

Communicating the Crisis: Study on the Local Government's Twitter Accounts During the Covid-19 Pandemic in Indonesia

Farisha Sestri Musdalifah, Annada Nasyaya, Anang Dwi Santoso

Universitas Sriwijaya

Email: farishasestrim@fisip.unsri.ac.id

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Abstract

Along with the increasing number of victims of COVID-19, the amount of information requested by the public on social media also continues to increase. The emergence of various hoaxes that can influence individual behavior is also an urgent reason for the government to come and contribute. Although the urgency of the government's presence on social media at the time of the COVID-19 pandemic has been recognized, not many studies have looked at this presence, especially whether their presence is beneficial. For this reason, the goal to be achieved in this research is whether local governments provide sufficient and appropriate information required by the Indonesian during the pandemic. This study analyzes the Twitter accounts of local governments in Indonesia that have implemented Large-Scale Social Restrictions (PSBB) by taking tweets for content analysis and replies, retweets, and likes, to see the stakeholder engagement index (SEI). The results of this study indicate that information about reporting on the situation is the content most commonly shared by local governments through their Twitter accounts. The findings also show that the Tangerang Regency Government Twitter account has the highest Stakeholder Engagement Index, indicating the high level of public participation in information shared by the government through Twitter social media accounts. Academically this research fills the gaps between communication streams in crises by providing the need for and availability of information that, in practical terms, can be used to guide the creation of social media content during a pandemic.

Keywords: COVID-19, Crisis Communication, Big Data, social media, Twitter, Local Government

INTRODUCTION

Practitioners and academics have recognized the existence of social media as a communication channel that complements traditional channels (Houston et al., 2015; Takahashi et al., 2015). In crises, communication channels have an essential role in various stages of a disaster from mitigation, preparedness, emergency response to recovery (Keim & Noji, 2011). It is because effective communication will reduce the impact of a crisis and, conversely, ineffective communication will exacerbate the impact of the disaster (J. Houston, 2012; J B Houston et al., 2014). Even the negative impact of a crisis often occurs due to the ineffectiveness of

disaster communications (Benny et al., 2018). Therefore, developing effective communication is one of the top priorities in crises.

In crises, the presence of social media is essential to capture and explain the crises, make public decisions, and take appropriate action (Lindsay, 2011; Liu et al., 2016; Shih et al., 2015). Therefore, social media has finally gained a place as a complementary media in crises. Several studies have proven the function of social media, particularly in crises, including raising disaster awareness (Bruns, Burgess, Crawford & Shaw, 2012; Takahashi et al., 2015) and coordinating aid collection and distribution (Kumar, Barbier, Ali Abbasi, & Liu, 2011). Another benefit of social media is to be a platform for individuals to understand the situation around them and for people in the world to be involved in disaster management efforts (Taylor, Wells, Howell, & Raphael, 2012).

In 2020, the world has been shocked by the spread of the Coronavirus Disease 2019 (COVID-19) outbreak. This virus continues to experience a high number of increasing spread, resulting in many countries being infected. Based on this, the World Health Organization (WHO) raised the status of this virus to a Global Pandemic in March 2020. The COVID-19 pandemic as a crisis requires the presence of the government as the party that provides credible, fast, precise, and accurate information (Hua & Shaw, 2020; Pulido et al., 2020). It is crucial because the spread of the disinformation infodemic is projected to be as fast or even faster than the virus itself. Much misinformation regarding the diagnosis and treatment of COVID-19 has left the public and healthcare providers confused. This is also due to the lack of research results and information dissemination regarding COVID-19 (Shereen, Khan, Kazmi, Bashir, & Siddique, 2020). This indirection also, in turn, reduces compliance with home quarantine and physical isolation (Radecki & Spiegel, 2020). In addition, the absence of authorities in generating credible information makes the public to independently learn more about the disease. Therefore, this situation requires a complete guarantee of the correct flow of information during crisis, especially from the government.

From the government side, understanding the needs of the information of the public during the COVID-19 crisis is useful for determining priorities for information that must be immediately provided so that it can ultimately be used to minimize and reduce worries, panic, fear, and anxiety of the public (Chen et al., 2020). Another reason is that the government can also intervene in people's understanding so that it can shape their behavior in responding to crises (Radecki & Spiegel, 2020). The most essential aspect is that the government can obtain this information to provide policies and public services that are sensitive to their needs (Bellström Magnusson, Pettersson, & Thorén, 2016; J. Brian Houston et al.,

2015). Social media provides the most efficient method of the crisis principle of “telling it all, telling it now, and telling the truth”- as well as sharing information broadly and fast (Graham et al., 2015).

Although the urgency of the government's presence on social media during the COVID-19 pandemic has been recognized, not many studies have looked at this presence, particularly whether its presence is thoroughly beneficial. This is because citizens' expectations are a major consideration for local government activities (Avery & Graham, 2013). Therefore, an understanding of citizens' expectations of government social media is a strong indicator of its use and importance in government.

Academically, this research filled the empty space between communication flows in crises. Instead of following the existing flows of the organizations and the individuals, this study used both to obtain a more complete picture of communication during the COVID-19 pandemic. Local governments are often on the front lines of a crisis (Graham et al., 2015), so an evaluation of the extent to how local governments optimize the use of social media in response to COVID-19 crisis situation and what kind of information they share is very important. Practically, this study produced a series of categories that can guide the communication practitioners of the government in providing the information needed by the public and the way to provide that information effectively. In this case, this research will further explore the information shared by local government's social media account in Indonesia, especially Twitter.

There were main questions and supporting questions to be answered in this study. The main question was “Does the local government provide information according to what is needed by the public during the COVID-19 pandemic?” Meanwhile, this study also asked supporting questions including How do the governments use their social media to share information about COVID-19? and Which local government Twitter account gets high engagement?

Literature Review

The term disaster communication is relatively new (Benny et al., 2018). In studies, it is often used interchangeably with crisis communication and risk communication although they are different (J. Houston, 2012; J B Houston et al., 2014). Crisis communication focuses on organizational strategy in protecting the organization's image during a crisis (Acar, 2011). Meanwhile, risk communication is about efforts to influence the knowledge, attitudes, and behavior of individuals towards a risk (Lundgren & McMakin, 2009). Houston et al. (2014) assumed that disaster communication is composed of risk communication and crisis

communication because it talks about the organization's strategy to deliver disaster warnings and influence individual behavior.

Initially, disaster communication was mostly conducted through traditional media like radio, television, and newspapers (Takahashi et al., 2015). Delivering disaster information through these media encountered many challenges because the messages are created by one source and disseminated to the public, giving a small opportunity for community participation (Keim & Noji, 2011). Social media comes with a variety of features to overcome the shortcomings of traditional channels. Compared to traditional channels, social media can reach a wider audience and promote interactivity among its users. Besides, there are benefits from social media in the midst of a crisis, such as dissemination of information in real time, raising the situational awareness, and community support (Santoso, 2019).

The use of social media in crises, although promising various benefits, undeniably has many obstacles. Several studies admitted that the government's social media remains a complementary channel for disaster information, and therefore, its presence on social media is not a mandatory action (Chen et al., 2020). Several governments are on social media, but only a few actively promote dialogical communication by considering the public as an active object (Bonson, Royo, & Ratkai, 2017). Some studies even extremely stated that there is no dialogical communication between the government and the public in a crisis as indicated by limited comments and inadequate dialogue (Martín, de Rosario, & Caba Pérez, 2015). From the community side, the issues of the digital divide (Xiao, Huang, & Wu, 2015) and hoax news (Orso, Federici, Copetti, Vetrugno, & Bove, 2020) remain intense during crises. Regarding the digital divide, social media is considered unable to reach all levels of society. Meanwhile, hoax news has been able to encourage people to commit wrong behaviors that endanger their lives (Radecki & Spiegel, 2020).

Driven by the massive adoption of society and organizations, social media starts to get the attention of academics from various disciplines. As far as we observe, the research flows on the use of social media during a crisis is divided into two, including institutional and individual. The first flow contains studies discussing the use of social media by the government (Chen et al., 2020; J. Brian Houston et al., 2015), journalists (Ewart & McLean, 2019), government officials (Santoso, 2017), NGOs (Mauroner & Heudorfer, 2016), etc. They are present in critical situations to provide information, observe public behavior and opinion, control and suppress rumors, and mobilize the flow of resources. This flow receives criticism because it is considered in line with the audience's idea of being a passive recipient of information. In fact, social media has shown different uses by positioning

individuals as producers and distributors of the information. It then leads to the emergence of the second flow, which is the flow of individual use of social media (Takahashi et al., 2015)

Prompted by the media richness theory, several researchers developed a framework for understanding government communication patterns. In general, this theory emphasizes the potential information content of communication media emphasizing the ability to promote shared meaning (Fulk, Steinfield, Schmitz, & Power., 1987). The assessment criteria of this theory can be in the form of timeliness of feedback, various kinds of clues, diversity of language, and personal focus (Ishii, Lyons, & Carr, 2019). Currently, social media users are carrying out various strategies to obtain high engagement, for instance by choosing a particular language, using images or videos, hashtags, and so on. More specifically, we argue that in a situation like this, the government will communicate more about the COVID-19 disaster and public policies and services. Therefore, we combine frameworks that have been previously created by Bellström, Magnusson, Pettersson, & Thorén (2016); Houston et al. (2015); and Takahashi et al. (2015) to investigate communications by the government and for the government (from the public).

Table 1. Content shared by government and society

No.	Categories
1.	Educating the public
2.	Promoting activities
3.	Socialization of policies/programs
4.	Socialization of public services
5.	Information on public service disruptions
6.	Asking for help
7.	Information on disaster situations
8.	Coordinating aid collection
9.	Grief
10.	Providing criticism and suggestions

Sources: Bellström, Magnusson, Pettersson, & Thorén (2016); Houston et al. (2015); and Takahashi et al. (2015)

We also calculate engagement from government tweets using the stakeholder engagement index (SEI). Bonsón, Royo, & Ratkai (2015) proposed a valid formula for identifying stakeholder involvement in a social media account. This study used this formula by observing the data in each account to measure the stakeholder engagement index. Before getting the SEI, we will first measure P3, C3, and V3. P3 measures the popularity of Twitter accounts by considering the average number of likes per tweet. C3 measures the level of commitment from followers by considering the average number of comments per tweet. Meanwhile, V3

measures the virality of an account by considering the average number of shares per tweet. Finally, adding P3, C3, and V3 will produce SEI. A detailed explanation of the formula can be found in table 2.

Table 2. Stakeholder engagement index (SEI)

Concept	Symbol	Formula	Details
Popularity	P1	Post 'liked' / total post	Proportion of posts with 'likes'
	P2	Total 'likes' / Total posts	Average 'likes' per post
	P3	(Post/Tweets/number of followers) x 1,000	Popularity of posts among followers
Commitment	C1	Posts with comments / Total posts	Proportion of posts with comments
	C2	Total comments / Total posts	Average comments per posts
	C3	(C2 / number of followers) x 1,000	Followers' engagement
Virality	V1	Posts shared / total post	Proportion of shared posts
	V2	Total shared / total posts	Average of posts shared
	V3	(V2 / number of followers) x 1,000	Virality of posts among followers
Engagement	E	P3+C3+V3	Stakeholder engagement index (SEI)

Source: (Bonsón et al., 2015)

METHODOLOGY

To achieve our research objectives, we use a multiple case study design that is suitable for understanding contemporary and complex social phenomenon (Yin, 2014), by performing content analysis of the use of Twitter in cities and regencies in Indonesia that have implemented Large-Scale Social Restrictions (PSBB). We will observe social media belonging to the local government. The selection of local government is based on the reason that local government is an interesting subject in social media studies because the decisions made directly affects the public so that the tradition of community participation is easily found at the local level (Bonsón, Torres, Royo, & Flores, 2012; Mossberger, Wu, & Crawford, 2013). This section contains research samples, the data collection process, and data analysis.

Samples

Cities/districts that will be part of this research are those who already have Large-Scale Social Restrictions (PSBB) status in Indonesia. This assumes that cities/regencies experiencing PSBB are appealing to study because they are experiencing more severe COVID-19 problems than other cities and regencies. Meanwhile, Twitter is chosen because Twitter is a social media that has been massively adopted by both local governments and the community and is designed

to highlight interactive communication among its users (Martín, de Rosario, & Caba Pérez, 2015).

Data Collection

Social media searches will be carried out in two ways, including by going to the official website of the regional government or directly searching in the search column on Twitter. The data collection process will be carried out using Python assistance. Data will be taken from January 1 to June 1, 2020, because each city/regency in Indonesia may have a different awareness of COVID-19. The data we will collect includes tweets, replies, comments, likes, and retweets. The Tweet will then be coded as shown in Table 1, while the other data will be entered into the formula as shown in Table 2.

Table 3. Cities, Accounts, and Tweets about COVID-19

Province/City/Regency	Username	Number of Tweets about COVID-19
Depok City	@pemkotdepok	474
Tangerang Regency	@PemKabTangerang	57
DKI Jakarta Province	@DKIJakarta	348
Bandung City	@HumasBdg	246
West Java Province	@humasjabar	466

Encoding and reliability

To ensure data reliability, coding and analysis will be carried out in three stages (Bellström, Magnusson, Pettersson, & Sören, 2016). The first stage is to assign the first author to do the initial loop coding using the guidelines from Table 1. The second author will separately code the second loop in the same way. The first and second authors will then discuss how to match the coding results. The different results become the subject of discussion until finally finding an agreement between the two. The last round of coding will be carried out by the third author of this research, whose job is to make sure the tweets are coded appropriately.

RESULTS AND DISCUSSION

About Large-Scale Social Restrictions in Indonesia

Large-Scale Social Restrictions (*Pembatasan Sosial Berskala Besar / PSBB*) are restrictions on activities for residents in an area to prevent the possibility of spreading the COVID-19 outbreak in Indonesia. The Large-Scale Social Restrictions regulation is stated in the Government Regulation of the Republic of Indonesia No. 21 of 2020 concerning Large-Scale Social Restrictions in Accelerating the Handling of Corona Virus Disease 2019 (COVID-19). Based on this Government Regulation, not all regions in Indonesia can implement the Large-Scale Social Restrictions policy. The criteria for a city to be able to implement Large-Scale Social Restrictions are to have a significant increase and spread of the number of

cases and/or the number of deaths due to the disease, and there are epidemiological studies with similar incidents in other regions or countries. Large-Scale Social Restrictions include, among others; dismissal of schools and workplaces, restrictions on religious activities, restrictions from conducting social and cultural activities that have the potential to create crowds, public transport restrictions, and restrictions on activities in public places or facilities.

Tweets about COVID-19 by Local Government's Twitter Account

This section contains the information provided by local governments that enacted the Large-Scale Social Restrictions. Explanations are given per region to determine the information characteristics of each location.

Table 4. Covid-19 Information provided by Depok City's Twitter Account

Category	Percentage
Marketing Events	29,96%
Service Information	29,75%
Educating Citizens	16,24%
Reporting on the situation	12,87%
Public Policy	4,22%
Public Service	3,38%
Expressing Well Wishes and Memorializing	1,90%
Coordinating Relief Efforts	0,84%
Requesting Information from Citizens	0,63%
Requesting Help	0,21%

Based on the Table 4, there were various kinds of information provided by the Depok City Government Twitter account, including marketing events, service information, educating citizens, reporting on the situation, public policy, public service, expressing well wishes and memorializing, coordinating relief efforts, requesting information from citizens, and requesting help. Of the various kinds of information, the Depok City Government Twitter account mostly contained service information, marketing events, and educating citizens. The account provided a lot of information about the activities carried out by the government to disseminate information on preventing the spread of the virus to the public, such as distributing free masks, spraying disinfectants in people's homes and public facilities, including worship places, schools, and traditional markets. The Depok City Government in its tweets also informed the activities carried out by the COVID-19 Task Force during the pandemic, which collaborated with many relevant stakeholders in providing social assistance to prevent the spread of the virus. The government also educated citizens by providing information from

doctors to improve hygiene and maintain immunity to avoid viruses. Meanwhile, the information that the Depok City Government Twitter account that rarely provided was requesting help.

Table 5. Covid-19 Information provided by Tangerang Regency's Twitter Account

Category	Percentage
Reporting on the situation	40,35%
Marketing Events	19,30%
Service Information	19,30%
Public Policy	8,77%
Expressing well wishes and memorializing	7,02%
Educating Citizens	5,26%

Based on the Table 5, there are various kinds of information provided by the Tangerang Regency Government Twitter account, including reporting on the situation, marketing events, service information, public policy, expressing well wishes and memorializing, and educating citizens. Of the various kinds of information, the Tangerang Regency Government Twitter account mostly contained reporting on the situation with a percentage of 40.35%. The account provided several clarifications to social media users regarding the spread of hoax information that was widely circulating on social media, which contained data on patients with COVID-19 and the chronology of patients who died from the virus. In its Twitter account, the Tangerang Regency Government also provided a lot of information related to the activities carried out by the government to prevent the spread of the virus. Meanwhile, the information that was rarely shared by the Tangerang Regency Government Twitter account was Educating Citizens.

Table 6. Covid-19 Information provided by DKI Jakarta's Twitter Account

Category	Percentage
Social Assistance of COVID-19	27,87%
Educating Citizens	17,53%
Reporting on the situation	16,95%
Service Information	14,08%
Marketing Events	5,75%
Coordinating Relief Efforts	5,46%
Expressing well wishes and memorializing	4,89%
Public Policy	4,02%
Contact Center	1,72%

Based on the Table 6, there were various kinds of information provided by the Provincial Government of DKI Jakarta Twitter account, including social assistance of COVID-19, educating citizens, reporting on the situation, service information, marketing events, coordinating relief efforts, expressing well wishes, and memorializing, public policy, contact center, and providing mental counseling. Of these various kinds of information, the DKI Jakarta Provincial Government Twitter account mostly shared information containing social assistance of COVID-19 and educating citizens during the PSBB period. This social assistance of COVID-19 is information related to providing social assistance to people affected by COVID-19.

A tweet explained the mechanism for distributing social assistance to residents who are vulnerable to COVID-19, the criteria for social assistance recipients, the schedule for distribution of assistance and information if the residents do not receive the social assistance. The government also educated the public a lot about the COVID-19 virus, the use of proper masks, prevention and spread of virus transmission, protecting children from the virus, independent isolation and other information related to this virus. The tweets of the DKI Jakarta Provincial Government also informed that there were several changes to public services that were usually carried out face-to-face and can now be done using an online application. Meanwhile, although information providing mental counseling was rarely shared by the Provincial Government of DKI Jakarta Twitter account, during this pandemic, the Provincial Government of DKI Jakarta is one of the local governments that provided counseling services with psychologists for the community through the Sahabat Jiwa application developed by the government.

Table 7. Covid-19 Information provided by Bandung City's Twitter Account

Category	Percentage
Reporting on the situation	68,29%
Coordinating relief efforts	10,16%
Expressing well wishes and memorializing	6,91%
Service information	5,69%
Educating Citizens	5,28%
Marketing Services	2,03%
Marketing Events	1,63%

Table 7 is the distribution of information provided by the Bandung City Government Twitter account. Based on the table, there are various kinds of information provided by the Bandung City Government Twitter account, including reporting on the situation, coordinating relief efforts, expressing well wishes and memorializing, service information, educating citizens, marketing services, and

marketing events. Of these various kinds of information, the Bandung City Government Twitter account mostly provided information on reporting on the situation, where the information contained reports on the current situation both in the local and national scopes. In its tweet, the Bandung City Government also invited many residents to increase solidarity among Bandung residents to help each other. Residents were also asked not to give a negative stigma to COVID-19 patients. Meanwhile, the information that was rarely provided by the Bandung City Government Twitter account was Marketing Events.

Table 8. Covid-19 Information provided by West Java's Twitter Account

Category	%
Reporting on the situation	41,85%
Educating Citizens	25,97%
Coordinating relief efforts	12,66%
Expressing well wishes and memorializing	11,16%
Service Information	5,15%
Marketing Service	3,00%
Marketing Event	0,21%

Table 8 is the distribution of information provided by the West Java Provincial Government Twitter account. The table shows that various kinds of information were provided by the West Java Provincial Government through its Twitter account, including reporting on the situation, educating citizens, coordinating relief efforts, expressing well wishes and memorializing, service information, marketing services, and marketing events. Of the various kinds of information, the West Java Provincial Government Twitter account mostly provided information on Reporting on the situation, where this information contained reports on the current situation related to the COVID-19 Pandemic in the local and national scope.

The West Java Provincial Government also informed several applications made for residents such as the application of the information and coordination center of West Java (*Pikobar*) which was launched to become a forum for West Java residents to find out the information needs for COVID-19 and the program of <http://Se.Me> di *Ruang Tengah* which was a cooperation program with several related stakeholders. This program was useful for residents of West Java to be able to share stories and complaints during the self-quarantine process and undergo Art Psychotherapy. Meanwhile, the information that was rarely provided by the West Java Provincial Government Twitter account was Marketing Events. When compared with data from other government accounts, the West Java Provincial Government Twitter account provided more educational information

for the public. This was proven from the percentage of information related to educating citizens (25.97%) which ranks second after reporting on the situation.

Besides describing the use of Twitter during the COVID-19 crisis, this study also measures the Stakeholder Engagement Index (SEI) of the Twitter accounts of each local government that enacted the PSBB. This SEI was used to measure community involvement in information shared by the governments through their social media accounts. The following is a table of the SEI measurement results from the Twitter accounts of each local government:

Table 9. Stakeholder Engagement Index of the Twitter Accounts

	DKI Jakarta	Depok City	Tangerang Regency	Bandung City	West Java
P3	0,20	0,15	0,81	0,06	0,21
C3	0,01	0,06	0,73	0,01	0,02
V3	0,09	0,15	0,39	0,04	0,18
Engagement	0,30	0,36	1,93	0,11	0,41

Table 9 shows that the Twitter account with the highest engagement is that of the Tangerang Regency Government with an engagement score of 1.93. It shows that the Tangerang Regency Government Twitter account has high public participation in the information shared through Twitter related to the COVID-19 disaster. This can be influenced by the tweets that are shared by the Tangerang Regency Government Twitter account which is more interactive so that the followers are interested in responding to the shared tweets.

DISCUSSION

This research looked at how local governments provide information on the social media of Twitter during the COVID-19 pandemic. To answer this, this study also examined how the governments used their social media to share information about COVID-19 and what content or tweets get high engagement. This engagement was measured through the SEI (Stakeholder Engagement Index), which is the sum of the popularity of posts among followers, followers' engagement, and virality of posts among followers.

During the Large-Scale Social Restrictions of the COVID-19 pandemic in Indonesia, it was found that in general, the government used Twitter accounts to share information about reporting on the situation, marketing events, educating citizens, coordinating relief efforts, even expressing well wishes and memorializing. Based on this information, tweets about reporting on the situation

were the most common content shared by the government. These tweets contained the latest information and reports about the community in the PSBB during the COVID-19.

When compared to each region that enacted the Large-Scale Social Restrictions, there were variations in the information shared via the social media of Twitter. On the Depok City Government Twitter account, the most widely shared information was marketing events and service information. Meanwhile, on the Twitter accounts of the Tangerang Regency Government, the Bandung City Government, and the West Java Provincial Government, the most widely shared information was about reporting on the situation. Meanwhile, the most frequently circulated shared information by the DKI Jakarta Provincial Government as social assistance of COVID-19 and educating citizens during the Large-Scale Social Restrictions period. This variation can depend on the number of positive cases of COVID-19 and the capacity of the government from each region that enacted the PSBB.

In line with Chen et al's (2020) statement, social media remains a complementary channel in conveying information about disasters. Therefore, the existence of social media is not mandatory. Its presence is expected to be an interactive communication channel between the government and the community, particularly during the crisis of the COVID-19 outbreak. In addition, social media is a communication channel that can convey information quickly.

The variety of information uploaded by the governments through their Twitter accounts shows that each regional government during the Large-Scale Social Restrictions period continued to strive to share information in the form of reporting current situation, marketing events, educating, and coordinating assistance. Here, there is a difference between sharing information through mass media and social media, especially Twitter. In the mass media, the information shared is secondhand reporting information. Meanwhile, the information shared through Twitter is more direct and interactive so that it tends to be more effective, particularly for information related to disaster relief coordination. This is in line with the results of research by Takahashi et al. (2015) which stated that Twitter (the non-traditional media) is used for traditional purposes, such as coordinating aid for the community in the midst of the COVID-19 disaster crisis.

Social media is different from mass media, where the former is more interactive. The presence of the Twitter accounts used by the Regional Governments in Indonesia can be a bridge between the government and the community, especially during the COVID-19 pandemic. In line with the statement of Bonson et al. (2015), the involvement of social media users as a community on social media

pages indicates the openness and the transparency of information from the local government to the community. People prefer interactive communication between the government and its citizens. Therefore, the high number of SEIs from the Tangerang Regency Government Twitter account shows that the public considers the openness and transparency of information from the government and interactive communication via social media during the COVID-19 pandemic disaster. Therefore, local governments through their social media accounts must also encourage transparency through information shared so that the public can trust and the communication between the government and the community becomes more effective during the COVID-19 pandemic crisis.

CONCLUSION

This research described the use of social media of Twitter by the Regional Governments which imposed the Large-Scale Social Restrictions during the COVID-19 pandemic crisis in Indonesia. Through Twitter, the local governments shared the information needed by the community. This information included reporting on the situation, marketing events, educating citizens, coordinating relief efforts, expressing well wishes and memorializing. The results showed that information about reporting on the situation was the content most shared by the government, in addition to other information. In contrast to sharing information through mass media, social media looks faster and more interactive as a sharing platform for information related to the COVID-19 pandemic crisis. This platform allows the government to coordinate aid and can be responded to directly by the Twitter user community. Based on the findings, it appears that the Tangerang Regency Government Twitter account had the highest Stakeholder Engagement Index. It indicates the high level of public participation in the information shared by the government through Twitter accounts.

This study certainly had drawbacks. The collection and analysis of data through social media carried out in this study had a time limit, where the tweets were only collected during the period when the PSBB (Large-Scale Social Restrictions) was imposed, from January to June 2020. Until December 2020, more and more regions in Indonesia are implementing Large-Scale Social Restriction to break the chain of COVID-19 transmission. In the future, it is hoped that further studies will deepen the analysis of what kind of information or content gets high engagement on social media. It also relates to the presence of elements such as photos, hashtags, and links contained in the post.

Besides, further research is expected to examine more deeply the factors that lead to high engagement with local government Twitter accounts, related to demographic, geographic, and the number of positive cases of COVID-19 in the

area, thus forming a more conceptual and theoretical model of the use of social media during a disaster. It is also necessary for future studies to explore this topic from a citizen's point of view to ensure that citizens' needs for information are fulfilled during a crisis. Lastly, various social media platforms such as Instagram or Facebook can be used in future research.

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