# CHAPTER 1

INTRODUCTION

1.1. BACKGROUND

There is indeed a rapid progress if we are looking at the technological developments that exist in the current era of globalization (Rosana, 2010). One of them is related to information technology that make it easier for us to obtain information. This certainly supports the realization of openness of public information with sophisticated media as an intermediary. It is important to have an openness of information because it is a form of fulfilling the rights of every human being to obtain the information they need. One way to fulfill this right is through the existence of the internet as an effective information and communication medium for every party who uses it. As we know, technological advances in the form of the internet have been well received by the majority of society because of its convenience and flexibility. The online system in place makes the internet a medium that is easily accessible anywhere and anytime by users (Widya et al., 2021)

Nowadays, the internet is not just for personal use, but has also become a government tool to help make its task of disseminating information easier. The government can use various social media on the internet to socialize policies or even convey information about national emergencies. Government's public relations must be able to follow how to use social media appropriately to reach the widest public. With the existence of social media, the government is now faster in conveying information so that two-way communication between the government and the public becomes more effective (Yuan et al., 2023). Building interaction with the wider community is crucial for the government knowing that the population of internet users in Indonesia is very large and continues to grow.

One of the social media that is often used by government agencies to disseminate information to the public is Twitter. As a medium in communication that allows its users to interact, Twitter connects one user with another user to send messages either privately or publicly whenever and wherever there is internet access. Briefly, the activities of sharing information, news, or even opinions can be done by just clicking the 'tweet' button on the home page and write it directly there or by retweeting other users' writings or posts which will appear on your profile. Referring to research data from We Are Social in April 2023, of 372.9 million Twitter users worldwide, Indonesia is in sixth place with a total of 14.8 million Twitter users.
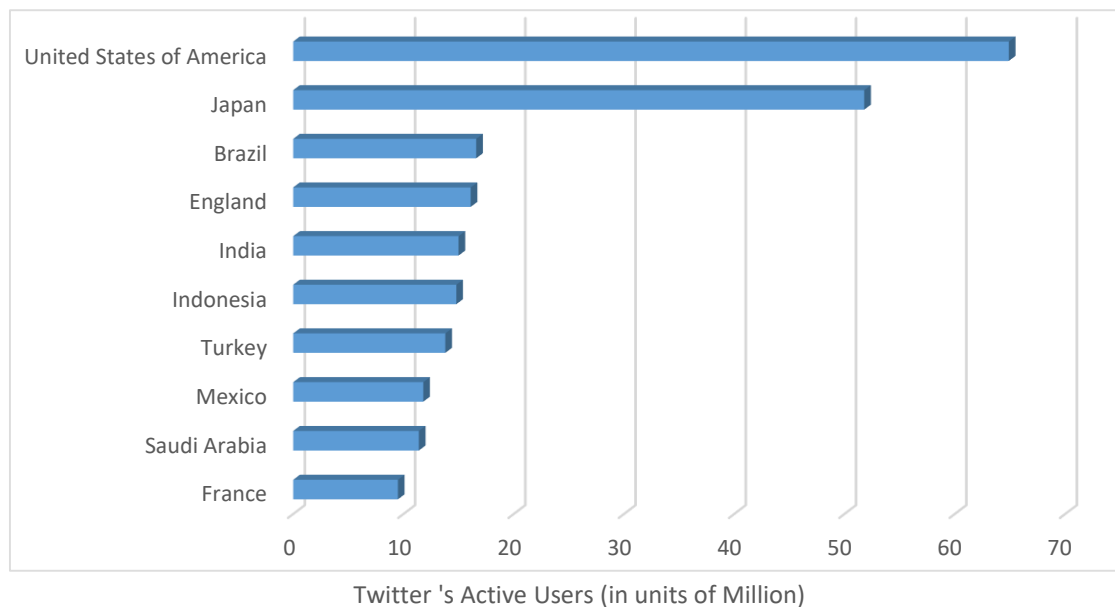
Picture 1.1 Data from We Are Social regarding Twitter users worldwide in April 2023

By occupying the top sixth position with the most users, it can be said that the use of Twitter in Indonesia can be considered as an effective medium for disseminating information. In this era, Twitter is also used by the government as a medium to communicate for various purposes, one of which is disseminating information related to public affairs. The government and the public as a communicator or even as a

communicant will be easy to convey information because using a Twitter can also submit comments, criticize, and discuss the same issues as what is being conveyed. In this way, the government's need to obtain input or comments from the wider community can be directly fulfilled. The use of social media Twitter, The Yogyakarta City Government with its account @PemkotJogja is one of the many governments that uses Twitter as a media for conveying information. Apart from modern forms of public services, this government account is used as a forum and tool to take part in utilizing Twitter as an alternative media in conveying information to the people of Yogyakarta.

As a comparison, social media which is also widely used by the general public, called Instagram, is also used by the Yogyakarta City Government as their media to disseminate information that the public needs to know. If associated with the topic of this research, the content on Instagram rarely uploads information related to waste problems in the city of Yogyakarta, especially regarding those at the Piyungan Landfill. If we look at the pictures below, we can see that @pemkotjogja's posts are more directed at disseminating information regarding the events that will be held. Of the many examples of posts, there is only one post related to waste, namely about waste decentralization in Yogyakarta.
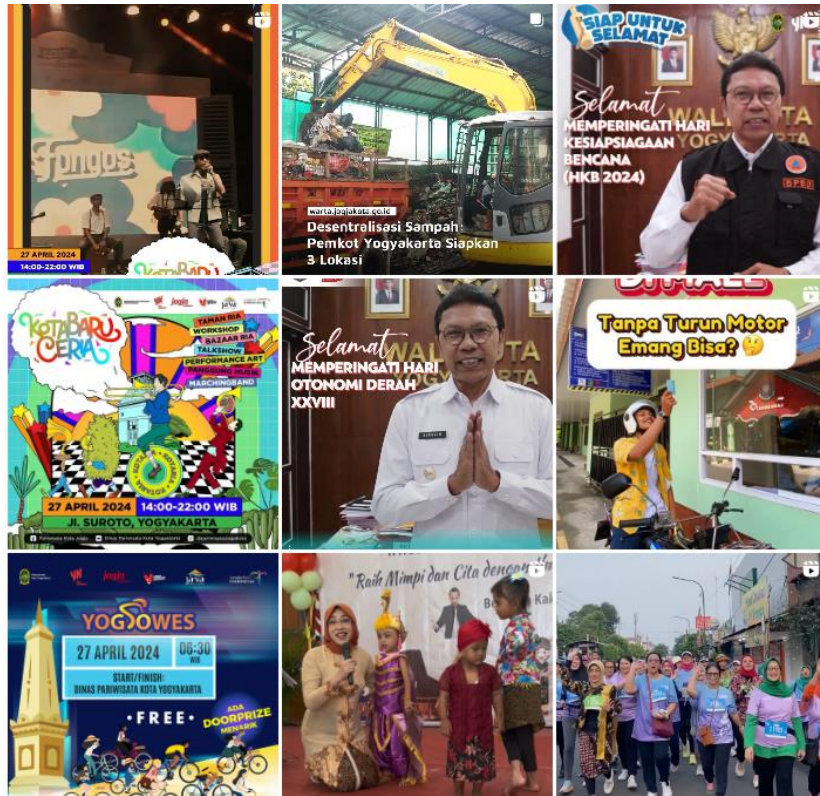
RANGKAIAN KEGIATAN HUT KE-77 PEMKOT JOGJA
3 - 7 Juni 2024
Upacara Tradisi dengan Kirab Pusaka
7 Juni 2024

RANGKAIAN KEGIATAN HUT KE-77 PEMKOT JOGJA
3 - 7 Juni 2024
Napak Tilas dengan Kirab Pataka
6 Juni 2024
RUTE:

RANGKAIAN KEGIATAN HUT KE-77 PEMKOT JOGJA
3 - 7 Juni 2024
LOMBA FOTO
"Semarak 77 Tahun Pemerintah Kota Yogyakarta"
3-6 Juni 2024
Upload karya foto di Instagram dan tag akun IG masing-masing OPD serta menggunakan hashtag #semarak77TahunPemkotJogja #pemerintahkotayogyakarta

PETA PARKIR & RUTE PAWAI
Pawai Alegoris

RANGKAIAN KEGIATAN HUT KE-77 PEMKOT JOGJA
3 - 7 Juni 2024
Pameran Foto
"Sebuah Cerita 3 Kawasan di Kota Yogyakarta"
5 - 7 Juni 2024
Metamorfosa Wajah Kota Yogyakarta

RANGKAIAN KEGIATAN HUT KE-77 PEMKOT JOGJA
3 - 7 Juni 2024
Turnamen Sepak Bola
4 Juni 2024
(15.00 WIB, di Lapangan Karang)
Ada Exhibition antar kepala OPD 25 lawan 25

77 TH
RIKAT RAKIT RAKET
HUT KE-77 PEMKOT JOGJA

Pawai Alegoris
Harmony in Old Mataram

JADWAL PENTING PRA-PPDB RTO 2024

FESTIVAL INOVASI JOGJA 2024

INFORMASI PERBAIKAN JALAN
PEMELIHARAAN BERKALA JALAN GEDONGKUNING SISI SELATAN
(Simpang 4 Rejowinangun – Simpang 4 Jalan Ngeksigondo)
16 Mei 2024 – 11 November 2024
MOHON MAAF MENGGANGGU PERJALANAN ANDA

TAHUN 2024
KATEGORI UMUM
JUARA 1
JUARA 2

MAK RINI
PEMKAB BLITAR TEKEN MOU DENGAN PEMKOT YOGYAKARTA
Pendopo Ringgo Hadi Negoro
Senin 24 Juni 2024

Lomba Foto
FESTIVAL FOTO JOGJA #3
Video Competition
FESTIVAL FILM KAMPUNG #3

PENGUMUMAN PEMENANG FESTIVAL FOTO JOGJA & FESTIVAL FILM KAMPUNG #3 TAHUN 2024
DISIARKAN LANGSUNG DARI INSTAGRAM PEMKOT YOGYAKARTA
LIVE @pemkotjogja

Jogja Takbir Festival 2024

INFO PENTING
FESTIVAL KAMPUNG WISATA KOTA YOGYAKARTA 2024

Picture 1.2 Some examples of the content of Instagram posts @pemkotjogja

Picture 1.3 Yogyakarta City Government Twitter account

Various information has been disseminated via this Twitter account and some of it is related to the delivery of information in the form of socialization of programs, policies or development successes within the city of Yogyakarta. Because social media is something whose influence is increasingly close to society, government agencies must adapt by optimizing the way it is used. As is done by the Yogyakarta City Government, they have used social media as a means of communicating, publishing and reaching the public while still paying attention to organizational principles and ethics. One example of implementing that thing is the dissemination of information regarding problems and policies about waste management in the city of Yogyakarta. This became a topic of conversation among the public after the policy was announced in an official circular signed by the Daerah Istimewa Yogyakarta Regional Secretary, which was then also disseminated via the social media platform Twitter @PemkotJogja.

Picture 1.4 One example of a Tweet from the @PemkotJogja account
"In dealing with the situation of closing the Piyungan TPA, the City Government has prepared a location for temporary waste handling while the Piyungan TPA is closed."

It has been established that apart from being a student city, Yogyakarta is also a tourist destination that requires a comfortable environment. One aspect of comfort that is considered important is related to cleanliness, which in this case focuses on waste management. In waste management, of course there are related policies that must be made and are the government's responsibility as a form of public service. Regulations regarding waste management have long been regulated in Law Number 18 of 2008 concerning Waste Management. However, the implementation of these regulations is still very lacking. This is illustrated by the waste problem in Yogyakarta which started to increase in 2022. In general, this situation has become known as 'Jogja Darurat Sampah' which means that the city of Yogyakarta is currently facing an emergency over the waste problem.

The problem started when the condition of Tempat Pengolahan Sampah Terpadu (TPST) or Piyungan Integrated Waste Management Site was unable to accommodate any more waste. In fact, this location has become a dumping ground for waste from several cities/districts, namely Yogyakarta City, Bantul Regency, and Sleman Regency. Compared to the other three districts, Yogyakarta City contributes the largest volume of waste, which causes the Integrated Waste Management Site locations to be disproportionate to the volume of waste produced. This is supported by data from the Central Statistics Agency (BPS) in 2020 regarding the population density of Yogyakarta City at 13,413 people/km2 and contributing an average of 270 tons of waste per day. Coupled with the reality that as a city that relies on its economy from the tourism sector, the high volume of tourists or visitors entering Yogyakarta City is one reason why the amount of waste is increasing.

Still referring to Daerah Istimewa Yogyakarta BAPPEDA (Badan Perencanaan Pembangunan Daerah) or Development Planning Agency at Sub-National Level of Yogyakarta data, it is stated that in 2021 there will be at least 58.2% of waste that has not been handled. Mountains of rubbish that have never been properly managed are only used as locations for the accumulation of rubbish without management. Seeing this, the potential for future waste problems for Yogyakarta will also emerge (Mukti & Arif, 2023). This creates obstacles for the government in carrying out its functions. Apart from the regulatory aspect, public awareness to help solve this problem is also important. The public is expected to understand and implement an understanding of the importance of sorting waste. However, this improvement in society must also be supported by improvements in infrastructure and systems, especially from the government. In the end, it requires cooperation from various parties to manage waste in order to lift the status of 'Yogyakarta Darurat Sampah'.

The waste problem is an important warning for all Yogyakarta residents that the problem of environmental cleanliness is still not over. Due to the poor condition of waste management in Yogyakarta, this waste emergency incident gave rise to various responses in the mass media. One of the responses that went viral was on social media Twitter. After being closed in 2022, recently the Yogyakarta Special Region Provincial Government closed the Piyungan Integrated Waste Management Site again which was promised to start from July 23 2023 to September 5 2023. This decision then sparked polemics as well as pros and cons from the public who thought that the Piyungan Integrated Waste Management Site was indeed managed without maximum management. The closure occurred for the same reason, namely because the location was overloaded due to an average of 700 tons of waste arriving per day. The repetition of policies that occur makes the waste problem in Yogyakarta interesting to research regarding the dissemination of information.

The existence of big data on the social media Twitter can be used to find out the distribution of information on waste management in Yogyakarta. Social media platforms like this are the right tool for quickly disseminating information in emergency situations such as when the waste emergency occurred in Yogyakarta. Furthermore, Twitter is also a source of data and information that has been used by almost all levels of government. With the background that has been described, the author is interested in researching how the Yogyakarta City Government manages and utilizes the Twitter social media account @PemkotJogja as social media which is a tool for disseminating information related to the waste problem at the Piyungan Integrated Waste Management Site. The use of this information cannot be separated from the existence of information sources stored in Twitter's big data which is beneficial for information utilization and data processing for analysis of waste issues in Yogyakarta.

1.2. RESEARCH QUESTION

Based on the existing background, the problem that can be formulated in this research is:

How does the communication of the Yogyakarta City Government in disseminating information regarding Piyungan Landfill problem via social media Twitter?

1.3. RESEARCH PURPOSE

This research was prepared as an illustration of how information is disseminated regarding the Piyungan Landfill problem on Twitter belonging to the Yogyakarta City Government.

1.4. RESEARCH BENEFITS

1.4.1. THEORITICAL

1. It is hoped that this research can contribute ideas and additional references for further research for parties researching government communication processes via social media, especially Twitter.

2. The use of the NVivo12 application used in this research should also be able to increase the knowledge of the wider audience regarding its use as an analysis method.

1.4.2. PRACTICAL

1. In practice, it is hoped that the results of this research can become an evaluation or a reference for the government in utilizing Twitter as a media to reach the public to receive information.

2. As study material for the Yogyakarta Special Region City Government in implementing effective and efficient forms of government communication.

1.5. LITERATURE REVIEW

The aim of the literature review is to obtain comparative and reference material to avoid assumptions of similarity. The researcher used several previous studies as a reference to make it easier for the researcher to compile research on the form of communication of the Yogyakarta City Government in conveying information related to the current waste problem. The following is a summary of previous research related to the research theme that the author intends to conduct and study:

No	Researchers	Research Title	Result
1.	Surya Hidayat Bokings (2020)	Analisis Penggunaan Media Sosial Twitter dalam Transportasi Publik: BRT Jakarta dan BRT Semarang	By using software-based qualitative research methods, the results of this research answer that the function of Twitter social media on BRT Semarang and Jakarta public transportation has several differences based on Information Integration Services, Transparency and responsive services. In conclusion, the integration between them is going well, but the more dominant function is in BRT Jakarta because they makes its account a responsive and dominant in providing the required information regarding BRT (routes, fleet, etc.).
2.	Irga Afghan (2019)	Pengelolaan Media Sosial Twitter	The research method is a qualitative descriptive. The result shows that the

		@Humas_Jogja Dalam Menerapkan E-Government Tahun 2017-2018	management of Twitter media that has been implemented by DIY Regional Government Public Relations goes through several stages including planning by making an editorial plan, organizing, actualizing and evaluating. The management of Twitter media is carried out in accordance with the main objective of Public Relations, namely providing information quickly and in a targeted manner.
3.	**Muhammad Irvan Perdana (2018)**	**Efektivitas Akun Sosial Media Twitter Pemerintah Kota Bekasi @Pemkotbekasi Terhadap Kebutuhan Informasi Masyarakat Kota Bekasi**	Using descriptive quantitative methods, the research results show that the percentage of the independent or independent variable (the effectiveness of the Twitter account @PemkotBekasi) is in the very good category, and the dependent variable (the information needs of the Bekasi city community) is also in the very good category. Based on the results of a simple linear regression test, it is known that there is significant effectiveness between the independent variable and the dependent variable.

4.	Helmy Rafsanjani (2015)	Aktivitas Humas Pemerintah Dalam Mensosialisasikan Brand 'Jogja Istimewa' Pada Tahun 2015 (Studi Deskriptif Kualitatif Pada Pemerintah Daerah Istimewa Yogyakarta)	The method used in this research is depth interviews with a descriptive qualitative research approach and type. The results of this research explain that in socializing Jogja Istimewa, Yogyakarta Government Public Relations uses media according to the target audience, such as mass media, outdoor media and indoor media. The supporting factor for Jogja's special socialization activities is seen from the Government's Public Relations partners who are very supportive in terms of publications and promotions which are realized in the form of public relations activities.
5.	Werdi Yudatama Sugiarto (2019)	Strategi Komunikasi Badan Penanggulangan Bencana Daerah dalam Memitigasi Risiko Bencana Gempa Bumi di DIY Tahun 2018	This research was analyzed qualitatively descriptively which resulted in several strategy processes starting from planning, establishing communication strategies, to inhibiting factors. The implementation of the program is effective, but there is still a lack of budget for communication programs such as displaying billboards, and there is no initial testing of communication

No.			
			materials for the media used in mitigation efforts.
6.	**Fauzi Solihin, Siti Awaliyah, A. Muid Aris Shofa (2021)**	**Pemanfaatan Twitter Sebagai Media Penyebaran Informasi Oleh Dinas Komunikasi dan Informatika**	Researchers used qualitative descriptive methods and approaches using two data sources (primary and secondary). The results of this research state the advantages of using Twitter by the Malang City Government regarding policies and community services, including: the information conveyed spreads quickly; reaches many people, the media is easy to use, and rarely experiences interference. The obstacles to using Twitter are the limited number of managers, coordination between fellow account managers, and lack of coordination with related agencies.
7.	**Mohammad Jafar Loilatu, Bambang Irawan, Salahudin, Iradhad Taqwa Sihidi (2020)**	**Analisis Fungsi Twitter Sebagai Media Komunikasi Transportasi Publik (MRT, LRT, BRT)**	By using software-based quantitative text analysis methods, the results of this research conclude that the Jakarta public transportation Twitter social media has different functions. MRT's inclusive function is dominant in aspects of disability and accessibility, aspects of information communication services

			and safety. LRT only focuses on disability access, while BRT has an inclusive service aspect of route changes and route integration, active in providing information on congestion, accidents, safety and communication.
8.	**Muhammad Sufyan Abdurrahman (2014)**	**Twitter dan Ruang Publik Pemerintahan Lokal yang Partisipatif (Telaah Atas Komunikasi Politik Ridwan Kamil melalui Twitter)**	Researchers used qualitative methods and had the results that political communication, which was previously completely formal and far from society, was changed instantly with easy communication patterns and participants. Ridwan Kamil realized, through technology, we can frame our view of the world and sees cyber space as a medium for political communication in building opinion as well as public participation which could be the main solution.
9.	**Anindhito Anugrahwisesa (2019)**	**Efektivitas Komunikasi Akun Twitter @HumasBDG Terhadap Pemenuhan**	Using quantitative methods of descriptive analysis, and showing that the @HumasBDG Twitter account for fulfilling information needs has an effective category with a percentage value of 75%. With a value of 59.4%. In

		Kebutuhan Informasi Masyarakat Kota Bandung	short, it shows that the Twitter account @HumasBDG is effective in fulfilling the information needs of the people of Bandung City.
10.	Akhmad Habibullah, Suranto Suranto, Arif Zainudin (2022)	Pemanfaatan Sosial Media Twitter dalam Pemulihan Pariwisata di Yogyakarta	Using descriptive qualitative methods, the researchers concluded that the use of social media to disseminate tourism information in the city of Jogja was very effective because it was conveyed very quickly. One example of this activity is the tourism office's activities regarding online talks for tourism development in the new normal post-covid-19 era. The problem for government agency officials is their consistency in uploading information on Twitter.
11.	Ashari Sakti Alim, Dian Eka Rahmawati (2021)	Komunikasi Politik Anies Baswedan Melalui Sosial Media Twitter	This research uses descriptive qualitative methods and uses NVivo12 Plus software as an analysis tool. Discussing how Anies Baswedan is quite active in conveying his political communications on social media (Twitter) which is very focused on discussing public services in DKI

			Jakarta, work program, and even his political branding.
12.	**Vindhi Putri Pratiwi, Dian Eka Rahmawati, Titin Purwaningsih (2021)**	**Akun Twitter BNPB_RI Sebagai Media Komunikasi Pemerintah Indonesia di Masa Pandemi Covid-19**	There must be an effective government communication to the public regarding COVID-19. This research aims to see that through @BNPB_Indonesia Twitter account by using qualitative methods and data analysis processed with NVivo 12 Plus, which has the final result that the external government communications are quite active in conveying information and this information can be well received by the public.

1.5.1. RESEARCH GAP

Based on the literature review above, it can be seen that the research gap is on how previous research discussed the dissemination of information in general. Meanwhile, in this research, researchers focused on a narrow discussions, namely around forms of government communication in an effort to disseminate information related to problems in Piyungan Integrated Waste Management Site.

1.6. THEORETICAL FRAMEWORK

1.6.1. GOVERNMENT COMMUNICATION

Communication is an activity that can never be separated from human life, whether it is providing understanding to other people or responding to what other people say. Communication experts provide a terminological understanding of communication according to their respective points of view and opinions. Communication is the transmission of information, ideas, or emotions using symbols, words, images, graphics, actions or transmission processes is the definition from Bernard Berelson and Gary A. Stainer (Mulyana, 2013). In this way, the communication process can be interpreted as the transfer of information or messages from the sender of the message as the communicator and to the recipient of the message as the communicant. Besides that, there are also some communication function according to Effendy (2004:55):
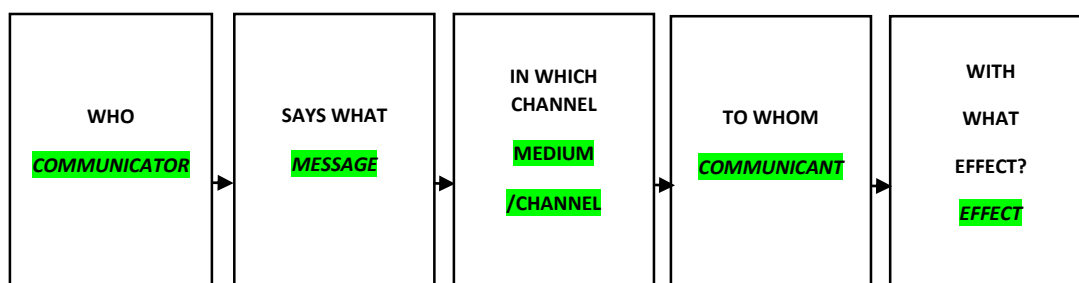
a. To inform. It can happen that the communicator can convey or exchange the information to the communicant.

b. To educate. Individuals or groups can utilize communication as a means to provide or exchange the knowledge.

c. To entertain. The effects that arise from reciprocity in communication can be an entertainment that may be felt by the communicator or communicant.

d. To influence. It can be a positive or negative influence that sent from the communicator through the content of the message to the communicant.

Government communication is external organizational communication to provide information about various government policies and regulations to the public, including communities or business institutions, as well as getting information back (feedback) from them to make policies and regulations and also information about the impact of the policies made to determine whether the policy or regulation is continued
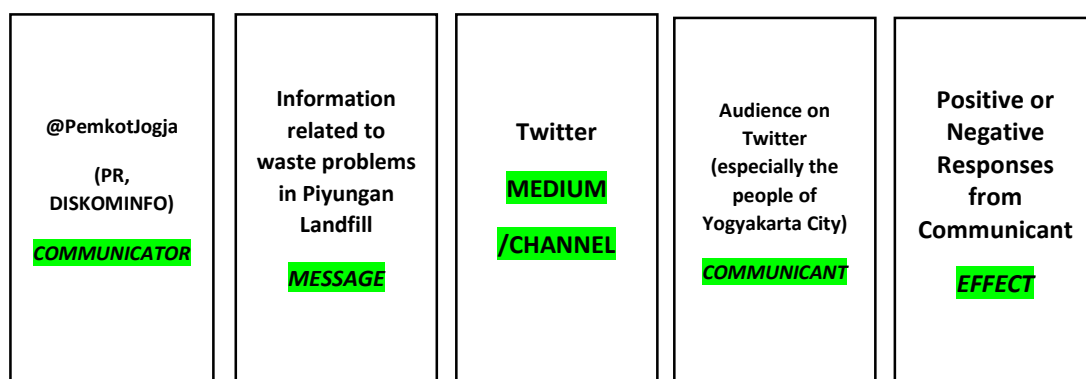
or stopped, revised or modified (Silalahi, 2004). The government can be said to be the communicator while society is the communicator, but in certain situations it can be the other way around (Hasan, 2014). The flow of sending and receiving messages is carried out through a network whose relationship is based on formal rules.

Furthermore, below is the Lasswell Communication Model to explain the communication process. In this model, the delivery of messages by communicator to the communicant through the media that creates by answering 'Who Says, What, In Which Channel, To Whom, With What Effect' (Ekawati, 2019). Every time a message or information is delivered, it will definitely produce consequences, whether positive or negative. Even though it still focuses on defining the message medium in a broader sense, namely mass media, the theory put forward by Lasswell only concludes the theory of one-way communication, so that the reciprocal communication is undefined.
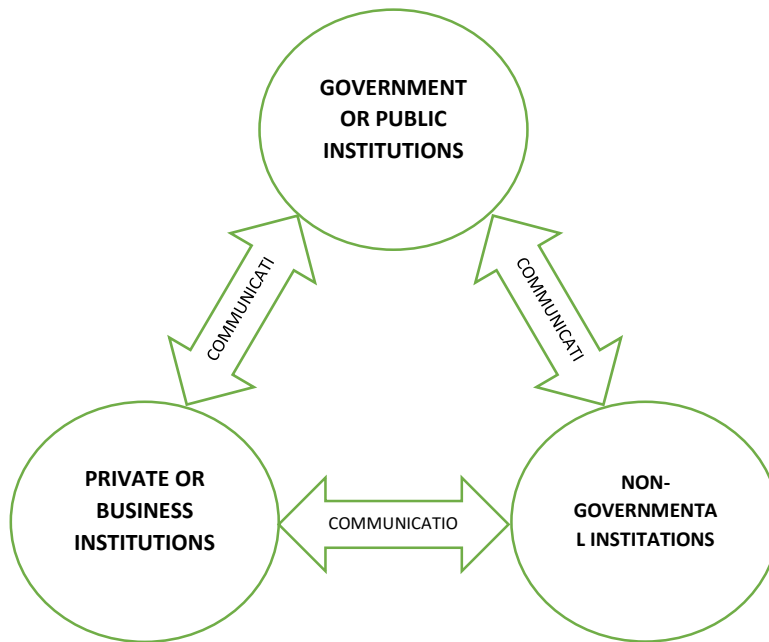
LASSWELL'S COMMUNICATION MODEL

WHO COMMUNICATOR	SAYS WHAT MESSAGE	IN WHICH CHANNEL MEDIUM /CHANNEL	TO WHOM COMMUNICANT	WITH WHAT EFFECT? EFFECT

Scheme 1: Organizational internal governance communication model

@PemkotJogja (PR, DISKOMINFO) COMMUNICATOR	Information related to waste problems in Piyungan Landfill MESSAGE	Twitter MEDIUM /CHANNEL	Audience on Twitter (especially the people of Yogyakarta City) COMMUNICANT	Positive or Negative Responses from Communicant EFFECT

Scheme 2: Organizational internal governance communication model (implemented according to this case)

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**Source: Komunikasi Pemerintahan: Mengirim dan Menerima
Informasi Tugas Dan Informasi Publik (Silalahi, 2004)**

Scheme 2: Organizational external governance communication model

Achieving a government communication target requires an appropriate strategy. According to Stilman in Abidin (2016), government communication can run effectively and on target, the government as the main actor must do the following:

1. Appropriate use and selection of language (adjusted to the communicant).

2. Use media and channels by considering the expected results and impact.

3. Minimize or try to eliminate government communication barriers.

1.6.2. SOCIAL MEDIA

Quoting from the definition according to the McGraw Hill Dictionary in Watie (2011), social media is a tool used by people to interact with each other by creating, sharing and exchanging information and ideas in a virtual network and community. According to Rizky (2015), the characteristics of social media are as follows:

a. Participation, encourage contributions and feedback from everyone in using it.

b. Openness, open through comments, voting features, and various information.

c. Conversation, allows conversations between users in two directions.

d. Community, forming communities and communicating effectively about various issues/interests.

e. Connectivity, through links to websites, information sources, and other users.

All types of well-known social media continue to grow and develop along with the discovery of their new features. In the context of government communications where the need for the presence of social media is also increasing, choosing the type of media to carry out their interactions with the public must also be ideal. The following are several types that are often used in terms of social media as a communication tool:

1. *Social networks*, help users communicate with each other by exchanging information, images, audio and video. Examples of social networks are Facebook, Instagram, Twitter, and TikTok. People tend to trust social media more than official government sites because of its convenience, according to a survey by the Katadata Insight Center (KIC) in 2020. However, this is contrary to the results of Andhini Hastrida's research in her journal entitled Government Social Media Management Process Benefits and Risks (2021) which shows the level of interaction between public and government on social media is still low, which is possible because the government does not focus on what the public needs and its impact but only focuses on conveying things that they have done or are currently working on.

2. *Media Sharing Network*, allows users to share visuals with each other like YouTube. Even though it is more communicative, when communication is hampered by the internet, which is sometimes slow, the information seems boring

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so it is not effective in terms of time and the effectiveness of conveying the information.

3. *Blogging*, taking from Social Science LibreTexts, a blog is a platform for writing about whatever the communicator wants, like WordPress and Medium. In the context of government communication, blogging can take the form of an official government website that contains structured information and data. Even though you can convey very detailed information through writing, people's interest in reading tends to be low, making this type of social media which mostly takes the form of writing less than ideal for the public to be interested in and reach out to.

Quoting an explanation from Rulli Nasrullah (2015), the functions of social media are as follows:

a. Expanding human social interaction via the internet network.

b. Able to produce dialogic communication between multiple audiences.

c. Transforming humans from initially only being users of message content to becoming message creators themselves.

d. Create personal branding for entrepreneurs or the public.

e. As communication media

In general, the main goal of social media in the world of self-government is to utilize social media technology in the public sector so that work processes are more transparent and easily accessible (Khan, 2017). Social media is also an effective means for governments to increase citizens' trust by increasing their perceptions of government transparency and participativeness through the messages they convey (Song & Lee, 2016). Participatory government communication means a form of government that seeks to accommodate various aspirations that arise in society in the decision-making process

(Amer et al., 2022), which in this case can actually be realized in the process of utilizing social media.

1.6.3. TWITTER

Twitter is an ideal forum to be used as a centralized place to accommodate information, ideas, and even from the activities of other users. Twitter users can take advantage of the features it contains, such as:

a. *Followers and Following.* Twitter users who follow an account will receive updates from the account they follow and will appear on the main page.

b. *Direct Message.* With Twitter is also possible to send private messages between users who follow each other or not.

c. *Twitter Search.* One of the most powerful features of Twitter is that it makes it easy for users to search for specific profiles by writing keywords.

d. *Trending Topics.* Consists of ten topics that are frequently discussed on Twitter at any given time.

Twitter is a social media that can help its users to post any statement at any time and from anywhere in 280 characters including spaces and punctuation. That micro-blogging activity on Twitter is interactive because it can create conversations that anyone can participate in. It is ideal for obtaining data because it can create a micro-blog site and obtain responses from thousands of participants (Batey, 2010). Using Twitter search engines or feature to measure the most frequently used keywords, or through trackable hashtags are definitely necessary tools in researching information.

1.7. CONCEPTUAL DEFINITIONS

Conceptual Definition is an understanding as well as a brief description of the concept used and is the main focus. The conceptual definition is intended as a clear description to avoid

misunderstandings regarding the meaning and limitations of the terms in the main problem. The conceptual definition in this research is:

CONCEPT COMPONENTS	CONCEPTUAL DEFINITION
Government Communication	The process of conveying government ideas, programs and ideas to the community in order to achieve state goals
Social Media	Media used by humans to socialize and interact with each other without any limitations of space and time.
Twitter	An online social networking service that allows users to send and read text-based messages of up to 280 characters, upload images and videos (known as a tweet) which make it easier for users to exchange information quickly.

Source: Adapted from Theoretical Framework

1.8. OPERATIONAL DEFINITIONS

An operational definition is a definition that states a complete set of instructions or operations about what to observe and how to observe it. The scope of the operational definition in this research is how the government communication process exists on Twitter social media.

VARIABLE	INDICATORS
Government Communication	1. Source (individuals or groups who become communicators) 2. Channel (medium to convey message) 3. Message (the idea of the information) 4. Communicant (who receives the message) 5. Effect and Feedback (positive or negative response from communicant)

Source: Adapted from Theoretical Framework

1.9. RESEARCH METHODOLOGY

1.9.1. TYPE OF RESEARCH

This research uses qualitative methods and approaches, which according to Moleong (2017) qualitative research is research that intends to understand phenomena that exist in research subjects such as perceptions, actions and so on, descriptively in the form of words and language, in a special natural context by utilizing various natural methods. Qualitative research is more concerned with the process rather than the results obtained because the relationship between the parts being researched will be much clearer if observed in the process (Fairus, 2020).

1.9.2. DATA TYPE

The research data used some messages (known as a tweet) from the Yogyakarta City Government Twitter account with the username @PemkotJogja. The author uses secondary data, which according to Sugiyono (2018) is a data source that does not directly provide data to data collectors, but can be done through documents or other people that will become the main data source with the consideration that the data is valid with a clear source.

1.9.3. DATA COLLECTION TECHNIQUE

1.9.3.1. DOCUMENTATION OR DIGITAL OBSERVATION

Researchers document in depth the data obtained through data collection which will make it easier for researchers to explain the problem being studied. The documentation technique was carried out directly using the Twitter account @PemkotJogja where researcher collecting the data (tweets) from 2019-2024 that only related to the information about problems regarding the Piyungan Integrated Waste Management Site. Furthermore, researchers used Ncapture as a starting point to retrieve data from Twitter (X) which will be distributed to NVivo 12 Plus.

1.9.4. ANALYSIS UNIT

In this research, the unit of data analysis is a social media account which is used as a source of research information, namely a Twitter account from the Yogyakarta City Government (@PemkotJogja) as a source of information. The author choose Twitter because when compared to the well-known social media such as Instagram, which also has a large number of followers, the Yogyakarta City Government via

its Twitter uploads topics related to this research more often. Meanwhile, on Instagram, there are only a few related topics but the topic of the post is more inclined to the event being held.

1.9.5. DATA ANALYSIS TECHNIQUE

Data analysis in this research uses NVivo12 Plus software, which is qualitative software to help analyze and translate social media data using the NCapture feature and display it into structured results. Researchers use the Qualitative Data Analysis (QDA) model which in short is a content analysis model to evaluate patterns (for example, words, phrases, or images) and the frequency of ideas shared or discussed how many times keywords are mentioned on Twitter as a source of communication (Woolf & Silver, 2018).