Operationalization means specifying exact operations involved in measuring a variable. It is also needed to be mastered in order to achieve the details in observation, measurement, and communication (Babbie, 2010). In this research, the effectiveness of public engagement is assessed by observing and interviewing government agencies managing the communication directly with the public, which in this case the communication held through social media platforms.

J. Research Method

This section describes the research methods used in gathering data, which include place and time of study, the type of research, data sources, data collection techniques, the validity of the data and data analysis techniques.

1. Types of Research

This research was using a mixed method, combining quantitative and qualitative research. In this research, the author has tried to use not only comparative-explanatory studies but also to go beyond this utilizing multiple informants and secondary data analysis. All variables are operationalized into some indicators transformed into questionnaire in Indonesian. Three main purposes of this type research are to describe, explain, and validate findings.

Description emerges following creative exploration, and serves to organize the findings to fit them with explanations, and then test or validate those explanations (Krathwohl, 1993). Descriptive research is a form of research that aimed to describe the phenomena that exist, both a natural phenomenon and man-made phenomenon. The phenomenon could be a

form of activity, characteristics, changes, relationships similarities and differences between the phenomena with each other phenomena. With descriptive research, the research will focus on solving actual problems, and the data obtained was analyzed.

2. Location of Research

This research was conducted by the Government of Depok City, West Java. The first objective of the research was to explore the usage of social media by the Government of Depok City, the capabilities of managing the social media as a tool of e-government, and to determine the efficiency and effectiveness of public engagement through social media. The object of this research was the Depok City Government itself and its agencies related to social media use in the city. This research has also taken the department of information and communication of Depok City as the subject of research.

3. Research Unit

The research unit is a tool to strengthen the data recording. Research unit that used by the researcher was the government agencies twitter accounts as the most utilized social media platform by the government of Depok City.

4. Data Collection Technique

To acquire the data, the researcher was using three modes of data collection. First, a semi-structured interview which consists of several key questions that help to define the areas to be explored, but also allows the

interviewer or interviewee to diverge to pursue an idea or response in more detail. In a semi-structured interview, the interviewer uses a set of predetermined questions, and the respondents answer in their own words.

The author used a topic guide that serves as a checklist to ensure that all respondents provide information on the same topics. The author as an interviewer could probe areas based on the respondent's answers or ask supplementary questions for clarification. Semi-structured interviews were very useful when there was a need to collect in-depth information systematically from some respondents (Easwaramoorthy & Zarinpoush: 2006). Secondly, questionnaires used in connecting with many modes of observation in social research. On the last mode, the author was using a Microsoft Excel Template called NodeXL. It is an open-source template for Microsoft® Excel® 2007, 2010, 2013 and 2016 that makes it easy to explore network graphs. With NodeXL, the author can enter a network edge list in a worksheet. It also offers additional features allowing the author to easily access the social media network data streams, advanced network metrics, and text and sentiment analysis, and powerful report generation.

Although structured questionnaires are essential to and most directly associated with survey research, they are also widely used in experiments, field research, and other data-collection activities (Babbie, 2010).

5. Types of Data

In this research, there are two types of data sources used. Those are:

1) The primary data source is the data information regarding research concept from the unit analysis used as objects of the research obtained directly through interviews and observations (Moleong, 2014).

2) Secondary data source is the data obtained indirectly (Moleong, 2014). Data obtained from the documents, in the units of analysis used as objects of research. Obtained from the literature, document, and previous individual research that is relevant to object of research (Moleong, 2014).

6. Data Classification

The data used in this research are primary and secondary data. The primary is the result of interviews, questionnaires, and Twitter Data Streams that was primarily obtained from the Department of Communication and Information (Depkominfo) of Depok City Government, and other departments related to the development of S-Government. Whereas the secondary data are books, journals, literature, documents or reports related to the social media used by the government.

Table 1.2 Data Types and Sources

No	Data	Primary	Secondary	Sources
1	Interview with the Department of Communication and Information of Depok City	✓		Questionnaire and voice records.

2	Feedback from the citizens on twitter and facebook	✓		Tweets, and status updates.
3	Social Media Management of Depok City Depkominfo	✓	✓	Questionnaire, voice records, and journal articles.
4	Challenges of Social Media in engaging the public	✓	✓	Questionnaire, voice records, and journal articles.

7. Data Analysis Technique

To achieve the exact information needed, this research used the qualitative analysis. It is a process seeks to reduce and make sense of vast amounts of information, often from different sources, so that impressions that shed light on a research question can emerge. Here, the researcher will focus on analyzing and interpreting the information gathered. This analysis also uses an axial coding; it aims to identify the core concepts in the study. Although axial coding uses the results of open coding, more concepts can be identified through continued open coding after the axial coding has begun. It is also a reanalysis of the results of open coding in the Grounded Theory Method, aimed at identifying the important, general concepts. Axial coding involves a regrouping of the data, in which the researcher uses the open- code categories and looks for more-analytic concepts (Babbie, 2010).

K. Systematics of Writing

In pursuance of the convenience in discussing, writing, and understanding, the researcher make a writing systematic as follows:

Chapter I, an introduction which consists of: Background, Research Questions, Objectives and Benefits of the Research, Theoretical Framework, Literature Review, Conceptual Definition, Operational concept, Type of the research, Research location, Data collection technique, Research Unit, Data Classification, and Data analysis technique.

Chapter II, Description of the Depok City which consists of: boundary, location and population, physical conditions and the potential of Depok City.

Chapter III, Results and Discussion, This chapter will discuss the use of social media in engaging the public by the Depok City Government.

Chapter IV, Conclusion. The conclusions of the research, recommendations, and literature on social media use in government.