

## Local Content on Instagram as Public Campaign Media of Majlis Bandaraya Seremban, Negeri Sembilan, Malaysia and Bandung City Government, Bandung, Indonesia

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### Abstract

The Internet has become a crucial part of Malaysia and Indonesian people's lives today. The variety of social media in it can be one of the best references for publishing various information. The internet as a public space that can be accessed by many people requires accurate and unique information. Majlis Bandaraya Seremban (MBS) has its local content style. At the same time the Bandung city government; through the Regional Work Unit (SKPD)) chose to apply a unique local content using Sundanese and Sundanese idioms in the Instagram account to convey information. A variety of information and work programs are campaigned and can be well-accepted by the public. This research uses the descriptive method to describe and analyze Instagram account management, information selection. This research consideration of using local content and its impact on the city of Seremban and Bandung. The subjects of this study are the staff and leaders of Majlis Bandaraya Seremban and Bandung Regional Government Work Unit (SKPD), especially those who handle the Instagram accounts. Communication messages related to the current situation in Seremban and Bandung can be conveyed more quickly, and well-understood by people in Seremban Bandung and everyone should do it, especially the Majlis Bandaraya

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Seremban, and Bandung City Government as a source of information. Being smart in using digital media, thus, is the key to the success of public communication strategy applied by Majlis Bandaraya Seremban and Bandung Government to the citizens of Seremban and Bandung in the hope that there will be good communication between them; communication that supports each other, reciprocity, and mutual benefit. The results of the study show that local content presented on Instagram can attract the attention of the community and facilitate the delivery of information to the public.

**Keywords:** *Public communication, Social media, Instagram, Local content.*

## 1.0 Introduction

Internet users are increasing nowadays, particularly on social media. Social Media has become one of the most important communication means in recent times for the exchange of knowledge, data, and unknown information. Social media is a form of electronic communication through which people interact. Social media has attracted millions of internet users and integrated social networking sites (SNS) into their daily lives routines. Indeed, it is a powerful medium in enhancing the communication between societies as a whole. Social media has brought radical changes in society creating positive and negative impacts. Any information, whether good or bad, can be easily spread over through social media. As Social Media Technology (SMT) is growing fast, since is not only restricted to net-based technology but also compatible with mobile technology, it convenes any user to complete his/her communication easily through their digital devices. It is confirmed that Twitter, Whatsapp, Instagram and Facebook as the most popular social media platforms (Alwagait, Shahzad, & Alim, 2015; Michikyan, Subrahmanyam, & Dennis, 2015).

The high number of internet users allows for government agencies or organizations to effectively broadcast their information through this media. Thus, no wonder, the government; take serious efforts to regulate provisions of the use of the internet through social media, especially in public relations. Within Malaysia and Indonesia's cultural and political context, the tradition of active audience research is relatively limited. This can be attributed, in part, to the authoritarianism of the once-ruling New Order government. At the time, research focused more on the effects of media, as the media was positioned as conveying government messages and socializing the development agenda (Hill, 2011). In politics, meanwhile, polling was only rarely done to learn audiences' views and opinions, as such research was seen as potentially endangering the regime stability. Only after the fall of the New Order government, when Malaysia and Indonesia began their transition to democracy, did studies of active audiences become more common. The rise of the new media has offered more space for active audience studies.

The target of using social media is to form a harmonious relationship between the government and the community as an external public; also as a forum for aspirations, opinions, and discussion for government policies that are managed in an integrated, optimal, effective, and efficient manner so that social media can be realized to enhance the government's good reputation in the public eye. Referring to this regulation, there are several benefits from the use of social media by Majlis Bandaraya Seremban and Bandung City Government, namely to disseminate information, build the role of the state apparatus,

socialize future development strategies and objectives, build interaction between the government and the community, increase public awareness and participation towards government policies and programs, and explore the aspirations, opinions, and public input on government policies and programs.

The use of social media managed by each Majlis Bandaraya Seremban and Regional Work Unit (SKPD) of Bandung city must be accompanied by careful planning about the objectives and strategies to be developed to be able to bridge a variety of information needs by the community, especially matters relating to the development of government programs in both cities. It is expected that information conveyed through social media can be well received. The Majlis Bandaraya Seremban and Bandung government apply a new strategy for optimizing digital media channels (Instagram, Twitter, Facebook and Youtube) to campaign for various programs of activities, information, and matters related to the development of the City. Social media is chosen for communication campaigns since it can remove space and time restrictions in socializing so that communication can be done anytime and anywhere.

The two most popular social media are Instagram and Snapchat. Instagram is a social networking application that became trendy fast even though it was established recently, in 2010, and was bought by Facebook in 2012. It is considered the most influential social network in the world. The main purpose is to share and edit photos and videos through Smartphone's, which are displayed on your profile and those that follow you can see your posts and vice versa. The application is very user-friendly. The number of users has increased rapidly up to 800 million monthly active users as of September 2017 (Galdeano, et al:2019). The City Government of Seremban and Bandung build uniqueness on Instagram by inserting local content, namely Sundanese language, Sundanese idioms that are typical in the community or greet with the style of Sundanese people. This aims to make the campaigns more interesting, on point, and involve the community.

This research will focus on the analysis of Instagram since it is a social media that attracts much interest. Instagram is been chosen because the content of the picture in Instagram shows more local content compared to Facebook and Twitter. In the process of data analysis, the author will only specialize in the discussion of local content elements which become unique on the Instagrams of Seremban and Bandung City SKPD. The local contents are displayed on Instagram posts of Majlis Bandaraya Seremban and SKPD of Bandung City Health Office, Bandung City Public Relations, and Bandung City Diskominfo, which are SKPD with quite many posts and followers compared to other SKPD. Such local content can be seen mainly from delivering information in the local language, for Bandung, namely Sundanese, in the form of Sundanese idioms, familiar greetings of Sundanese people, and special announcements.

The purpose of this paper is to map the way how Majlis Bandaraya Seremban and Bandung City Government conveys information through Instagram by inserting local content about ideas, achievements achieved, clarifying an issue, and analyzing the appeals made by Majlis Bandaraya Seremban & Bandung SKPD to the public.

## 2.0 Literature Review

The development of technology and information requires government organizations to perform better by utilizing various mass media channels. Government organizations should design various communication strategies following the development of existing media. In general, government organizations and the mass media have not changed. The change lies in the scope of mass media that become more complex and the use of internet technology which has become the people's choice of mass media over television, newspapers, and radio.

Since there are always positive and negative sides to information technology advancements. Government organizations must implement strategies that can be understood by the wider community. One of them is to adjust the strategy following the audience as the recipient of information. In addition, the government should also wisely manage communication messages to bridge the interests of the organization and community.

The recent rapid development of media requires the government to adjust to what is trending in the community. Instagram, as today's popular social media, can be used as an effective campaign media without having to forget the real identity of the community. However, on the other side, the media may also become a means to resist the power. The media may become a means to build the dominant culture and ideology for the interests of the dominant class. At the same time, the media may become an instrument of struggle for the oppressed to build a counter-culture and a counter-ideology. Although Althusser and Gramsci criticized each other, both thinkers agree that mass media are not a free, independent thing, but related to social reality. Various interests prevail in the mass media. Besides the ideological interests of the public and the state, other interests hide in the mass media, such as capitalism interests of capital owners, interests of employment sustainability for employees, et. Cetera. In such a condition, the mass media cannot stand statically in the middle; the mass media will dynamically move amidst the whirlpool of interests. This reality makes the bias of news unavoidable. ((4/242) (Hermawati and Runiawati:2019).

Social media as a major part of the internet use by Malaysian and Indonesian people is quite interesting for media observers, given that the hoax case is rife in the community generally spread through social media. Nevertheless, on the other hand, social media also has a positive impact on information dissemination, whether in the field of education, trade, business, health or government. So far, the favourite social media for Malaysia and Indonesian people is Facebook. In 2018 data shows that 50-90 per cent of Malaysia and Indonesian people mostly visit Facebook, followed by Instagram and YouTube. The following is an infographic about the most frequently visited social media by Indonesian and Malaysian people:

Figure 1: Infographic about the Most-Visited Social Media by Indonesian People

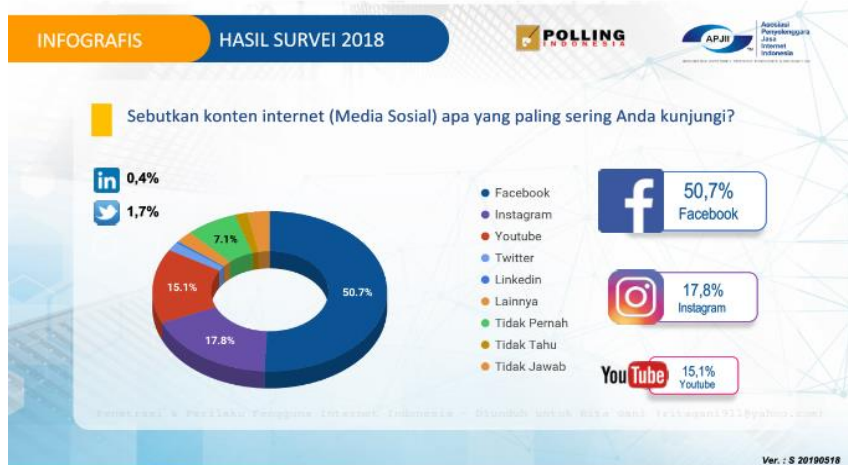


Figure 1 above explains that the use of social media in various fields of life, both individually and organizationally, is inevitable. The high number of social media use indirectly shows a relatively high "dependency" on internet access. This condition is also utilized by various government agencies in Indonesia, particularly, to disseminate of information in public services.

Table 1: Social Networking apps account ownership in Malaysia in 2020

| No | Social networking Sites | %    |
|----|-------------------------|------|
| 1. | Facebook                | 91.7 |
| 2. | Instagram               | 63.1 |
| 3. | Youtube                 | 80.6 |
| 4. | Google+                 | 24.1 |
| 5. | Twitter                 | 37.1 |
| 6. | LinkedIn                | 10.8 |

Source: *Internet users survey 2020 MCMC.*

Digital media, according to Folkerts, et al. (2008) are forms of media and media content that are created and shaped by technological change. Internet is one of the digital media in the 21st century. As a new and sophisticated technology, media and technology emerge simultaneously and are called media convergence. Social media such as Facebook, Twitter, Instagram, and Youtube are examples of digital media.

In industry 4.0 based on technologies, it is certain for various government and community agencies to improve communication through social media. Bandung city government has also received appreciation from many institutions for social media use. This is evidenced by awards received by the Bandung government for good public service delivered through social media; one of which is an award at the 2019 Public Relations Indonesia Award

(PRIA) for the social media category (bronze winner sub-category of local government) and the government most popular city in the media.

The high utilization of social media today cannot be separated from conventional mass media of print and electronic, which tend to be out of date and no longer become the favourite mass media, especially by the younger generation better known as the millennial generation. The presence of new mass media has changed people's habits in choosing and using media. In other words, newspapers, radio or television are only used by fewer circles. Today, social media is considered more effective in building communication and interaction in the community. However, the best way is to mix and match all types of mass media both offline and online. Online media will build a discourse on issues, expand the conversation, and lead the public to action, In contrast, offline media will manage the action and involve the public in various fields.

According to Mohsen A. Khalil, a director of *Global Information and Communication Technologies at The World Bank Group*, the phenomenon of communication technology convergence involves a variety of different aspects. At the technological level, convergence has made it possible to deliver multimedia communications across various traditionally separated networks. Rahayu et al. (2016), in their research, confirmed that this condition has fundamentally changed the communication technology business, infrastructure, services, companies, content, and markets. They also stated that the change challenges existing structures and encourages innovative models.

The concept of social media is clearly outlined by Cangara (2014), who says that what is referred to as "social media" generally raises social problems (social interaction) mediated by the media. This is why we often see social issues as the main points conveyed through social media. The emergence of various social media is certainly inseparable from technology and the internet. Merging between written text, audio-visual content, to photography in the digital sphere occurs with the help of media convergence. In this millennial era, the community develops rapidly in various fields supported by the level of access to digital media on a daily (Permana, Mahameruaji, 2019).

The increasing use of social media for various purposes is one form of the government's campaign to deliver various programs and activities that will, are being, and have been carried out in the community. According to Rogers and Storey (1987; in Venus, 2004), campaigns are "a series of planned communication actions with the aim to create a certain effect on a large number of audiences that are carried out sustainably over a certain period of time". While the campaign definition of Mendoza (2000) is "a series of interrelated events covering a period of time, each of which builds organizational strength and brings it closer to victory (campaign objectives)". Therefore, in carrying out a campaign, everything must be well planned and determined accordingly, starting from the issues that will be brought, the message that will be delivered, the media that will be used, the right target audience of the campaign, the purpose of the campaign, the expected effect in the form of changes in the audience as well as the program and the duration of the campaign. The audience does not have to be large, but it must be right on target. This means that the

audience must be following the criteria needed and the issues/problems/ideas to be campaigned for.

Based on the definition above, every communication campaign activity should have at least four things (Venus, 2004):

1. Campaign activities aimed at creating certain effects or impacts
2. Large number of target audiences
3. It is usually done within a certain period
4. It is through a series of organized communication actions

These four things are also classified as campaign characteristics which can be a distinguishing indicator between the campaign and other communication activities. Referring to the above definition, the campaign strategy carried out by Government on social media is very well organized so that people can figure out various developments that occur in their city, support, and participate in various activities being conducted.

### **3.0 Methodology**

This research uses the description method, where observation is the basis for explaining the problem. Nazir (2005) defines the descriptive method as "a method of examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present". The purpose of this descriptive study is to make a description, picture of something, or an overview in a systematic way, factual and being accurate about the facts, properties, and relationships between the phenomena investigated. The descriptive method is a method of describing everything objectively based on the facts that exist today.

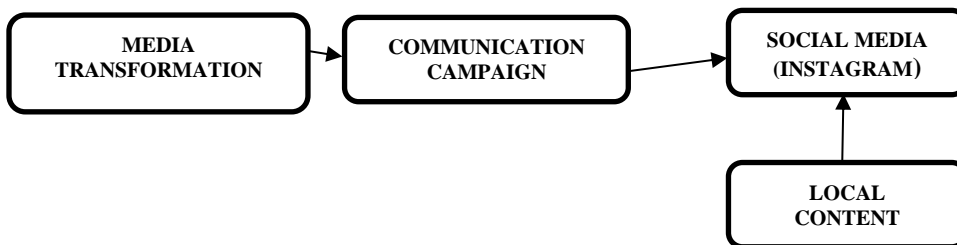
There are several data collection techniques that the researchers use in this paper:

1. Observation, which defines as "eye observation without the help of other standard tools for the purpose" (Nazir, 2005). Meanwhile, according to Nawawi (1986), observation is "direct observation of the object at the place where the event took place so that the observer is with the object being investigated". In this paper, the observation technique applied is direct observation of various social media owned by the Majlis Bandaraya Seremban and Bandung City Government SKPD.
2. Literature study. Researchers collect data and information from various books, scientific journals, magazines, newspapers, etc. Through literature, the researchers expect to get theoretical support that will enrich the discussion. In this context, researchers will also utilize online media that provide complete data as referred to above.

The subjects of this study are the staff and leaders of the Majlis Bandaraya Seremban (MBS) and Bandung City Regional Work Unit (SKPD), especially those who handled the management of Instagram accounts. This study examines how Instagram accounts are managed, how to select information to be displayed, how to consider local content and how it impacts the people of Bandung.

In general, the challenges of public communication carried out by government organizations include two things as shown by the picture below:

Figure 2: Research Flow Chart



The picture above explains that currently, there are two major challenges: media transformation and public transparency. Media transformation must be well-handled so that public communication can proceed as expected. The second challenge is public transparency which concerns the increasingly critical public, so governments should prepare themselves in many ways, including managing information well. Criticism delivered by the community must be responded to as quickly as possible and handled wisely so that the criticism can be managed properly.

To anticipate obstacles in fostering public communication, Majlis Bandaraya Seremban and Bandung City Government currently utilise digital media technology by spreading various messages and information through social media owned by various agencies. This is the right choice considering conventional print and electronic mass media are no longer the most widely used media by the public. The presence of new mass media has changed people's habits in using media.

#### 4.0 Discussion and Analysis

The target of using social media is to form a harmonious relationship between the government and the community as an external public; integrate management in an optimal, effective and efficient manner; and as a forum for aspirations, opinions, and discussion on government policies so that social media can realize the better government's reputation in the public eye. Referring to this, there are several benefits of using social media by government agencies:

1. To disseminate information
2. To build the role of state apparatus
3. To promote future development strategies and objectives
4. To build interaction between the government and the community



5. To increase public awareness and participation in government policies and programs
6. To explore the aspirations, opinions, and public input of government policies and programs

The government should manage good communication with the public for the public to well-received messages delivered by the government, and vice versa, the government listens to the public demand. This kind of relationship, in turn, will create mutual understanding between the government and the public.

Referring to this, Majlis Bandaraya Seremban and Bandung city government agencies, in general, have already had their social media and actively share information with the public, including receiving various complaints from them. Majlis Bandaraya Seremban and Bandung City government's social media accounts are distributed via Facebook, Instagram, YouTube, Twitter, and vlog. Their Instagram accounts are @humasbdg, @diskominfobdg, @disdagin\_bdg, @disbudpar.bdg, and @dispora\_bdg, and for Majlis Bandaraya Seremban their account are @mbseremban.

The use of social media should be planned carefully and has goals to be achieved. Accordingly, the existence of social media managed by the public relations division of each Majlis Bandaraya Seremban Bandung City Government agency can bridge various information needs, especially matters relating to various events in the City Seremban and Bandung. Each Majlis Bandaraya Seremban and Bandung SKPD has an admin (usually the public relations division) assigned to manage social media and is assisted by a special team who arrange content in video, infographics, videographics, photos, captions and so on. The selection of material or content is carried out through discussions between the public relations department (the head and related staff in each agency) and also the head of the department when it comes to crucial materials. However, in practice, not all material comes from the related Majlis and SKPD because there are also some posts (raw data) from other SKPD. Mr Yayan (Head of Public Relations of Bandung) and Mr Alias Mansor (Head of Public relations) in Majlis Bandaraya Seremban explained that posts can be in the form of:

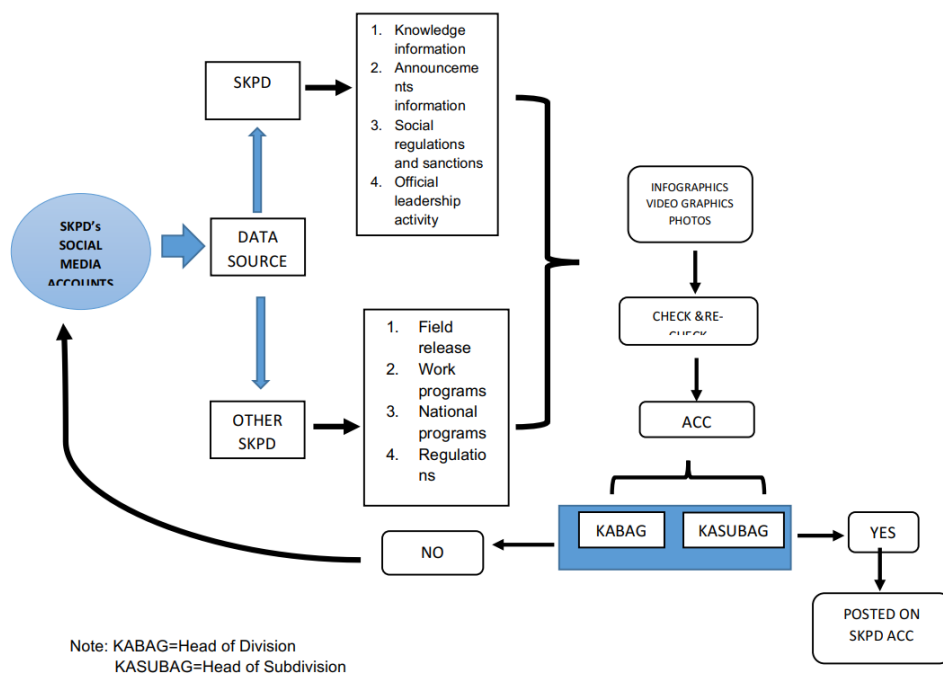
1. Field release
2. Work program
3. National program
4. Rules/regulations

The data will then be packaged by each of the public relations in each agency in infographics, videographics, etc. Posts in each Bandung City Regional Work Unit and Majlis Bandaraya Seremban are displayed in packages according to their specific characteristics. In the researchers' observation, there were several materials in Majlis Bandaraya Seremban and Bandung City Regional Work Unit social media accounts that were posted several times, indicating that the messages were very important and needed by the community, especially messages about knowledge and announcements. Furthermore, Mr. Yayan outlined several material criteria that are worth re-posting, such as:

1. Knowledge information
2. Announcements information
3. Social regulations or sanctions
4. Official leadership activities

Based on an analysis of several Bandung City Regional Work Unit social media accounts in Bandung and interviews with the Head of Bandung Public Relations and Majlis Bandaraya Seremban, also supported by existing data analysis, the flow or process of loading information on the social media pages is shown in the following chart:

Figure 3: The process of Information Posts on the SKPD Bandung Accounts



In general, the flow of loading one post applies to all SKPDs, but in certain cases, one post can be loaded immediately without seeking approval from the head of department or head of a division. Those points above should also be followed by the awareness of Bandung citizens to utilize social media properly. It is necessary to be done so that the activities in cyberspace can be performed according to the existing ethics, being positive, and not posting hoaxes and, or hate speech. Based on observations and analysis of three instances of Bandung City SKPD accounts, dated November 22, 2019, at 18.58 WIB (West Indonesia Time), the amount of data contained in each account is as follows:

Table 2. Data of Each SKPD's Instagram Account

| NO | SKPD                 | POST  | FOLLOWERS | FOLLOWING |
|----|----------------------|-------|-----------|-----------|
| 1  | Bandung PR           | 10.2K | 88.2K     | 480       |
| 2  | Public Health Office | 879   | 6603      | 196       |

|   |   |     |      |     |
|---|---|-----|------|-----|
| 3 | Communications and Public Information Office (Diskominfo) | 213 | 3694 | 344 |
|---|---|-----|------|-----|

Based on observations and analysis of the Majlis Bandaraya Seremban (MBS) Instagram Account, dated January 2, 2021, at 18.58 (West Malaysia Time), the amount of data contained in each account is as follows. Note that MBS only have one main account for Instagram compared to Bandung City SKPD that have three accounts.

Table 3. Data of Majlis Bandaraya Seremban Instagram Account

| NO |                           | POST | FOLLOWERS | FOLLOWING |
|----|---------------------------|------|-----------|-----------|
| 1  | Majlis Bandaraya Seremban | 919  | 1889      | 120       |

The data above shows that each SKPD and MBS is quite active in delivering information in its Instagram account. Variations in the number of posts, followers, and following are also influenced by the period of activation of the Instagram account and the availability of the account manager.

Although the essence of Instagram is intended for photo posting, following its feature developments, the posts on the three SKPD's and MBS Instagram accounts are also in the form of:

1. Photos
2. Video
3. Infographic

Based on the three forms of posting, Gani (2017) describes that generally, the message content in an Instagram account is used to:

1. Socialize and campaign activities/government programs. Each SKPD in Bandung and Majlis Bandaraya Seremban socializes various government programs/activities currently or will be carried out.
2. Inform the ideas, achievements, and development programs in Bandung and Seremban. In line with the function of mass media to disseminate information, through various social media accounts of Bandung City Government, the public can find out various developments in their city.
3. Inform activities of officials in Bandung and Seremban especially the Mayor, Deputy Mayor, Regional Secretary, and the heads of each department, etc.
4. Clarify a problem. The interaction formed between the government, and the community on social media is an active interaction where citizens can be "free" to comment on what is posted by the government. The government is also free to respond, explain, and clarify an issue.

5. Invite citizens to do or not do an action/activity. Public communication messages delivered in a government account must be positive, motivating, educating, and occasionally entertaining.
6. Shortening and simplifying the flow of Bandung government bureaucracy. This was confirmed by Kang Emil, a former Bandung Mayor who is now a governor of West Java that "the use of social media such as Twitter will shorten and facilitate the flow of communication in the complicated bureaucracy. To improve the quality of public services, all offices and government officials in the Bandung City Government, including heads of offices, sub-district heads, and village heads, are required to use Twitter (Kamil,).

A variety of information presented should also be followed by the awareness of Bandung and Seremban residents to utilize social media properly. It needs to be done so that the activities in cyberspace can be performed according to the existing ethics, being positive, and not posting hoaxes and, or hate speech. An attempt to use social media properly and correctly, particularly in establishing interaction between the government and the community, is by bringing up local content using Sundanese language(for Bandung residents only). The five components of the message content above are posted using Indonesian and Sundanese languages.

The three SKPD Instagram accounts often post the messages packaged in such a way in Sundanese, either in captions, infographics, hashtags, or photographs. The following is the detailed description of various local contents as mentioned below.

1. Appeal or announcement. The three SKPD Instagram accounts generally convey announcements, appeals, or invitations in Sundanese. In addition, to making Bandung people concerned with the message conveyed, the use of the Sundanese word "wargi Bandung" (means people of Bandung) also aims for intimacy. It can be seen in the following post:

Figure 4: Appeals Post



For Majlis Bandaraya Seremban (MBS) Instagram language that has been chosen is only in the Malay language.

1a. Appeal or announcement. The MBS Instagram generally convey information of announcements, appeals, or invitations. It can be seen in the following post:



2. In Infographics and posters. The various poster designs and infographics posted in the three SKPD's Instagram accounts often use Sundanese, either in the form of main messages, idioms, and abbreviations that have certain meanings, which can be seen in the following example:

Figure 5: Posts of Idioms in Sundanese Language



The word “hayu baraya Bandung” atau “hayu ah urang ka bazar murah” is a form of invitation in Sundanese that is delivered through a poster

Figure 6: A Post with Abbreviations in Sundanese Language



Liked by **ahyani\_raksanagara** and **35 others**

**diskominfobdg** Drengggggg Drengggggg Warga Bandung !!!!

Hayuu ah stay tune di RADIO SONATA di hari Kamis Manis bersma Narasumber yang ga kalah manis .

“BADAMI” is a Sundanese word means negotiating or deliberating. On the poster, BADAMI is an abbreviation of Bandung Discussion and Monitoring Innovation. Besides the greetings poster, the post has also caption in Sundanese language.

2a. In Infographics and posters in MBS . The various poster designs and infographics posted can be seen in the following example:

Figure 7: MBS Infographics and Posters



14 likes

**mbseremban** Assalamualaikum semua dan Salam Sejahtera,

Tahukah anda ? Kerajaan Negeri Sembilan telah menyediakan Bantuan Inisiatif Covid-19 kepada peniaga kecil dan penjaja yang terjejas!

Setakat 20 Mei 2020, seramai 822 penaja telah menerima manfaat daripada bantuan ini!

Layari <http://edaftar.mbs.gov.my/bantuan> untuk Semakan Online Penjaja SEKARANG!

Moh Kito Mohon!  
#MajlisBandarayaSeremban  
#mbseremban  
#MampunBersihSejahtera  
#StayAtHome  
#SerembanPerangiCovid19

View 1 comment  
May 21, 2020 · See Translation



11 likes

**mbseremban** [SANTAI @ MBS]

Aktiviti memerhati burung kini sedang menjadi satu tarikan baharu di sekitar Taman Tasik Seremban. Sebanyak 36 spesies direkodkan oleh pasukan profesional burung sehingga Julai tahun ini. Oleh itu, jangan lepaskan peluang melihat keunikan burung yang terdapat di Taman Tasik Kita. Disini admin ingin kongsi sedikit maklumat burung-burung yang terdapat di Taman Tasik ini.

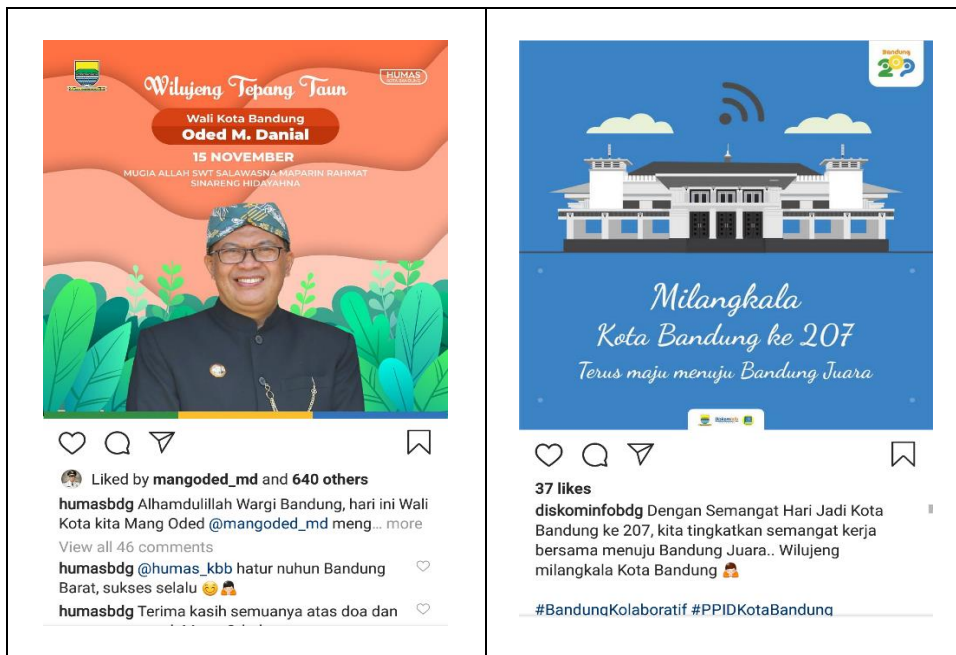


Local Content on Instagram as Public Campaign Media



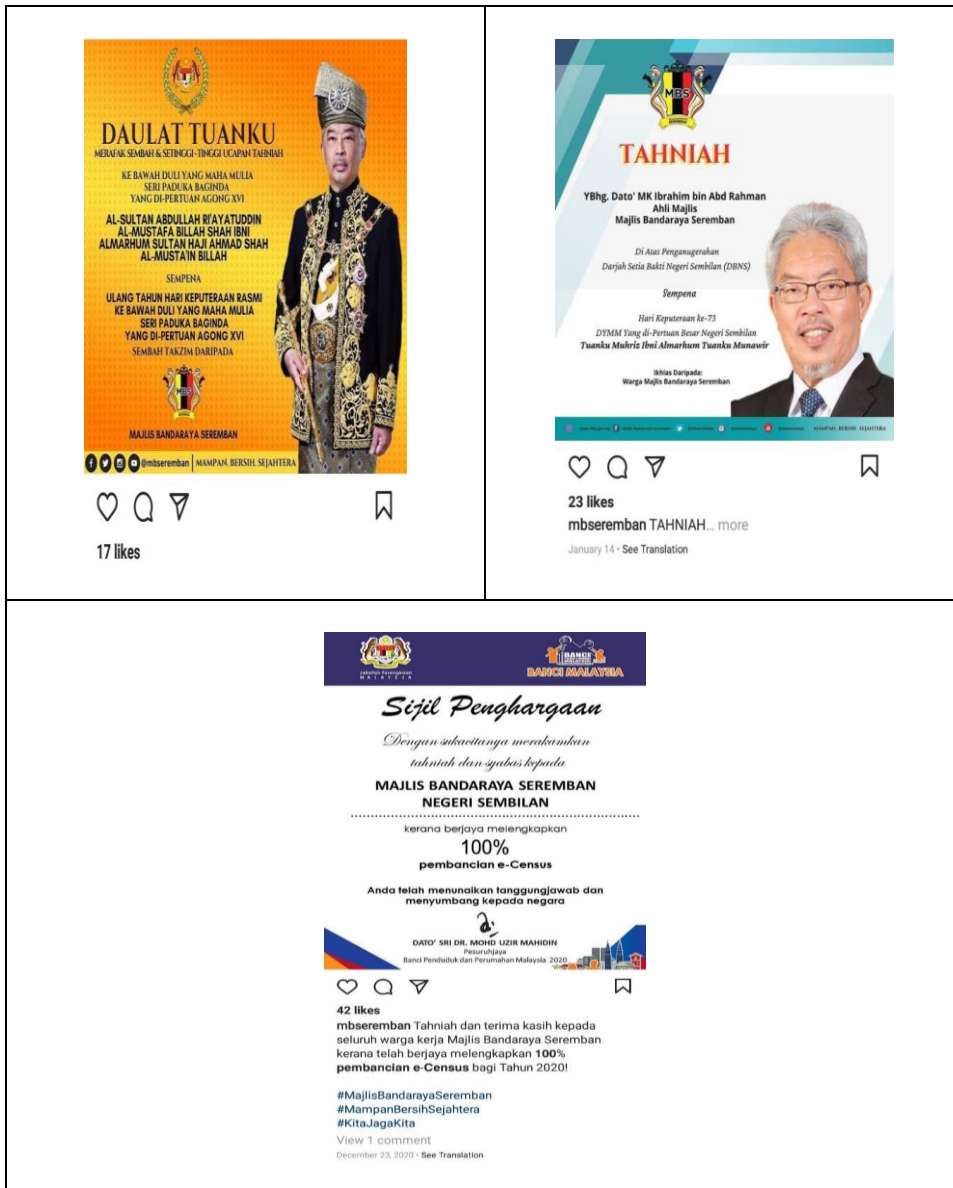
- To congratulate on certain events, for example, a birthday wish to the Mayor, Head of Division, or happy anniversary of Bandung City conveyed in Sundanese that can be seen in the following post:

Figure 8: SKPD Congratulation Posts



3a. To congratulate on certain events and celebrations, for example, birthday wishes to The Yang di-Pertuan Agong, certificate of appreciation or congratulation for promotion of the Majlis Bandaraya Seremban’s councillors that can be seen in the following post:

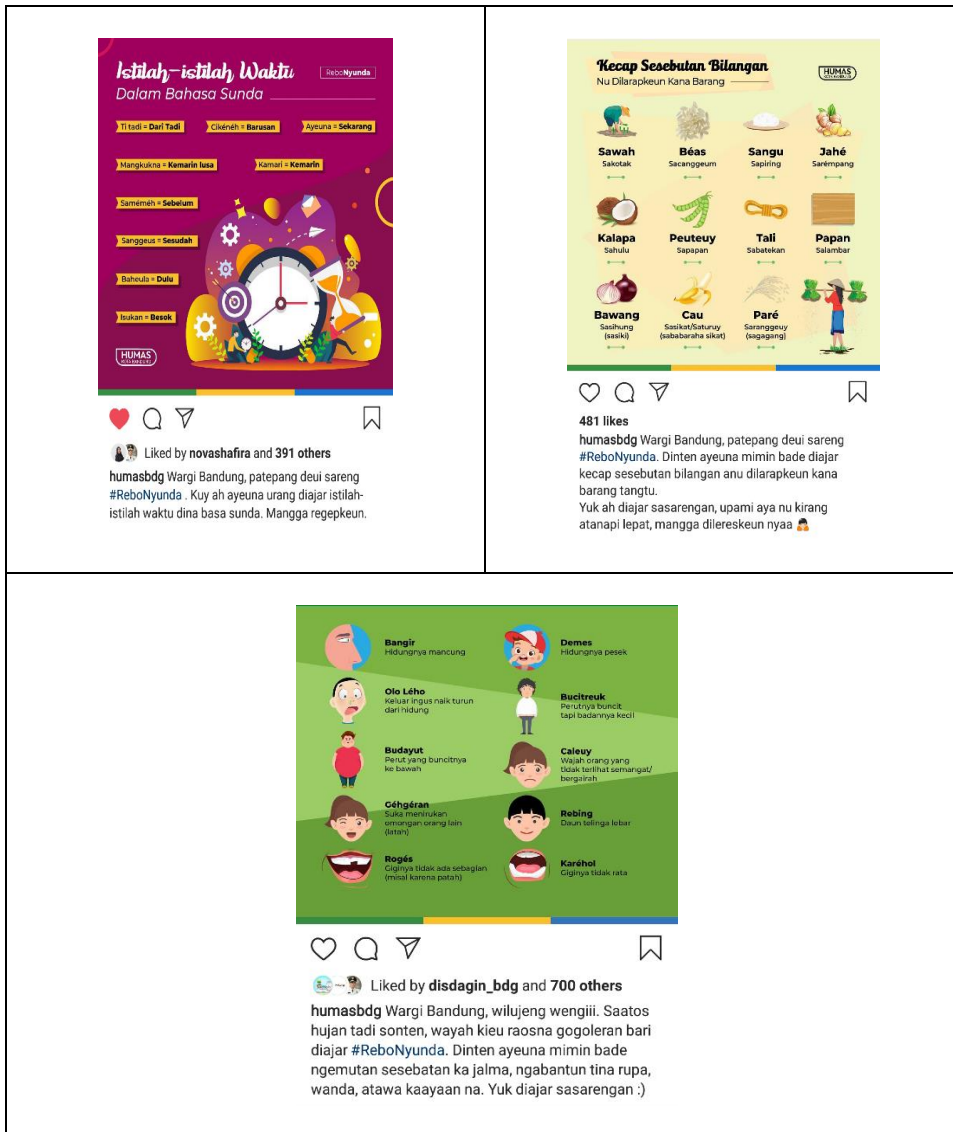
Figure 9: MBS Congratulation Posts



4.Rebo Nyunda. The Bandung City Government has launched a thematic day of "Rebo Nyunda" every Wednesday where ASN (state apparatus) and students wear the traditional attire of Sunda/West Java, namely Pangsi (for men) and Kebaya (for women) and speak in Sundanese all day long. Rebo Nyunda is held to preserve Sundanese culture. The Bandung Public Relations Instagram account conveys this message in infographics by displaying various terms marked with the #reboNyunda hashtag as shown in the posts below:

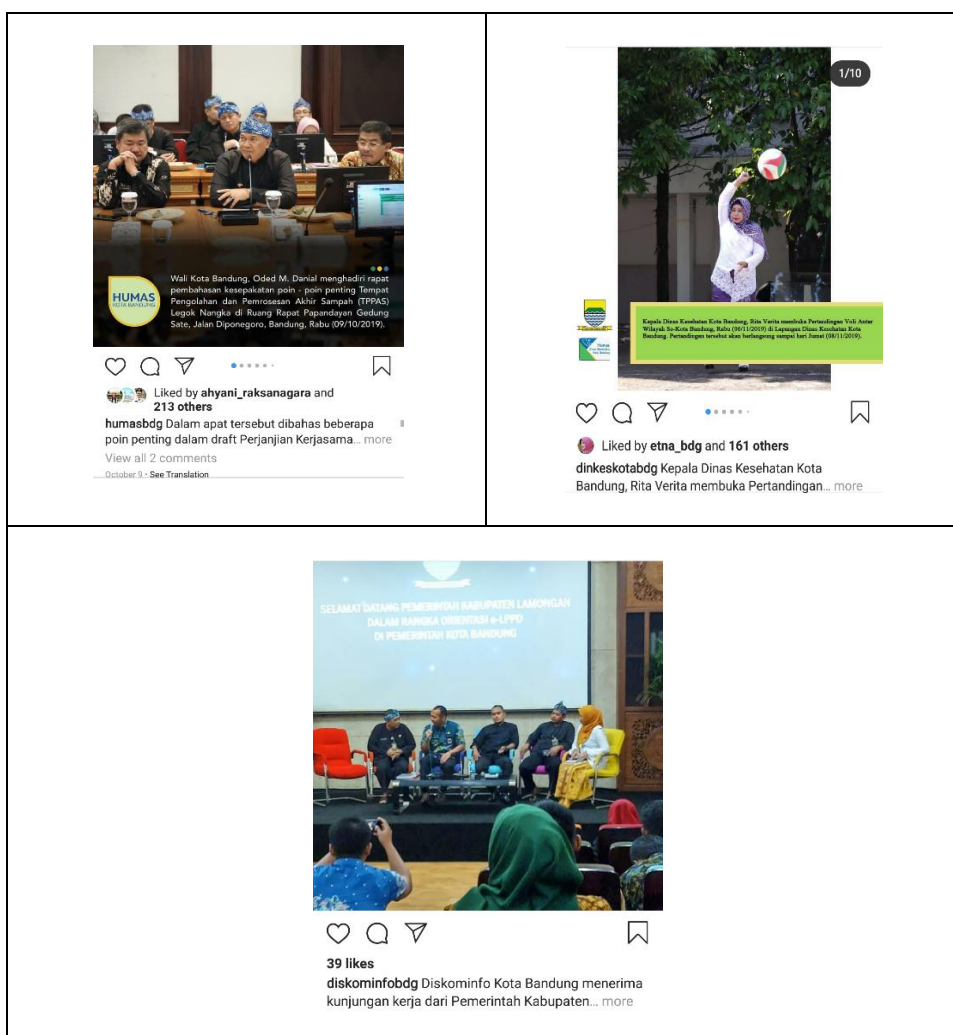


Figure 10: SKPD Posts in Sundanese Language



Photos in posts below are the activities of ASN in Rebo Nyunda day wearing Pangsi and Kebaya:

Figure 11: SKPD Posts of Sundanese Attire



From various forms of local content delivered through the SKPD Bandung Instagram account, it can be seen that the Sundanese values are an interesting part of their content. It is in line with a view stating that social media has enabled a new form of social organization and social interaction based on electronic information networks. Although information technology does not directly cause social change, it is an inseparable part of the many movements in social change such as new forms of production and management as well as the existence of new or popular communication media referred to as economic and cultural globalization. Social media has also given birth to new businesses, different ways of trading, and even become a new source of income (Anwar, RK, Ruhmana, A: 2017: 206).

In the context of building digital literacy, Bandung City Government and Bandung people should keep in mind that social media is a jungle with absolutely "no rules". Anyone can post anything they want and respond to anything they wish. The following explanation from the Press Council (2017) is one of the right steps when disseminating and responding to messages on social media. It is said that when it comes to conveying and disseminating information, paying attention to the values and norms that apply in people's lives is crucial.

The greeting of "wargi bandung" in the posts of SKPD Bandung, for instance, is an example of wise words in the context of inviting Bandung people to do something. Through this Sundanese greeting, it seems like the people of Bandung are close to their government and gave a familiar impression.

Figure 12. SKPD Message Socialization and Campaign Activities Bandung



Figure 13. Message Socialization and Campaign Activities MBS

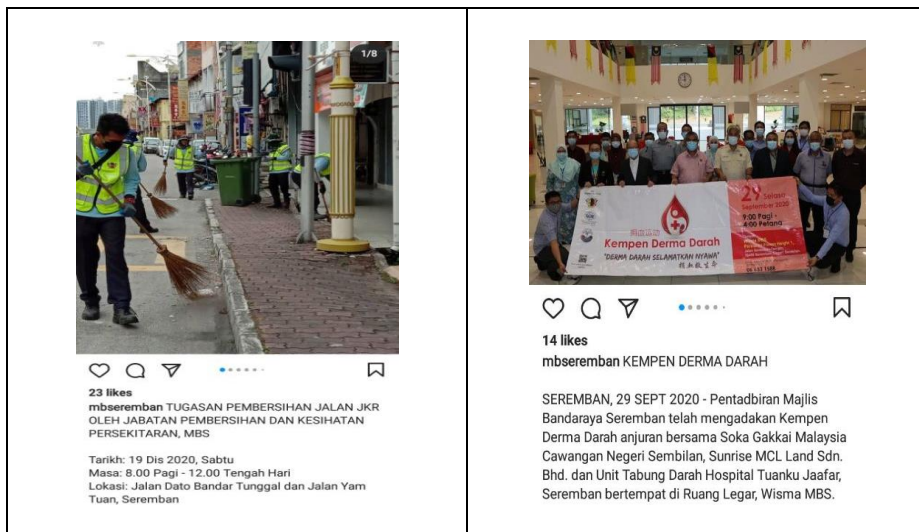




Figure 13 shows results of observation on various social media accounts of government agencies MBS and SKPD in Bandung show there are some interesting things related to the use of social media, especially some activities carried out by Majlis Bandaraya Seremban and Bandung City Government as its public communication strategy, which is explained in the paragraph below.

Socialization and campaign of activities/government programs currently or will be carried out by each Majlis Bandaraya Seremban and SKPD of Bandung City. The non-optimal realization of Bandung City Government programs so far is not because the program is inappropriate, lack of funds, or the absence of executors. One obstacle is the lack of effective delivery of information to the public. Because of that, it needs continuous socialization and campaign activities to make people "aware" and care about what the government is doing. The ongoing campaign on social media aims to make people know, understand, and ultimately take action in these activities. Therefore, Bandung City Government tries to design appealing messages to attract public attention. One of them is through the more interesting display of infographic data and numbers, which is easier to understand. Below are some examples of socialization messages and campaign activities posted on the Bandung City Public Relations PR Instagram page (source: Instagram @humasbdg). Also shown campaign by Majlis Bandaraya Seremban in Seremban Malaysia.

Figure 14: Posts of Ideas, Achievement, and Development Programs of Bandung City

Local Content on Instagram as Public Campaign Media

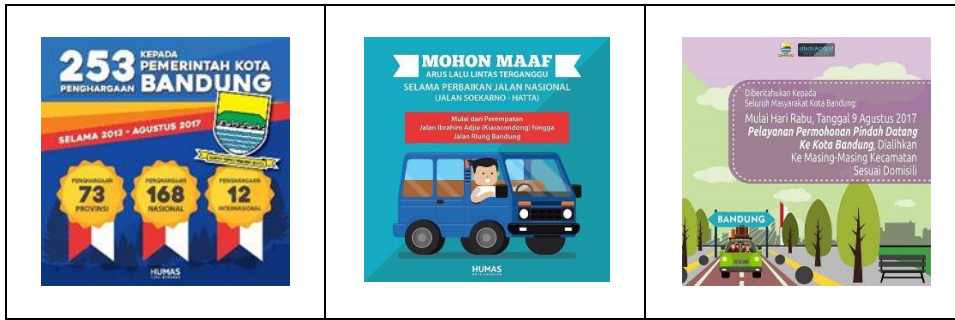
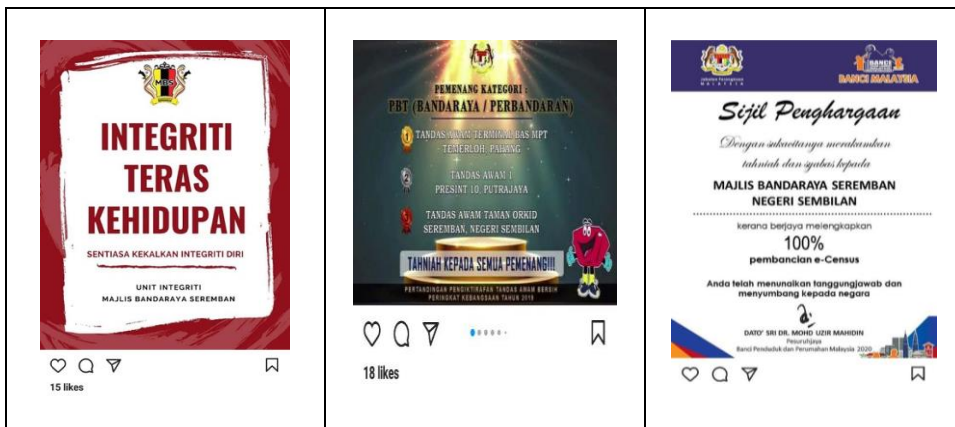


Figure 15: Posts of Ideas, Achievement, and Development Programs of Seremban City



Disseminate information about ideas, achievements, and development programs in Bandung. This is in line with the function of mass media as a means of disseminating information. Through various social media accounts of Bandung City & Seremban City Government, the public can find various developments in their city. It is not only about ideas that will be implemented, but also news about the achievements of government agencies, the condition of its population, cultures, etc., is shown in the post of Bandung PR Instagram account below (source: Instagram: @humasbdg & @mbs):.

Figure 16: Posts to clarify in MBS Instagram





**Clarification of a problem.** The interaction formed between the government and the community on social media is an active interaction. Citizens can be "freely" commenting on what is posted by the government, and the government is also free to respond, explain, and clarify an issue. In some social media accounts of Bandung city government and MBS, the admins often respond to complaints submitted by the public and they do not forget to post the results or follow-up on the report. This post is an example that if the government uses social media well, it will help solve the existing problems.

The following posts show examples of local content displayed on the Instagram account of three SKPD of Bandung City and MBS:

These are local contents on the Instagram account of Bandung PR.

Figure 17. Posts of Local Content on the Instagram Account of Bandung PR

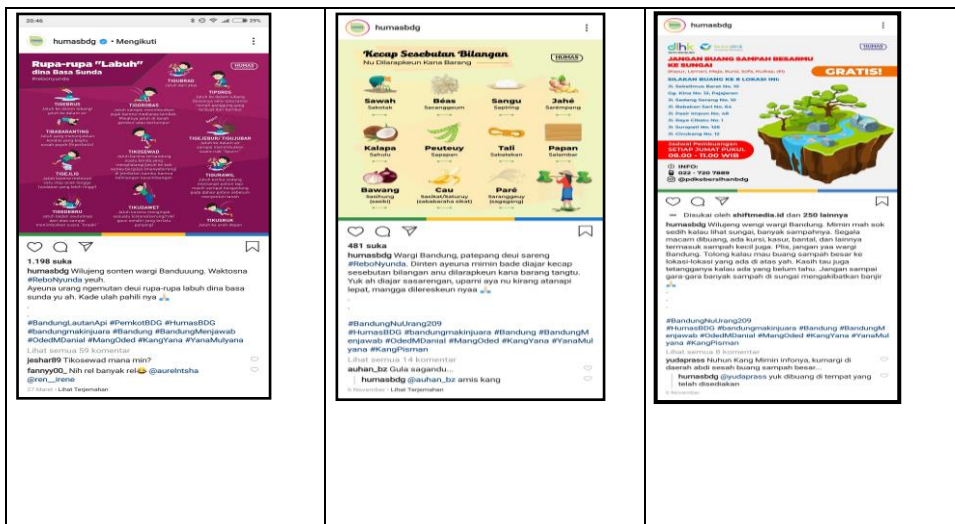
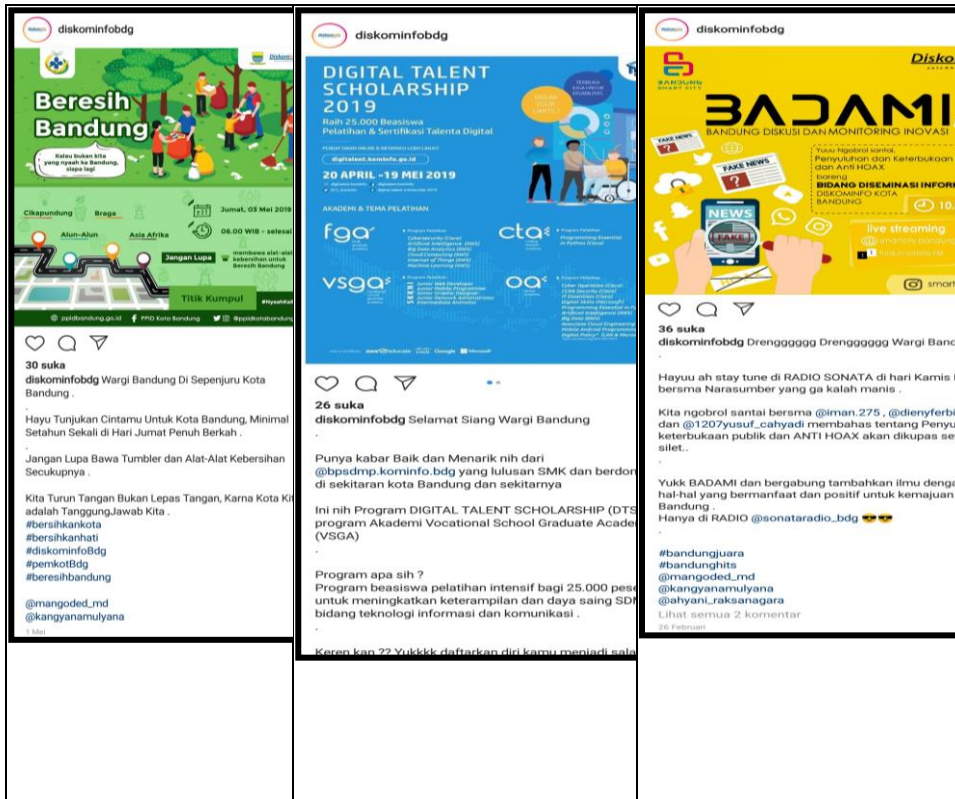


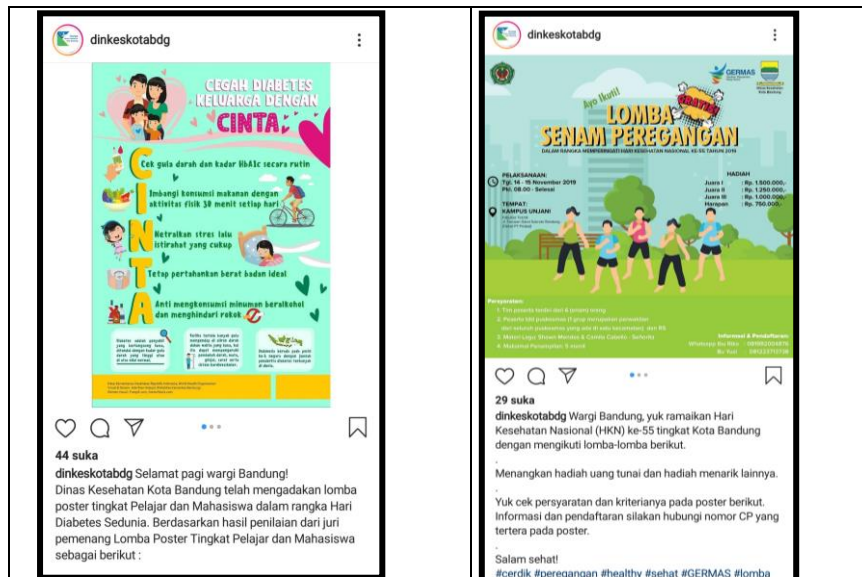
Figure 18: Local contents on the Instagram account of Diskominfo Bandung

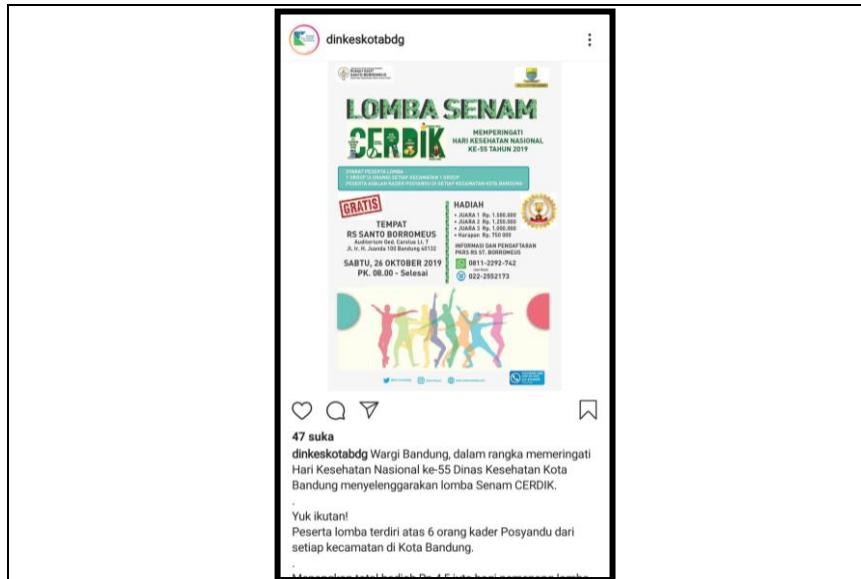
Local Content on Instagram as Public Campaign Media



Local contents on the Instagram account of public health office:

Figure 19. Posts of Local Content on Instagram Account of Public Health Office Bandung





Local contents on Instagram account of Majlis Bandaraya Seremban:

Figure 20. Posts of Local Content on Instagram Account Majlis Bandaraya Seremban







## 5.0 Conclusion

The information conveyed by the Government of the city of Seremban and Bandung aims to make its citizens aware of various agendas carried out and invite them to participate actively. Instagram is chosen since it is a popular social media widely used and the information displayed can fulfil the needs of Seremban and Bandung people.

To attract more attention, messages delivered through Instagram contain many local contents. The distinctiveness of the activities displayed, the typical greetings of Bandung residents, the Sundanese language to convey various information, and the use of Sundanese idioms make the message on Instagram has its charm.

Both the Seremban and Bandung City Government as a source of information and the community as recipients of information should have to filter the messages received before they are broadcast in their respective media. The context is not only the correct information content but should also consider the element of benefit when the message is disseminated. By taking into account the various stages above, the communication campaign message delivered by the Seremban and Bandung City Government to the public will be taken properly without causing conflicts. This step is also part of increasing public awareness by acting smart in using digital media.

Communication messages related to the current situation in the city of Seremban and Bandung can be more quickly delivered and understood by the citizens of the city, and this must be done by everyone, especially the Seremban and Bandung City Government which is a source of information. Therefore, being smart in using digital media is the key to the success of the public communication strategy adopted by the Seremban and Bandung City Government to Seremban and Bandung citizens, so that good communication is established between them besides the emergence of mutual support and mutual benefit.

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