

Government Public Relations Strategy in the Digital Age: Social Media Influencer (SMI) Collaboration in Building Community Participation in Madiun Regency

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Abstract

The Madiun District Government held the Bulan Timbang Serentak (Simultaneous Weighing Month) as a step to identify and prevent stunting early on. There is a problem of low participation in the program, so the Government needs a more effective promotion strategy. However, there is a problem of low participation in the program, so a more effective promotion strategy is needed. In this case, the Public Relations of the Madiun District Government collaborated with Social Media Influencers/SMIs to help the Simultaneous Weighing Month's campaign. The purpose of this study is to describe the Madiun Regency Government Public Relations Strategy in campaigning for Simultaneous Weighing Month with Influencers to build public participation. The method used is descriptive qualitative with a case study research type. The research data was collected by interviewing authorized officials in the Madiun District Government and one of the SMI account owners with the highest engagement who collaborated in the campaign. To explore the strategy, the researcher used the Four Steps of Public Relations Theory, which are defining the problem, developing plans and programs, taking action and communication, and evaluating the program. The results of this study state that the collaboration strategy with SMI is believed to be relatively effective because it is able to change people's perceptions of participating in the Simultaneous Weighing Month. Public relations of government institutions are considered necessary to consider communication cooperation with SMI so that it can reach a wider audience and increase the effectiveness of message delivery, especially in overcoming health problems such as stunting. This research is expected to present a better understanding of how Influencers' popularity in social media can be integrated in government PR strategies to achieve specific goals.

Keywords: Digital Government Public Relations, Social Media Influencers, Madiun District Government, Weighing Month, Stunting

INTRODUCTION

Stunting is one of the main problems for the Indonesian Government that must be resolved immediately. Reporting from the official website Kementerian Kesehatan (2023), World Health Organization (WHO)

determines that the stunting prevalence rate in each country must be less than 20%. Through this standard, President Joko Widodo targets a reduction in stunting by 2024 down to 14%. Based on data from the Indonesian Nutrition Status Survey (SSGI) released by the Ministry of Health, the prevalence of stunting in Indonesia in 2022 decreased by 2.8% points from 24.4% in 2021 to 21.6% (Kementerian Kesehatan, 2023). With a decrease of 2.8% points in 2022, the prevalence of stunting must decrease annually by 7.6% points to achieve the target in 2024. To achieve this reduction in stunting prevalence, it is necessary to accelerate the stunting handling program in every region in Indonesia.



Figure 1: Implementation of Weighing Month by Madiun District Government
Source: Pemerintah Kabupaten Madiun (2023a)

As a national agenda, the Madiun District Government is also trying to reduce the stunting rate and set a target of reducing stunting below the national average, which is 9.5%. As reported on their official website, Madiun District's stunting prevalence position as of August 2023 reached 9.84% (Pemerintah Kabupaten Madiun, 2023). Before reaching this point, the Government held Bulan Timbang Serentak (Simultaneous Weighing Month) to monitor the nutritional status of toddlers. This moment is considered important as an initial step to observe the growth of toddlers and capture stunting toddlers. The toddlers were not only measured for height but were also given health checks, vitamins, and supplementary food (Pemerintah Kabupaten Madiun, 2023a). Therefore, community participation in participating in the Simultaneous Weighing Month is expected to reach 100% so that the screening of stunted toddlers can be optimized.

However, the Simultaneous Weighing Month program organized by the Government did not provide the expected participation rate. In February 2022, Madiun District's community participation was only 69.21%, while in August 2022 it was 73.98%. According to Aidha (2017), one of the causes of the low level of community participation is the lack of knowledge of mothers about the benefits of monitoring the nutritional status of toddlers through routine weighing. This condition is challenging for Madiun District Government Public Relations to deliver information related to the Simultaneous Weighing Month massively. Considering the number of toddlers in Madiun District who are the target of the Simultaneous Weighing Month is 35,859 spread across 206 villages and sub-districts, the Simultaneous Weighing Month campaign requires the right strategy (ANTARA JATIM, 2023). Government public relations needs to adjust public relations strategies to reach a wider target audience. Martinelli (2012) states that public relations strategies are essential to help build relationships, improve reputation, and encourage people to act.

In line with this, the Madiun District Government formulated a Behavior Change Communication Strategy to increase public awareness and change community behavior to prevent stunting. To achieve this goal, it is necessary to conduct campaigns and socialization by ensuring efficient, targeted, and consistent message development, communication channel selection, and communication impact measurement. In the digital era, the performance of Government Public Relations in conducting campaigns and socialization is helped by online media platforms. Today, it is often referred to as digital public relations. According to Huang et al. (2017), the term "digital public relations" emerged due to the evolution of communication technology that encourages public engagement strategies in the digital era. The strategy is definitely different from

conventional patterns because the delivery of messages is done online, one of which is through social media.



Figure 2: Simultaneous Weigh-in Month Social Media Content
Source: Pemerintah Kabupaten Madiun [@pemkabmadiun] (2023)

Social media is a place where people can instantly share content, opinions, viewpoints and media with others. Some examples of social media sites include Twitter, Facebook, and Instagram as well as other social networking sites that allow people to communicate and share information (Kaplan & Haenlein, 2010). Social media can influence the way people communicate and share information with others. According to Issak et al. (2017), people spend more time searching for information on social media platforms. This signifies a change in communication and information trends in the digital era.

In the end, public platforms such as Twitter, Facebook, and Instagram brought new trends to many areas of life, one of which is the birth of Influencers. According to Anjani & Irwansyah (2020), Influencers emerged as a result of social media trends which were then used to market goods or services. The term Influencer refers to a person's ability to spread information to their followers on social media (Elli, 2017). These influencers can come from a variety of sources, such as celebrities, athletes, or professionals. In line with that, Bruns (2018) defines an Influencer as an activist who is well connected, influential, thinks on their feet, and creates a style for their followers. They are considered to have strong opinions on certain subjects on social media platforms, such as fashion, food, lifestyle, or beauty.

By utilizing this trend, Madiun District Government Public Relations collaborated with six local Influencers who are popular on Instagram to convey information about the Simultaneous Weighing Month activities held on February 14, 2023 in all public health centers in Madiun Regency. The six are @arimadione with 97.4 thousand followers, @halomadiun with 56.2 thousand followers, @madiunngemil with 162 thousand followers, @carubanmangan with 55.2 thousand followers, @madiunpedia with 11.3 thousand followers, and @medhion_ae with 137 thousand followers.

According to Instagram's official website, 75% of Instagram users take action after being inspired by a single post from someone. With the power of Influencers in packaging messages and their shrewdness in conveying information to their followers, it is believed to increase public participation in the Simultaneous Weighing Month. As a result, the number of public participation in February 2023 shot up to 98%. However, when the same activity was held in August 2023, the percentage of community participation dropped again to 86%. In the second round of the Simultaneous Weighing Month, Madiun District Government no longer cooperates with Influencers in its campaign.

Departing from this phenomenon, this study aims to describe how the Public Relations Strategy of the Madiun Regency Government in campaigning for Weighing Month with Influencers to build public participation. This study will focus on the steps taken by Madiun District Government Public Relations in collaboration with Influencers to increase public participation in the Weigh-In Month campaign. This study is expected to provide a deeper understanding of how Influencers' popularity on social media can be integrated into government public relations strategies to achieve certain goals.

Influencer-related research is most often found in spreading health issues, especially related to the COVID-19 pandemic. For example, research conducted by Annisa et al. (2021) who found that content uploaded by Influencers on Instagram during the COVID-19 pandemic in Indonesia can change the behavior of their followers to be more aware of the importance of health protocols and implement them in the new normal period. So far, there has not been much research focusing on government public relations strategies and their collaboration with Influencers. One of the studies related to the government and its relationship with influencers was conducted by (Susanti & Lintang, 2022). Through this research, it was found that the government's responsibility in controlling the spread of COVID-19 by distributing information related to the implementation of health protocols and vaccine information is supported by Social Media Influencers who influence their followers. The study emphasized more on content analysis of Influencers' uploads that shared content related to the Covid-19 pandemic. Meanwhile, research by Pöyry et al., (2022) describes how Social Media Influencers interpret campaign messages initiated by the Finnish Government, how their followers react to these messages, and how influencers and their followers interact with these messages. This research took the influencers' posts and comments as the research sample.

In the end, this research is expected to enrich the repertoire of knowledge in the study of communication science, especially related to Government Public Relations strategies in the digital era. By focusing on a new perspective, namely Government Public Relations, this research becomes relevant to explain trends in strategic public relations theory and practice.

LITERATURE REVIEW

1. Digital Government Public Relations

Historically, Government Public Relations has always relied on conventional mass media to disseminate information. However, the popularity of social media in the digital era has brought about many changes in communication styles. For government organizations, social media is believed to increase the intensity of interaction and engagement with their communities. Even Canel & Luoma-aho (2019), argues that public sector organizations are encouraged to change their organizational orientation from holding power over the public to holding power with the public. This is based on changes in public needs and communication patterns that occur. According to Graham (2014), a more open government public relations practice with the use of social media is very beneficial for the government. Many of the communication barriers that the government experienced in the past are removed by the more open and dialogic social media.

Government social media, according to Khan et al. (2021), has evolved into a useful tool for increasing government transparency. Bertot et al. (2010) noted that such transparency can be realized by providing information, educating, and reporting on activities, policies, and current issues through social media pages. This will increase public trust in the government and improve its accountability. Social media is highly interactive and allows for two-way communication, so it is imperative for the government to be there to communicate with its citizens (Gao & Lee, 2017; Houston et al., 2016) Social media has long been praised by practitioners and consultants for its ability to help organizations better connect with their stakeholders through engagement and interactivity (Li & Bernoff, 2008; Solis & Breakenridge, 2009). The use of social media by governments offers several key opportunities for this technology (Bertot et al., 2010):

- a. Democratic participation and engagement, using social media technologies to engage the public.
- b. Participate and have a voice in discussions about policy development and implementation and implementation.
- c. Co-production, where government and communities jointly develop, design, and deliver government services to improve service quality, delivery, and responsiveness.
- d. Solutions and innovation, crowdsourcing the knowledge and talents of the community to develop innovative solutions to large-scale social problems. To facilitate crowdsourcing, the government shares data and other inputs so that people have a basis for innovation.

The diverse roles of the public, not only as citizens but also as partners and customers of public service organizations, have resulted in different types of relationships and expectations. With these changes, there is a push to change the nature of engagement, from a culture of paternalism and control to public-centered engagement involving collaborative approaches. In

this case, the utilization of social media promotes collaborative activities between the government and the public to support the dissemination of useful information (Criado et al., 2020). Collaboration between the government and its citizens can be a solution to solve a problem that the government cannot solve alone.

Several agencies must be considered by government public relations to collaborate with citizens in terms of communication activities. Letiara & Pebriana (2023) said that government collaboration with Influencers can increase the visibility of the content delivered and can convey a message through a different perspective. Civilians are parties who are very close to the grassroots or community so that they can be empowered to become an extension of the government's public communication network (Fadhal, 2020). Government public relations collaboration with its citizens, including with Influencers, can support the achievement of message delivery to a wider and more diverse range of audiences (Wariski & Jumiati, 2023). This shows that nowadays government public relations must be able to collaborate with citizens to generate greater public communication impact.

2. Social Media Influencer

Social Media Influencers/SMIs can be defined as individuals who gain large followers on social media and exert significant influence over their audience through engaging content. On one hand, SMIs can be authentic sources and positive role models (Hudders et al., 2022). Gell et al. (2023) explain several aspects that appear in the definition of SMI, such as:

a. Profit-oriented

The definition of SMI cannot be separated from commercial interests and their intention to generate profits through corporate sponsorship or by promoting brands and products on social media.

b. Has a special topic

SMIs can provide content that focuses on specific topics, allowing them to reach target populations that are usually difficult to engage.

c. Have a certain status of fame.

SMI can be differentiated based on their fame whether they are famous through social media platforms or already famous outside the social media environment such as artists or singers.

d. Other factors.

An SMI can be a group of individuals or even an organization. In addition, aspects such as trust and credibility, the presence of high-quality aspirational or idealized content, insights into personal and daily life, and regular posts on social media platforms are also often highlighted.

Influencers can be classified based on three aspects, namely the number of followers, the topics they talk about, and the social media preferences they use (Gell et al., 2023). Based on the number of followers, Influencers can be divided into micro, meso, macro, mega, and celebrity Influencers but there are no agreed criteria regarding the number of followers of each type of Influencer. Through the topics conveyed by the Influencer, it is possible to identify the field that the Influencer is engaged in whether it is health, sports, art, tourism, and so on. In addition, based on the media used, SMI can focus on YouTube, Instagram, and other social media. These various things show that SMI has certain specificities so that an organization or individual needs to first identify the potential possessed by an SMI before working with it.

SMI itself cannot be separated from the term opinion leader/opinion leader on social media who can convince his followers of a certain topic on social media (Arora et al., 2019). SMI provides various opinions, views, experiences, and even their daily routine activities to be known to their audiences, fans, and followers around the world. Influencers in this case must have trust and credibility in communication to make them opinion leaders so that they can shape people's perceptions (Bamakan et al., 2019) Through its role as an opinion leader, SMI is considered important to build good perceptions and shift audience attitudes to a wide range.

Several previous studies have shown that communication by influencers is effective in delivering messages. In the research of Wariski & Jumiati (2023) regarding the role of SMI in promoting tourism, SMI

has an important role in building a more personal relationship with potential tourists and also providing content with attractive visuals. SMI also plays a role in preventing COVID-19 during the pandemic by delivering invitation messages where each content is also filled with education and socialization to create trust between SMI and its followers (Alam, 2020). In terms of business, Influencers have good parasocial credibility in promoting a product by soft selling and increasing brand awareness of a product (Arora et al., 2019). Through the various benefits that have been conveyed, Influencers need to be considered by various parties as partners to increase the effectiveness of the communication program to be carried out.

3. Public Relations Strategy

The concept of public relations strategy is built on two terms, namely strategy and public relations. Strategy refers to planning and management in achieving a goal (Effendy, 2008). The term public relations is something that summarizes the overall planned communication, both inward and outward, between an organization and all its audiences to achieve specific goals based on mutual understanding. Through these two terms, the concept of public relations strategy refers to creating methods to help organizations manage relationships to attract target audiences and identify ways to achieve organizational goals (Oliver, 2007). Public relations strategy is the optimal alternative to achieve public relations goals in determining the steps in a public relations plan (Rosadi, 2007). Along with its development, there is the theory of the Four Steps of Public Relations (Cutlip et al., 2006), including:

a. Defining the Problem

In this stage, public relations observes issues related to its organization through the media, both print and social media. This is the first step in data collection to identify public attitudes, opinions, and behaviors that are of public concern.

b. Planning and Programming

At this stage, public relations practitioners make plans related to the steps that will be implemented to achieve certain goals. Meanwhile, programming includes time details that are arranged in an organized and sequential manner related to the steps that will be carried out following the predetermined planning.

c. Taking Action and Communication

At this stage, (Cutlip et al., 2006) revealed three things that must be underlined, namely (1) The Action Component Of Strategy; in this case, public relations practitioners must be able to take actions that are "acting responsively and responsibly". This means that a PR person must be willing to listen to the wishes of the public and be responsible for all actions towards the public he represents. (2) The Communication Component of Strategy; where PR practitioners must focus on communication. In its application, all communication components must be considered. (3) Implementing the strategy; which includes 7-Cs PR Communication that must be observed by PR in implementing the communication strategy, namely: 1) Credibility; the credibility of the communicator is one of the important aspects that must be present in a communicator so that communicants will trust and follow the messages conveyed (Luas et al., 2020), 2) Context; the message conveyed must be by the reality and situation in which the communication action takes place so that the target is willing to participate in the program, 3) Content; the message conveyed must be understandable by the recipient, 4) Clarity; related to the clarity of the message, so that the delivery must use simple terms and have the same meaning for both parties, 5) Continuity and Consistency; communication messages are expected to be sustainable and consistent so that the public increasingly believes in the program that has been made, 6) Channels; selection of the right media to be able to reach the right target. Astuti & Fatmawati (2021) assessed that media selection must also be adjusted to the social and psychological conditions and conditions of the community, 7) Capability of the audience; public capability must also be considered, this concerns how capable the public is of interpreting the messages conveyed.

d. Evaluating the Program

A public relations program has a goal to achieve, so this stage is intended to identify the success that has been achieved after a program is carried out. As for this stage, the organization can evaluate its public

relations strategy by reviewing various factors to measure the success of the program and take action to improve future program activities.

METHOD

This research uses a descriptive qualitative approach with a case study method. More broadly, descriptive qualitative research seeks to provide a detailed description of an event, explain the stages of an event, document a mechanism or process, and convey the background of an event (Neuman, 2013). This type of case study research is an in-depth analysis of a case in the form of a program, process activity of an entity (Creswell & Creswell, 2017). The data collection methods used in this research are interviews and documentation studies. In-depth interviews were conducted with the Head of Public Information and Communication Division of Madiun District Communication and Information Office of the Madiun District Government and the account manager @madiunngemil to provide a broader and contextual understanding of the strategic role of Influencers and government public relations strategies through Influencers. In the documentation study, this research will present and evaluate various documents relevant to the simultaneous weighing month campaign activities in Madiun Regency.

Research informants or samples will be determined through a purposive sampling technique. The technique refers to a non-random sampling method where the sample is drawn with certain criteria to convey the key information needed for the research (Neuman, 2013). The Head of the Public Information and Communication Division was chosen as a resource person because of his main duties and functions in formulating technical policies, planning programs, organizing, monitoring, evaluating, and reporting on Public Partnerships and Communication, Public Information Management and Services, and Public Media. As a local government public relations, the management of Madiun District Government's official social media is under the authority of the Head of Public Information and Communication. Influencer @madiunngemil was chosen because he has the highest number of followers among other local influencers and high engagement when uploading information about Bulan Timbang Serentak. To abbreviate the writing, in this research, the Head of Public Information and Communication of Madiun Regency will be denoted as Informant 1 and Influencer @madiunngemil will be denoted as Informant 2.

The data analysis technique used in this research is qualitative descriptive data analysis which has been proposed by Miles & A. Huberman (1994). There are three stages of the data analysis technique, there are: Data Reduction, Data Presentation, and Conclusion Drawing and Verification. The verification process can be carried out by conducting a triangulation process where the process will provide an equal opportunity for all data collected from various data collection techniques to confirm the research results. In general, the triangulation process is the process of collecting various kinds of data in a study to be able to test information validly. To explore the Government's Public Relations strategy, researchers used the Four Steps of Public Relations Theory (Cutlip et al., 2006).

RESULTS AND DISCUSSION

The discussion of the public relations strategy carried out by the Madiun Regency Public Relations by collaborating with SMI will be analyzed through several parts, such as how they define problems, develop plans and programs, take action and communication, and evaluate programs. Through these aspects, it can be seen the strategy that has been planned and how the results of the public relations program were obtained from the Madiun Regency Public Relations.

1. Defining the Problem

Before determining a strategy, PR practitioners must be able to observe the situation to define the problems that occur. In connection with the National program launched by the Government of Indonesia to reduce stunting, the screening of stunted toddlers is needed so that the handling can be optimal. In Madiun District, this screening is carried out through the Simultaneous Weighing Month program, which ideally should be attended by all toddlers in Madiun District. However, in reality, the participation of the Madiun District community was only 69.21% in February 2022, while in August 2022 it was 73.98%. Madiun Regency Public Relations realized that there was a problem with the lack of public knowledge about the program. The

following is an interview excerpt from Informant 1:

“One of the factors causing low community participation in the Simultaneous Weighing Month program in 2022 is their ignorance about the activity. This activity is very important to identify stunted toddlers so they can be handled immediately. There is a possibility that toddlers who do not participate in the Simultaneous Weighing Month are stunted. Well, this is the danger. Therefore, every weighing targets 100% of toddlers to follow. But again there is still a lack of participation. Then we realize that the information we convey is less massive and does not reach a wide public. We need to make maximum efforts to reach the community so that they are aware of the program.” (Informant 1).

Based on the interview with Informant 1, it is known that the problem that occurs during the Simultaneous Weighing Month is the low participation of the community which indicates their lack of knowledge of the program.

2. Developing Plans and Programs

The planning carried out by the Madiun Regency Public Relations to overcome this problem is to reach out to the wider public. This effort is pursued by collaborating with Social Media Influencers (SMI). One aspect that is taken into consideration by the Madiun Regency Public Relations is the number of masses or followers owned by SMI. This is considered to be the strength of SMI in spreading messages in a wide range. The following is an excerpt from an interview with Informant 1:

“In my opinion, cooperation with Influencers to disseminate information related to the Simultaneous Weighing Month can be more optimal, because they have a mass base that we as the government may not even have. They also have more followers.” (Informant 1).

SMI itself is an individual or organization that has a large number of followers so that it can disseminate information widely to the public. The aspect of the number of followers in this case is one of the considerations of the Madiun Regency Public Relations because it cannot be denied that there are several communities that cannot be reached by government agencies. SMI itself is considered to have a close relationship with the community so that a message can be conveyed well and received easily (Fadhil, 2020; Wariski & Jumiaty, 2023). 35,859 toddlers are the target of the Simultaneous Weighing Month program, so the Government needs to conduct an appropriate strategy to reach a wider audience.

The timelines in the collaboration program with influencers carried out by the Madiun Regency Public Relations include:

Table 1: Timeline of Collaboration Program between Madiun Regency Public Relations and SMI

Activities	Timeline
Determination of SMIs that will be involved in the Simultaneous Weighing Month information dissemination program	January 17, 2023
Preparation of technical guidelines related to messages that need to be conveyed in SMI content	January 22, 2023
Meeting with SMIs to discuss the program	January 29, 2023
SMI starts creating campaign messages for Simultaneous Weighing Month	January 30, 2023
Publication of content that has been compiled by SMIs	February 12-14, 2023
Payment of SMI services	February 15, 2023

3. Taking Action Communication

a. Communicator Selection Strategy

After preparing plans and programs, the next step is to determine the communicator selection strategy. Some criteria are taken into consideration by the Madiun Regency Public Relations in choosing SMI in

addition to the number of followers, namely local influencers from Madiun. This is basically by the concept of SMI itself where each SMI has its characteristics or focus, both from the social media used and the topics conveyed (Gell et al., 2023). However, in this case, there is a recent finding where the selection of SMIs is also seen from the scope of the geographic location that is the focus. Although basically, social media can disseminate information unlimited by geographical boundaries, some social media accounts specialize in delivering information to audiences in certain geographical boundaries. The following is an interview excerpt from Informant 1:

“The collaboration process begins with finding and selecting local influencers. We chose influencers who have tens of thousands to hundreds of thousands of followers with content about Madiun. There were six influencers that we screened. This is important because it is by our target audience, which is the people of Madiun Regency.” (Informant 1).

This is relevant to the number of followers and also the geographical focus that characterizes SMI so that it can reach a wider audience in a particular location. Establishing segmentation in society itself is one of the important things that must exist in a communication strategy (Cangara, 2014). The selection of local SMI is considered to be part of communication strategy planning to get more targeted results. After the Madiun Regency Government determines the local SMI that will become a collaborative partner, the next step is to discuss the details of the work that will be carried out by the SMI before they create content on social media about the Bulang Timbang Serentak campaign.

The @madiunngemil Instagram account as one of the local SMIs in Madiun Regency itself has a variety of mechanisms to carry out endorsements and paid promotions. This is relevant to the definition of SMI which explains that they are individuals or organizations that are based on profit in conveying information to a wide audience (Gell et al., 2023). In promoting a product or campaigning for an issue, SMI cannot be separated from the sponsorship provided. The following is an image capture from the @madiunngemil account regarding the mechanism for making endorsements and paid promotions.

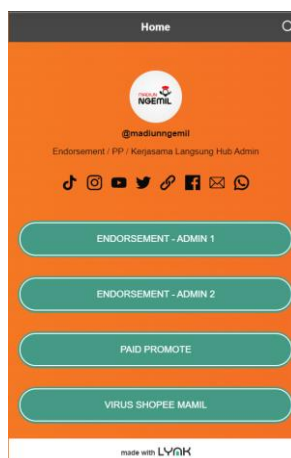


Figure 3: Endorsements and paid promotions on influencer accounts
Source: Madiun Ngemil [@madiunngemil] (2023)

Based on an interview with the Madiun District Government Public Relations, it is known that this collaboration is paid for through the Regional Budget or Anggaran Pendapatan Belanja Daerah (APBD). The following is an interview quote from Informant 1:

“This collaboration with influencers is of course budgeted in the APBD. So, our friends do not merely disseminate information, but we also pay them according to the rates they have set. This rate differs from one influencer to another because they have their rate card based on the number of followers, type of upload, and engagement.” (Informant 1).

This finding is in line with the definition of SMI, which is an individual or organization that depends on profit or sponsorship (Gell et al., 2023). Communication planning itself cannot be separated from organizational resources, both from human resources, infrastructure, and the allocated budget (Smith, 2021).

b. Message Selection Strategy

In terms of message preparation, what needs to be considered first is the target audience. This is important because it will be a basic reference in the selection of messages that will be delivered to the audience. Understanding the audience that will be the target of communication activities is an important part because a message needs to be packaged according to the profile or characteristics of the target audience. In terms of SMI, which is a partner of the Madiun Regency Government campaign program, they also have their own target audience. The following are the characteristics of the followers of the @madiunngemil social media account:

“The content of @madiunngemil specializes in culinary in Madiun and its surroundings. Our target audience is aged 18-35 who are active on social media. We have quite a lot of experience in the culinary field” (Informant 2).

In general, the target audience of the @madiunngemil account is people in the young age group with an age range of 18-35 years. At this age, people tend to have families, increasing the likelihood that the message will be delivered directly to Madiun people who have families. In addition, the account specializes in culinary content so foodies in Madiun are likely to follow this social media account. The sociodemographic aspect is something that needs to be considered in knowing the audience so that the message can be tailored to their characteristics (Cangara, 2014).

Furthermore, the Madiun District Government Public Relations compiled the aspects that should be in the content and the points that SMIs should focus on. Although there are already aspects that become references, Informant 2 explained that content creation still adjusts to the characteristics of the audience and also the characteristics of the SMI. Informant 1 himself realized that SMI has the characteristics of a more relaxed message that can be accepted by the public so it is considered more effective in conveying messages.

“This is a clue that Influencer friends need to underline:

Type of post: Socialization of government programs adjusted to the characteristics each using Bahasa Indonesia or a common local language understood by the people of Madiun Regency

Post type: Can be photo/video as agreed (Feed)

Points to be conveyed:

1. Simultaneous Weighing Month will be held on February 14, 2023

2. Bring KIA (Child Identity Card) and a Copy of Family Card.

3. Invitation to the posyandu

4. Detection of toddler development

5. It is important to realize a stunting-free Madiun Regency

6. Also include pictures that have been sent by the district government” (Informant 1).

Through these findings, it can be conveyed that there is a creative process carried out by SMI in compiling content on Instagram. This is one way to make the delivery of campaign messages more interesting and not use formal languages that tend to be used by government agencies. Informant 2 also explained that there needs to be a creative process by combining culinary content with campaign messages so that the delivery of messages is more attractive to followers. By delivering a more interesting message in the early seconds, it is hoped that the audience will be interested in watching it to the end. The following are interview quotes from informants regarding the creative process of SMI:

“Because the campaign content is about nutrition, we connect it with culinary content as an initial stimulation of content that food selection will affect nutrition and child development. If the first second is attractive, the public will also be interested in watching. With that interest, God willing,

they can pay more attention to BTS activities. Finally, it can increase participation, that's the hope.”
(Informant 2).

Through this creative process, the @madiunngemil account creates social media content in the form of a 1-minute video. In uploading this video, @madiunngemil also tagged the @pemkabmadiun account. Through these tags, it can be shown that there has been collaboration between the two accounts. The following is an image capture of the social media content uploaded by the @madiunngemil account.



Figure 4: Weigh-in Month Campaign Content
Source: Madiun Ngemil [@madiunngemil] (2023a)

In this content, @madiunngemil also uses informal diction in their campaign. The words conveyed include: “Karena itu Mamil suka banyak makanan sehingga nutrisinya bisa terpenuhi” (that's why Mamil likes a lot of food so our nutrition is fulfilled) and "biar otaknya selalu encer, lur” (so the brain always works, guys). In addition, the content is wrapped in modern keroncong-style music which creates a more relaxed and fun atmosphere. Despite the relaxed style, the content does not forget to convey the full campaign message. The content uploaded on the month of February 12, 2023 received a large number of likes, namely 632 likes. The engagement achieved was also quite high, about 25,267 accounts.

c. Message Selection Strategy

The content creation carried out by @madiunngemil also pays attention to the media used. In this case, @madiunngemil focuses more on Instagram social media in campaigning for the Simultaneous Weighing Month. According to him, there are differences in creating content on each social media, whether it is informative or entertaining. This indirectly shows that SMI has expertise in identifying the characteristics of audiences on social media. The following is an interview quote from @madiunngemil regarding content that needs to be adjusted to the social media used:

“I think it is adjusted to the target audience of each digital platform that you want to use. Because digital media users have different characters in different media, for example on Instagram, it can be packaged with videos or infographics. Meanwhile, TikTok is made with the concept of fun and entertainment” (Informant 2).

Gell et al. (2023) explain that every Influencer has a social media channel that is their focus, be it Youtube, Instagram or other social media. Instagram itself basically has various advantages over other social media, including Instagram in making a content viral so that it can get visibility in a fast time to a wide audience, Instagram can determine the audience you want to target/targeted audience, Instagram is also considered capable of evoking emotions from the audience because the quality of the content can encourage someone to interact such as giving likes or commenting (Fuciu, 2019). This needs to be identified by the Madiun Regency Government so that it can be known what are the advantages of this communication media. The following is an image capture of the bio of the @madiunngemil social media account.

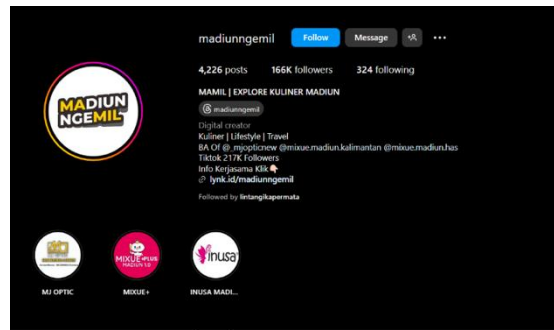


Figure 5: Instagram account @madiunngemil
Source: Madiun Ngemil [@madiunngemil] (2023)

Instagram social media @madiunngemil has a large number of followers, namely 166 thousand followers on January 8, 2024. Through this number, this local SMI can already be categorized as a Macro Influencer because it has more than 100 thousand followers. (Gell et al., 2023).. The large number of followers is certainly one of the considerations of the Madiun Regency Public Relations to build collaboration with @madiunngemil. In addition, with this number of followers, it is very possible that @madiunngemil will become a partner to expand the government's public communication network, just like the benefits described in the research of Fadhal (2020). When compared to the followers of the @pemkabmadiun Instagram account, which amounted to 28.7 thousand on January 8, 2024, there are many groups that can be reached by the @madiunngemil account compared to @pemkabmadiun.

d. Evaluating the Program

One of the things felt by the Madiun Regency Public Relations after working with SMI to campaign for the Simultaneous Weighing Month is the high participation of the community to participate in the activity. So it can be concluded that the collaboration strategy with SMI is considered relatively effective because it is able to change people's perceptions to participate in the Simultaneous Weighing Month. This strategy itself is considered to be one of the easy PR strategies because the Madiun Regency Government itself stated that they did not feel any significant obstacles in this collaboration. Bertot et al. (2010) stated that social media can effectively help the government in publicizing its policies and activities. In campaigning for this weighing month, the public relations of the Madiun Regency Government worked with 6 SMI so that it was considered that the messages conveyed to the Madiun community were massive and also interesting. The following are interview excerpts regarding the Madiun Regency Government's perception of the Weighing Month campaign communication carried out by SMI:

“Looking at what happened in February and August, there was a difference in the level of public participation in the weigh-in month when we did not collaborate with influencers. Influencers have strong masses and cannot be underestimated. This is their strength. And obviously, the messages they deliver are more relaxed, which is what we cannot do as the government because we are bound by a number of rules. In disseminating information on government policies or programs that are formal in nature, to grab the attention of social media users, it must be packaged more casually so that it can be better received” (Informant 1).

Based on this evaluation, it can be said that SMI is able to become a partner of government institutions because it can deliver campaign messages that are more relaxed and more acceptable to the public, unlike government institutions that tend to be more formal because they are bound by certain rules. However, this can also be attributed to how professional SMI is so that it can identify and craft the right messages for certain materials. Based on interviews, it is known that the @madiunngemil account has collaborated with government agencies several times to promote MSMEs and tourism in the Madiun Regency. It is undeniable that they already have good knowledge in conducting communication messages on social media. Credibility is one of the aspects that must be owned by SMI so that it can become an opinion leader in changing people's perceptions

(Bamakan et al., 2019).

The effectiveness of using social media in communicating campaigns from government agencies is also felt by the Madiun Regency Government. One of the things that is considered to be a benefit of social media is that engagement can be measured when compared to conventional communication media. Through the measurement of engagement, it can be seen how far the campaign message has spread to a wider audience. The following are interview quotes from informants:

“Yes, we also put up notice boards/billboards in every sub-district and village office. Comparison cannot be calculated. What is clear is that Influencer engagement through social media can be measured.” (Informant 1).

Currently, social media has become a fairly objective communication tool because it is able to measure the effectiveness of the performance of communication programs carried out by organizations. On Instagram itself, there is a feature called Instagram Analytics which is useful for monitoring metrics related to the performance of Instagram content (Newberry, 2023). Several metrics can be measured in Instagram analytics such as engagement rate, comment rate, impressions, and reach. The analytics can even measure various types of content, not only videos or photos but also stories. Through the convenience offered by Instagram, it does not mean that Madiun Regency Public Relations does not use conventional media at all in campaigning for National Weighing Month. A deeper discussion of conventional media needs to be carried out again to find out how effective it is in conveying messages. So that it can be a reference for Madiun Regency Public Relations in conducting campaigns for future programs.

CONCLUSION

The results of this study found that the Public Relations of the Madiun Regency Government applied four Public Relations steps in campaigning for the Simultaneous Weighing Month program. First, defining the problem. To define the problem, Madiun District Government Public Relations relied on the results of the participation of toddlers who participated in the Simultaneous Weighing Month in 2022. From this low participation, it is known that public knowledge about the Simultaneous Weighing Month activities is still very limited. Second, program planning. At this stage, Madiun District Government Public Relations decided on a program in collaboration with the local SMI to disseminate information, thereby increasing community participation in participating in the Simultaneous Weighing Month. The program was scheduled since January and implemented in February 2023. Third, take action and communication. This step was taken by setting strategies in selecting communicators, selecting messages, and selecting media. The chosen communicators were six local influencers based in Madiun District. The message conveyed by the influencers was an invitation to the public to participate in the Simultaneous Weighing Month which was packaged according to the characteristics of each influencer. Meanwhile, the chosen media is Instagram because it has many feature advantages compared to other social media. The last step was to conduct program evaluation. After collaborating with SMIs, the Public Relations of Madiun Regency Government saw the percentage of public participation in the Simultaneous Weighing Month. With the increase in participation reaching 98%, the collaboration strategy with SMIs is considered relatively effective because it is able to change people's perceptions of participating in the Simultaneous Weighing Month. Government communication cooperation based on social media is considered more measurable in performance because the engagement of a content can be measured compared to conventional media. Public relations of government institutions are considered necessary to consider communication cooperation with SMI so that it can reach a wider audience and increase the effectiveness of message delivery, especially to overcome health problems such as stunting.

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