technologies in Education (Digital Technologies in Education); Third, "Solidarity and Partnership" (Solidarity and Partnership); and fourth, "The Future The World of Work Post Covid-19" (The Future of Work Post Covid-19). The purpose of this research is to know the role of Government Public Relations and public communication processes in publishing information regarding Indonesia's G20 Presidency on social media. The Ministry of Education and Culture uses the Agenda Building theory. The research method used namely descriptive with a qualitative approach, case studies of G20 content uploads on social media. Ministry of Education and Culture during 2022. The research results show the role of the Public Government. Relations in conveying G20 information on the Ministry of Education and Culture's social media have. This is done by providing information starting from the kick-off meeting or the opening ceremony to the closing ceremony of the G20 Summit.

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INTRODUCTION

Indonesia is the host or presidency of the G20. It is the first time Indonesia will hold the G20 presidency in 2022. Submission the presidency is conducted at the closing session of the Summit G20 Rome which took place in La Nuvola, Rome, Italy in October 2021. Premiere Italian Minister Mario Draghi symbolically handed over the gavel to President Joko Widodo who then tapped the

gavel. G20 presidency in Indonesia encourage joint efforts for world economic recovery with a big theme "Recover Together, Recover Stronger". Growth that is inclusive, people-centered, as well as being environmentally friendly and sustainable, being the main leadership commitment Indonesia in the G20. The G20 is a strategic multilateral platform connecting countries with major economy in the world. The G20 has a strategic position in determining the future of world economic growth. This is because collectively, members. The G20 represents more than 80 percent of the world's economy, 75 percent international trade, and 60 percent of the world's population. G20 members are: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, United Kingdom, United States, and the European Union. (Anuraga, 2019)

This forum was formed as an effort to find a solution to the global economic conditions hit by the global financial crisis in 1997-1999 by involving middle-income countries that have systemic economic influence, including Indonesia. The 17th G20 High Level Conference (Summit) will be held in Bali on 15-16 November 2022. This Summit will be the culmination of intensive processes and efforts from all G20 work streams (Ministerial Level Meetings, Working Groups, and Engagement Groups) for a year as Indonesia's chairmanship. However, the series of G20 events, especially in the education sector, has started in February 2022, starting with the G20 Kick Off event on Education and Culture which was organized by the Ministry of Education, Culture, Research and Technology (Kemendikbudristek) at the Head Office, Senayan, Jakarta. The event was broadcast live on the Indonesian Ministry of Education and Culture's YouTube social media channel. (Bali, 2023).

Based on the official website of kemdikbud.go.id in the field of education, the Indonesian government through the Ministry of Education and Culture has raised four education priority programs to be discussed at the G20 (Ezza, 2021). The four education priority programs are Quality Education for All (Universal Quality Education); Digital Technology in Education (Digital Technologies in Education); Solidarity and Partnership (Solidarity and Partnership); and The Future of Work Post Covid-19 (The Future of Work Post Covid-19). To inform the wider public, the Ministry of Education, Culture, Research and Technology (Kemendikbudristek) uses social media to reach a wider audience. (Sofkatin, 2021).

Based on the results of the We Are Social survey in the "Digital 2023 Indonesia" report, the January 2023 period shows significant growth in the use of digital technology. Of the total population or population of 8.01 billion in 2023, there will be 5.16 billion internet users. This means an increase of 98 million users or 1.9 percent from 2022. Meanwhile, active social media users are 4.76 billion, an increase of 137 million active social media users or 3 percent from 2022. (Irwanto, 2022).

Indonesia as one of the countries with the largest population in the world has experienced significant growth in the use of digital technology. Based on We Are Social survey data in the "Digital 2023 Indonesia" report, the data shows that there is an increase in internet users in Indonesia and is expected to continue to grow. In addition to an increase in the number of internet users, the survey results also show an increasing trend of social media users. Of Indonesia's total population of 276.4 million, there are 77 percent of internet users, namely 212.9 million internet users. Meanwhile, the number of active social media users is 60.4 percent of the total population, or as many as 167 million users.

Internet users in Indonesia also have several main reasons for using social media. Based on the results of the We Are Social 2023 survey, it shows that as many as 60.6 percent of the total population in Indonesia use social media to connect with friends and family. As many as 58.2 percent use social media to fill their free time. As many as 51.2 percent use social media to find out what other people are talking about. As much as 50.4 percent use social media to find inspiration about what to do or products. (Lee, 2022).

Based on data from the Indonesian Internet Survey conducted by the Indonesian Internet Service Providers Association or APJII in 2023, from a total of 8,510 respondents spread throughout Indonesia, it was found that the social media most frequently used by internet users in Indonesia is YouTube social media, namely 65.41 percent of internet users. Second is social media Facebook, as much as 60.24 percent, and third is social media Instagram, which is as much as 30.51 percent. Furthermore, TikTok was 26.80 percent, then WhatsApp was 1.57 percent, Twitter was 0.91 percent, Snakevidio was 0.17 percent, LinkedIn was 0.06 percent, and Google was 0.03 percent.

The transformation of education and promotion of culture through various policies issued by the Ministry of Education and Culture is important to be understood and supported by a very broad and diverse range of stakeholders. Moreover, in a major international scale event like the G20, the priority issues or agenda regarding education discussed in the G20 also need to be disseminated to the wider community. Thus, an accurate, effective and credible information dissemination strategy related to the Ministry of Education and Culture's policies and programs to stakeholders is a crucial thing that must be implemented. (Khaerati, 2021).

Various media have sprung up to provide information in the digital era like now. The Covid-19 pandemic that has hit Indonesia and even the world since March 2020 has an impact on social change that forces us to use technology to perform various activities. Starting from working from home to learn from home. As the development of the internet in the world including Indonesia lately, of course, has had an effect on various fields, including on broadcast media sector. radio and television as conventional broadcasting media now started to change towards digital. Media is a means for convey messages or information to the public. According to Musfiqon (2012) in "Instructional Media and Technologies for Learning" defines media is an information channel that connects between sources of information and recipient. In general, the media is divided into three, namely: visual media, audio media and audio-visual media. The media also develops accompanied by development. Technology is one of the new media that is starting to get people's attention social media. (Maulana, 2022).

Indonesia as one of the countries with the largest population in the world, experiencing significant growth in the use of digital technology. Based on We Are Social survey data in the "Digital 2023 Indonesia" report, data shows an increase in internet users in Indonesia continues to increase and is expected to continue to grow (Sari, 2022). Apart from increasing the number of internet users. The results of the survey also show that there is a trend of social media users who increase. Of the total population or population of Indonesia of 276.4 million, there are 77 percent of internet users, namely as many as 212.9 million internet users. Meanwhile, the number of active social media users is 60.4 percent of the total population, or as many as 167 million users. (Smith, 2020).

The Ministry of Education and Culture creates content related to the G20, especially in the field education broadcast on official social media channels that can be accessed by everyone anytime and anywhere through the Instagram social media platform, YouTube, Twitter and Facebook. It aims to be able to provide information government policies especially in the field of education discussed in the meeting G20 International in Indonesia. (Nursidah, 2021).

The reason the writer raises this case is because the writer is interested examining how the process of communication strategy carried out by Public Relations. Ministry of Education and Culture in socializing (campaigning) educational programs that discussed in the Indonesian G20 Presidency through the ministry's social media, along with it the development of media for delivering information quickly and massively (Rachmawati, 2022).

The research being conducted now is what the author is interested in researching the communication strategy process carried out by the Ministry of Education and Culture's Public Relations in socializing (campaigning) educational programs discussed in the Indonesian G20

Presidency through ministerial social media, in line with the continued development of media to convey information quickly and massively.

Research focus what I will raise here is how the Ministry of Education and Culture's Strategy is in prepare content related to the G20, especially education programs to get attention from the public regarding the Indonesian G20 Presidency. Then researchers too want to analyze how the process was made in the midst of the Covid-19 pandemic and there is also a geopolitical issue, namely the war between Russia and Ukraine, whatever happens obstacles in the process of making messages in the G20 meeting forum. the content in the form of information related to education programs discussed in the G20.

The contribution of this research is that the results of this research are expected to provide information as a basis for consideration, support, and contribution of thought to decision makers, The Ministry of Education and Culture creates content related to the G20, especially in the field education broadcast on official social media channels that can be accessed by everyone anytime and anywhere via the social media platform Instagram, YouTube, Twitter and Facebook.

RESEARCH METHOD

This research uses Qualitative Research Analysis. This study discusses the analysis of the utilization of the Ministry of Education and Culture's Youtube social media, what strategies are being implemented to attract the audience to be interested in G20 content, especially in the field of education which is broadcast on the official Ministry of Education and Culture's Youtube channel. This type of research is a case study at the Bureau of Cooperation and Public Relations of the Ministry of Education and Culture, namely a work unit that has the function of managing official social media channels, namely Instagram, YouTube, Twitter, and Facebook. The resource persons in this research are: The head of the ministry's public relations office, namely the Head of the Cooperation and Public Relations Bureau of the Ministry of Education and Culture; Chair of the G20 Indonesia Working Group on Education; and Chair of the Ministry of Education and Culture's Social Media Management Working Group.

This research was conducted using a qualitative method with the aim of being able to find out to what extent the Ministry of Education and Culture utilizes social media in disseminating information on the G20 Indonesia Presidency, especially in the field of Education, then how this content can be compiled and published on social media. Sampling of data sources was carried out purposively and snowbaal (certain considerations), collection techniques with triangulation (combined), data analysis is inductive/qualitative in nature, and the results of qualitative research emphasize meaning rather than generalization. Qualitative research is based on the philosophy of postpositivism, because it is used to examine the condition of natural objects. Several types of data collection techniques were used for this research, namely observation and interviews. (Pongtiku, 2018)

Table 1. summarizes the research design

Element	Description
Classification	Case study
Paradigm	Evaluatif
Research purposes	Knowing how the public communication process is carried out by Government Public Relations to campaign information on the Presidency International Forum G20 Indonesia through the Ministry of Education and Culture's social media
Data type	Primary data and secondary data
Data collection	In-depth interviews)
Source person	Head of Cooperation and Public Relations Bureau of the Ministry of Education and Culture Head of the G20 Indonesia Working Group on Education Head of the Social Media Management Working Group Ministry of Education and Culture

Explanation of the Nature of Moderation; (a) How does Government Public Relations socialize the education campaign program discussed in the Indonesian G20 on the Ministry of Education and Culture's social media? (b) How is the communication strategy carried out by the Ministry of Education and Culture in disseminating information on education issues in the G20? (c) Why is Social Media an important communication medium used by the Ministry of Education and Culture? (d) How is the communication process carried out by the Ministry of Education and Culture to disseminate information about the G20 on social media?

RESULTS AND DISCUSSIONS

Result

- a. How does Government Public Relations socialize the education campaign program discussed in the Indonesian G20 on the Ministry of Education and Culture's social media?

The Ministry of Education and Culture uses official social media to disseminate information regarding Indonesia's G20 Presidency throughout 2022. The social media platforms used are: Instagram, YouTube, Twitter, and Facebook. Based on the data obtained at this time (accessed July 6 2023), Instagram @Kemdikbud.ri is followed by 2.5M Followers, YouTube Kemdikbud RI has 747 thousand subscribers, Twitter @Kemdikbud_RI is 1.9M million Followers, and Facebook of the Indonesian Ministry of Education and Culture as many as 2M Followers. One of the contents with high engagement on Instagram social media is the G20 video competition with the hashtag #kuisg20dikbud which received 161 submissions and received 2,998 likes. The goal of public communication for the G20 through social media is to participate in disseminating information, actually bringing messages related to the G20 down to earth, conveying them to the public using language that is more easily accepted or understood by the public.

Public Relations of the Ministry of Education and Culture also conducted research in preparation for making messages conveyed on social media. To create content on social media, refer to the guidelines prepared by the Ministry of Communication and Informatics, corporate colors, use of the logo, and also the main theme. In creating content on social media, external service providers, namely PT. Digivla Indonesia, however, the responsibility or control of its publication remains with the Ministry of Education and Culture's social media manager.

There is a weakness that the social media team has, namely, there is no knowledge or information about the G20 Presidency. However, this is also an opportunity to collaborate with other relevant ministries to discuss the G20 Presidency. The existence of the G20 Indonesia Presidency actually made the cooperation between the sections in the Cooperation and Public Relations Bureau even tighter. More communication with the Foreign Cooperation section so that understanding and knowledge regarding the G20 Presidency can be understood by the social media team. Close coordination between departments in the Cooperation and Public Relations Bureau includes discussions and questions and answers so that concerns regarding understanding regarding the G20 for the social media communication team can be resolved. The Ministry of Education and Culture's social media communication team also took part in technical guidance activities (bimtek) organized by the Ministry of Communication and Informatics, so that they better understand what is the task of the ministry's social media team and what will be conveyed to the public through social media related to the G20 Presidency. In creating social media content, apart from the substance of the Indonesian G20 Presidency, the social media team can also raise a number of other issues, such as culture. The G20 discussion forums in Indonesia for the education sector are mostly held in areas such as Bali, Yogyakarta and Bandung, so that content can also be made about the culture in those places. G20 state guests not only attended meetings to discuss educational issues, but also learned about the life of indigenous peoples in Bali, introduced

Indonesian culture, starting from the arts and culture of dance to how the Balinese people meditate.

According to the merriam-webster online dictionary, social media is a form of electronic communications (such as websites for social networking and microblogging) where users build online communities to share information, ideas, personal messages and other content (such as videos) (Merriam-Webster 2019). Most social media encourage users to discuss, provide feedback, vote, comment and share information according to their respective interests. Still according to Jones, social media is more than just a two-way conversation, more than a one-way broadcast like traditional media, social media is unique in that it has the idea of staying connected to sites, sources and other people (Jones, 2019).

- b. How is the communication strategy carried out by the Ministry of Education and Culture in disseminating information on education issues in the G20?

Apart from social media, the Ministry of Education and Culture's public relations team also uses various media, including the official ministry website kemdikbud.go.id, mass media, electronic and online media, by preparing press releases for distribution to the media. The PR team also creates live streaming content on Instagram and YouTube for several events related to the G20 forum. So that with this live event, you will immediately get feedback or solicit ideas from the public regarding the G20. Members of the PR team are also allowed to participate in promoting content related to the G20 on their personal social media accounts, this is a strategy to reach out more broadly regarding the G20 campaign on social media.

The goal of public communication for the G20 through social media is to participate in disseminating information, in fact to ground messages related to the G20, conveying them to the public using language that is more easily accepted or understood by the public. To create content on social media, refer to the guidelines prepared by the Ministry of Communication and Informatics, corporate colors, use of the logo, and also the main theme. In creating content on social media, external parties are also assisted, namely PT. Digivla Indonesia, however, the responsibility or control of its publication remains with the Ministry of Education and Culture's social media manager.

Social media managers also conduct research to find information related to the G20. Initially, the social media publication team experienced concerns about publishing regarding the G20 international forum. For the G20 Presidency, this is more of a high level concept or policy, and this is a challenge for social media managers to create content that is acceptable to the public that is easy to understand. There is a weakness that the social media team has, namely, there is no knowledge or information about the G20 Presidency. However, this is also an opportunity to collaborate with other relevant ministries to discuss the G20 Presidency.

Communication strategy is a combination of communication planning with communication management to achieve predetermined goals. A communicator must be empathetic when he communicates with communicants who are busy, angry, confused, sad, sick, disappointed, and so on. Effective communication in Learning is largely determined by the activity of students and learners in the form of reciprocity in the form of questions, answers to questions or in the form of actions both physically and mentally (Yossita Wisman, 2020).

- c. Why is Social Media an important communication medium used by the Ministry of Education and Culture?

The Public Relations of the Ministry of Education and Culture conducts media monitoring, the monitoring results show a neutral tone tends to be positive, although some are negative, for example in uploads of G20 content on social media there are negative comments not related to the G20 but related to teacher allowances. The main theme for the G20 Indonesia Presidency has been determined and must be published, namely "Recover Together, Recover Stronger", which means

"Recover Together". In published content, the Ministry of Education and Culture's public relations team uses the hashtag #G20Indonesia, #MerdekaBelajar #G20Dikbud #PulihBersama.

From the monitoring results of media monitoring after the end of the G20 Presidency, the results of the news sentiment were positive, there was no negative news, both in online media, print media, and social media. To measure the success of uploading G20 content on social media, the Ministry of Education and Culture conducts monitoring by looking at the number of likes, comments and shares.

"Those that are active in nature (content in the form of quizzes or competitions) are directly monitored by the social media team, while those that are informational in nature, such as highlights of the G20 event, are monitored by vendors or service providers. However, there is no special team at the Ministry of Education and Culture's public relations that monitors social media for content uploaded on social media. Monitoring issues on social media is carried out by third parties or vendors whose specific task is to monitor social media. (Pramudita, interview results 6 July 2023)".

With the development of learning media technology, the TikTok application has also become an effective learning media that is widely used and loved by various groups of young people. The Tiktok application can meet the various needs of students by having various features that can be used and implemented into the learning process. By using TikTok as a learning medium that can reduce stress, it can help students in understanding lesson concepts in the form of texts that are easier to understand, and can also increase students' confidence by increasing their sense of positive enthusiasm. (Yuenda Pramata Dewi, Y. A. (2021).

Utilizing social media as a learning medium has many benefits in carrying out the learning process. Social media makes students a place to seek knowledge, can share the knowledge they have, and can interact with other social media users. Through social media, students can become more active and creative so that they can improve quality. (Arianti , A. (2019).

- d. How is the communication process carried out by the Ministry of Education and Culture to disseminate information about the G20 on social media?

According to the Kemendikbudristek's public relations team, especially social media, successful content is when everyone participates in voicing, content is interesting and relevant to the conditions needed by the community, it will increase engagement. In this case, G20 content related to Indonesian culture is better and more interesting for the public, because it is more pleasing to the eye, more Indonesian than discussing issues or agendas in the G20 forum itself, for example discussing quality universal education or other things. For interesting substance content from the G20 forum when there is a quote from the Minister of Education and Research and Technology or an official from the Director General of Teachers and Education Personnel as chair of the G20 education sector.

As an improvement going forward, the Ministry of Education and Culture's Public Relations Office already has a team that is experienced and able to work according to their respective tasks, but when working together to involve external parties such as vendors there are problems in creating G20 content and the turnaround time for creating G20 content on social media is often late. So that public relations must work even harder in preparing G20 content. Meanwhile, Public Relations of the Ministry of Education and Culture has targets that must be met. For example, the PR team processes photos and news articles related to the G20 to become communication products for social media. The Ministry of Education and Culture's social media team consists of seven members.

Research conducted by Eko Noviyanto (2018) and Ariyanto Zalukhu (2020) sees a strong relationship and role of the flow of organizational information transparency in shaping organizational communication patterns. Research conducted by Ariyanto Zalukhu (2020) and

Hambali, et al (2018) said that organizations implement stellar communication patterns where employees are actively involved in achieving organizational goals.

CONCLUSION

The conclusions from this study can be drawn as follows: The results of this study have proven that the Ministry of Education and Culture's Government Public Relations has implemented the concept of agenda building to campaign information related to the Indonesian G20 Presidency throughout the year for the implementation of the G20 International Forum on social media. The platforms used by the Ministry of Education and Culture's Public Relations are: Instagram, YouTube, Twitter, and Facebook. According to the Public Relations of the Ministry of Education and Culture, the four social media platforms are very powerful for reaching people in today's digital era. The main message of the G20 campaign is "Recovery Together, Recovery Stronger", which means "Recovering Together".

Even though there were two obstacles or challenges faced in the implementation of the Indonesian G20 Presidency event, namely the Covid-19 Pandemic and the issue of the geopolitical war between Russia and Ukraine, the Public Relations Ministry of Education and Culture, has carried out the Strategic Communication Plan developed by Diana Martinelli, (Lee, 2022). The process of creating an agenda for building carried out by the Government Public Relations of the Ministry of Education and Culture to campaign for information on the Indonesian G20 Presidency was also carried out in three stages, namely: Planning, Implementation, and Monitoring Evaluation.

Researchers hope that this research can be useful and also useful for the world of education, especially students or researchers who are conducting scientific studies and are conducting research similar to this research topic. Researchers also hope that this research can add knowledge and insight for students who wish to carry out further research with more in-depth discussion using theories that are relevant to digital media for government public relations in publishing content on government social media. Communication media is developing very rapidly, the condition of the Covid-19 Pandemic has accelerated the development of communication technology, so that the way of communicating in this digital era has also changed, which previously depended heavily on Electronic Media such as TV and Radio, or Conventional Media such as Magazines and printed Newspapers, now it is began to shift to social media, so that government public relations must also keep abreast of developments in communication technology. The social media used by the Ministry of Education and Culture's public relations should continue to be developed, by looking at the number of likes of each G20 content uploaded on the Ministry of Education and Culture's social media, this average can be said to be quite small when compared to the number of followers from the Ministry of Education and Culture's social media accounts, so other methods are also needed to attract more public attention on social media, such as promotions by utilizing ads on social media platforms, or you can also make more activations such as competitions to attract the attention of Kemendikbudristek followers.

The contribution of this research is that the results of this research are expected to provide information for consideration, support and contribution of thought to decision makers. The Ministry of Education and Culture creates content related to the G20, especially in the education sector, which is broadcast on official social media channels which can be accessed by everyone anytime and anywhere via social media platforms.

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