

# Production management of digital content for social media in the department of communication and informatic Batang Central Java

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## ABSTRACT

Covid-19 impacts all sectors, not only the economic, social, cultural sectors but also affects the realm of communication and information. Department of Communication and Information of Batang Regency is one of the local government agencies to provide information services to the people of Batang Regency. With this pandemic, the Department of Communication and Information of Batang Regency is more focused on creating content about Covid-19. This study aims to examine the production management of social digital media content at Department of Communication and Information of Batang Regency. Using descriptive qualitative research by exploring observations at the office and collecting data from the Communication and Information Office of Batang Regency. This study looks at how the production process during the pandemic is limited and continues to run the production process by following health protocols. The content created by the Department of Communication and Informatic of Batang Regency contains messages related to health that are arranged interestingly and can be well received by the Batang people. In publishing content, the Department of Communication and Information of Batang Regency utilizes social media that is often accessed by the Batang Regency community, such as Instagram, Facebook, and YouTube. Before publication, the Department of Communication and Information of Batang Regency media center team continued to consult with the head of the field as the person in charge of content. Published content is infographics, vaccination news, and Public Service Advertisements (PSA).

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## 1. Introduction

2019 Covid-19 (Corona Virus Disease) is a variant of the virus that was first discovered in Wuhan, which spreads so fast and no cure has yet been found, so in a very short period of time, the virus continues to spread to almost all corners of the world (Chakraborty & Maity, 2020). Not to mention that Indonesia has become a place of contagion that spreads so quickly throughout the country (Abdulmunem et al., 2021). Covid-19 has succeeded in ravaging the political, economic, social, cultural situation and even the world of education (Pacheco, 2021). Students must carry out Distance Learning (PJJ), study and work must be carried out from home (Work From Home) WFH, especially for areas with red zones or levels 3 and 4, then teachers, office employees, must work from home one hundred percent at that level (Patanjali & Bhatta, 2022).

The global impact of this virus is becoming increasingly accurate and concerning. Covid-19 has become an epidemic that has been declared a global health emergency. This virus makes daily

activities hampered. Even quarantine may not prevent the spread of the Covid-19 virus (Atalan, 2020). With the statement above, the Indonesian government has implemented social distancing measures for the community (Hung et al., 2021). It provides principles of health protocols, such as the use of masks, washing hands/hand sanitizers, maintaining distance, increasing endurance, balanced diet, managing congenital diseases, and paying attention to vulnerable groups (Bashir et al., 2021). Preventing the spread of Covid-19 is not only completed with social distancing but also must be supported by the application of clean and healthy living behavior (PHBS) (Shimokihara et al., 2021). Even though in reality, many people do not comply with the health protocols set by the government during the Covid-19 pandemic (Kujariningrum et al., 2021).

In addition to having an impact on the economy, Covid-19 also affects the realm of communication and information (Lucia et al., 2021). This is also reinforced by research from Feri Indrasari and Ida Anggraini, which states that according to the understanding of crisis communication (Bilbul et al., 2020). Making an information crisis due to differences in the information submitted by the WHO (World Health Organization), which is considered by whom to be negligent in assessing information before it is submitted to the public (S Adi & Suwardana, 2021).

All human activities are prohibited and can only be done at home, including factory, industrial, business, educational, office, social, cultural, sports, and religious activities (Shongwe, 2020). People need enlightenment digital information that is clear and easy to understand. A wide variety of digital technologies are now available to complement and enhance work, learning, and public health strategies (Sri Rejeki, 2021). So far, technological advances have been considered insignificant and even dangerous, but in the face of the Covid-19 pandemic, today's technology has become important (Daniel, 2020).

Department of Communication and Information of Batang Regency as a local government institution is a means and a place to provide information services to the public, especially residents of Batang Regency (Chao et al., 2020). With the pandemic, all WFH communities are encouraged to carry out all activities from home (Goodell, 2020). This makes the Batang District Communication and Information Agency feel compelled to provide clear, accurate, and avoid hoax information to the public through social media so that people are not confused in responding to the emergence of the Covid-19 pandemic while still getting information even if only at home (Handayani et al., 2020).

According to Jessica Li, et al. in Hensher et al. (2021) mentioned that perhaps the most stressful stage of professional life for certain people, such as beginners (people with little WFH experience) it is a step of change that has not been done well before. Suddenly there is a change worldwide, and everyone is encouraged to participate in e-learning and online activities to complete WFH task-based activities (Tj & Tanurahrjo, 2020). Currently, communication and information technology forces everyone to participate and compete in mastering various applications so that it becomes easier to interact with other people (Dempster et al., 2022). Covid-19 information can be found on the internet in various formats (Sukmono & Junaedi, 2020). The internet crosses all dimensions of life, time, and space of users. Internet users have turned to social media to find out more information about Covid-19 (Junaedi & Sukmono, 2020).

Social media, which is now very popular among the public in various clusters, is considered the most appropriate media chosen by Kominfo Batang to promote the prevention and eradication of Covid 19. However, apart from using social media, Diskominfo utilizes various content through conventional media such as radio and news (Wardani, 2021). Currently, Instagram, Facebook, and Youtube are the most popular social media in Batang Regency (Ardiyanti, 2020).



Fig. 1. Posts and insights for Instagram account @Kominfobatang



Fig. 2. Facebook and youtube content posts @kominfobatang

Social media is a medium that allows everyone to interact and socialize and communicate without being hindered by space and time. Social media invites anyone to participate by contributing and giving feedback freely, openly, giving comments, and sharing information in a fast and unlimited time (Fadillah & Zhenglin, 2020). Social media followed the emergence of the internet with the development of information technology. Nowadays, everyone needs information to support their activities, so they try to access information as quickly as possible (Pelealu & Rahman, 2020).

## 2. Theoretical Framework

### 2.1. Content Management Production

Management is a decision-making process to plan, organize, manage, and control to achieve an organizational goal. In addition, production management is a decision-making process in producing goods or services in order to be on time, calculate the amount and save costs (Tack & Yu, 2021). Therefore, production and operations management examines decision-making in the production or operations function (Alshaketheep et al., 2020). According to Hisbuan and Melayu, management is a technique to achieve certain goals. Good management will facilitate the achievement of company, community and employee goals. Management elements can be improved by usability management (utility and usability) (Landman, 2018). According to Drotner & Schroder (2010), the process of planning, organizing, providing guidance or direction, and controlling or supervising is part of the role of management in coordinating all resources in order to achieve the goals or targets set.

In a broader sense, management is defined as organizational members working together to organize and utilize existing resources to meet organizational goals effectively and efficiently (Lysenko & Chernova, 2021). Management refers to how organizational members behave to achieve a common goal. In other words, the organization serves as a platform for the operationalization of management (Gold et al., 2001). Therefore, in an organization, there are important components that make up a management activity such as human elements (men), machines (machines), products (materials), money (money), markets (markets), and methods (methods). The six sections each have a goal and interact or influence each other to achieve organizational goals, especially the process of achieving goals effectively and efficiently (Gupta & Starr, 2020).

According to Peters et.al, content is the subject, type, or unit of digital information. Content can be in the form of images, text, graphics, sound, materials, reports, videos and others. Content is everything that can be controlled electronically (K. Peters et al., 2013).

According to Yanuar Nugraha, three important aspects can affect the production of content in the media. (1) how journalists get information and provide information that citizens need, (2) newsroom mechanisms that can affect content production where information is passed on to multiple authorities before being presented to the public, (3) unavoidable intervention, either from inside and outside the media. These three aspects can shape media content and create systems that influence how the media produces content (Aviv & Shamir, 2021).

## 2.2. Digital Media

The development of integrated digital media that is connected between networks has marked the presence of new media. Information and communication technology develops and presents the era of media convergence so that the emergence of new media, either directly or indirectly, changes the pattern of communication. New media have a significant impact on the existence of human life today, especially for internet users (B. Peters & Nielsen, 2013). The media can be studied in full, both in terms of position, characteristics, and roles in the environment and economic, political, social systems and places where the media are located (Pendakur, 2019).

Digital media is media that is presented in the context of mass communication available online on the internet (Vartanova & Gladkova, 2019). In general, online media is a text, photo, sound, and video type format contained in all media settings which can be interpreted as an online communication facility that can be accessed via the internet. While the notion of online media is specifically related to the notion of media in the context of mass communication (Burton & McQuail, 2021). Media is an abbreviation of mass communication media which has certain characteristics such as publicity and periodicity (Hawali & Cyrielle, 2020).

Digital media can be traced from Computer Mediated Communication (CMC). A founder of the Journal of Computer Mediated Communication, named Sheizaf Rafaeli is a theorist who can help in understanding CMC interactions. In a useful 1988 article, Rafaeli distinguished between reactivity, connectivity and interactivity (Annisa, 2021). Networks must have the role of a human interface, but they must also have an architecture that allows interactivity. Two-way communication does not in itself guarantee interactivity. Instead, exchange or action-reaction must develop into a relationship in which one utterance becomes the context for another utterance. Without this form of connectivity, relationships become circular. Such an interactive network, once formed, takes on its own history, and through such history, relationships are formed. Two-way communication does not in itself guarantee interactivity (McLeod & Pan, 2005).

The media that is widely used today has replaced conventional media causing an impact on its users, especially millennial children. Computer Mediated Communication has been discussed in the Handbook of Communication Science, revealing 6 things that accompany and are always related to social communication via the internet. According to Berger, Roloff, Ewoldse (in Gil de Zúñiga, 2012), (1) it is more likely that non-communicative expressions will decrease. -verbal that is typical in interactions through text and writing and lack of direct or face-to-face communication, (2) connecting with individuals who do not know the topic or with individuals who are indeed part of the topic of discussion, (3) describing themselves and others through complete anonymity, pseudonym, identification, or attempts to verify the quality of the other person, (4) time to communicate in asynchronous reply messages, (5) the potential audience to reach is far greater than the number of people in traditional communication, (6) can reply to messages "hidden" without messing up the message (Sternberg & Kostić, 2020).

## 3. Method

This research focuses on Instagram media production management of Department of Communication and Informatic in Batang Regency, Central Java Province, Indonesia. Accordingly, in-depth interviews will be conducted with the Head of Information and Public Communications, Puji Setiyowati; Sri Rahayu, Head of the Opinion Management and Media Relations Services section of Batang, and Rizqi Falaah Eka Roza, a member of the Media Center Team. Observations were carried out directly at the Batang Regency Diskominfo office by observing the production process directly. Document studies that will be carried out by looking at the results of production and research related to content on the official Instagram of Diskominfo Batang Regency.

This study uses qualitative data analysis techniques. According to Bogdan and Biglen in (Lexy J. Moleong, 2019), qualitative data analysis is an effort made with data, synthesizing, organizing data, choosing into manageable units, finding and looking for patterns, discovering what can be told to others. In the process of this model data, there are three processes, namely: a) Data Reduction, is a process, focusing on simplification, selection, transformation of "rough" data contained from written notes at the research site. Data reduction will run continuously as long as qualitative research activities take place, b) Data presentation is a group of structured information that provides the possibility of taking action and drawing conclusions, c) Drawing Conclusions in this process is creating an even conclusion or statement about a problem studied in the interactive nature and descriptive language (Moleong, 2017).

Data reduction and analysis was carried out after the data was collected. Qualitative or quantitative analysis can use data analysis. Quantitative in question is a number or numbers that can be used as descriptive data. Robert K. Yin defines analysis as consisting of, categorizing, tabulating, examining, testing, or recombining qualitative and quantitative evidence, to address the initial thrust of research (Zuccaro et al., 2019). Data analysis by categorizing the data and then organizing the data in four ways: building explanations, matching patterns, performing time series analysis, finding model logic. An additional technique, known as synthesis, is used to find repetition in cases when using multiple cases. The final product is a narrative that tells about the case, which allows the reader to fully understand the case that occurred (Pöttsch, 2012).

External validation in analytic generalization and reliability through protocol or case study sequence procedures. To ensure the validity of the data, triangulation was carried out (Pöttsch, 2012). It includes construct validity obtained through triangulation of various chains of evidence, sources of evidence, and checking of internal validity data obtained through the use of predefined analytical techniques such as pattern matching.

## 4. Results and Discussion

### 4.1. Digital Media Production Plan

In media production, there needs to be managed so that the goals are achieved as desired. It is because the audience's needs are increasingly diverse and not limited, while human capabilities are limited. Therefore, formal cooperation and interest are formed in an organization to divide tasks, work, and responsibilities.

The existence of Enforcement of Restrictions on Community Activities in Batang Regency makes the community need education and information, which of course, is related to the development of Covid-19. During the Covid-19 pandemic, digital media platforms were considered an effective means of conveying information. Therefore, as an institution that provides public information services, the Department of Communication and Informatic of Batang Regency maximizes and utilizes digital media platforms to provide information as socialization by creating content about Covid-19.



**Fig. 3.** Examples of Covid-19 daily data content and infographics in the @kominfobatang account (source: Facebook, Instagram, and Youtube @kominfobatang)

Content is the subject, type, or unit of digital information (Postigo, 2019). Messages about health communication are the subject in providing content that contains socialization and education about

health during a pandemic. Such as keeping distance, washing your hands, wearing a mask, and not being in crowds. To prevent the spread or transmission of the coronavirus, or Covid-19, in health during a pandemic. During the pandemic, the media center team, apart from direct discussions, also shared tasks and coordinated teams by utilizing online platforms such as Whatsapp. "Besides discussing it directly, we also carry out several production processes that are carried out online through the Whatsapp group, because during this pandemic the situation at the office is still changing following the policy on WFH and WFO from the government." (Rizqi Falaah Eka Roza, interview dated November 11, 2021).

#### 4.2. Digital Media Production for Social Media

The content creation process is the next stage after planning or pre-production. The media center team whose job is to publish the content for socialization, education, and providing information about Covid-19. The media center team also creates infographic content, coverage, and PSAs. The content is posted on the Department of Communication and Information Batang Regency's social media, such as Instagram, Facebook, and Youtube. "If the division of tasks is for digital content issues on social media, we have a media center team specifically tasked with creating and posting content on social media Instagram, Youtube, and Facebook of the Department of Communication and Informatic Batang, which we will upload according to the schedule." (Puji Setiyowati, interview on 11 November 2021).



**Fig. 4.** The production process carried out at the Batang Regency Diskominfo office while still adhering to health protocols

In the production of Public Service Advertisements, they used several processes. They are pre-production, production, and post-production. During pre-production, the Department of Communication and Informatic of Batang Regency did planning by looking for ideas for making story scenarios. They produce the best idea. In the search for ideas, all members of the IKP sector took part in providing ideas and preparing plans, such as finding shooting locations and preparing equipment before production.



**Fig. 5.** Discussion conducted by the media center team with the head of the IKP and the section head of opinion Management and Media Relations services.

*"During pre-production, usually, our media center team discusses first to find the idea together, later after we find the idea, we submit it to the head of the field for correction. Later, after accepted, we usually immediately look for a location for filming"* (Rizqi Falaah Eka Roza, interview on November 11, 2021). The last stage after production is to submit the video that has been taken to the editor. In this stage, the results of the image recording are processed and combined with the sound recordings and perform some editing. The editing process begins with compiling the shoot according to the scenario, synchronizing sound and video, adding music illustrations, sound effects, credit

titles, final editing, before posting, of course, re-checking by the head of the field, and until it is ready to be published. The director and the image editor, as well as the sound editor, work together for a long time when the editor will do the editing or editing. *“Our editing takes a long time because our media center team has a limited team of only 6 people and usually only one editor. So after production, we do the editing. We need to synchronize the sound and video as well as adjust the concept.”* (Sri Rahayu, interview November 11, 2021).

In addition to infographic content and Public Service Advertisements, the Batang Regency Diskominfo also produces news content and daily Covid-19 data, this news contains coverage of vaccinations and Covid-19 developments in the Batang Regency area. Similar to the infographic, the data from this content was also obtained from the Batang District Health Office (Fajri, 2020). For daily data, the data obtained is directly submitted to the editor to be edited into a pre-designed template. As for vaccination news, the media center team usually gets a vaccination schedule from the Health Service, after getting the vaccination schedule (Hawali & Cyrielle, 2020), the media center team immediately prepares a camera. After that, the reporter went to the vaccination site to cover the photo in the form of a photo. And after doing the coverage immediately made a caption and submitted it to the editor. Then after that, it was corrected by the head of office. If it is deemed worthy of being posted, then it is only allowed to be posted on all social media of the Batang Regency.

*“When it comes to daily data and vaccination news, we usually don’t take a long time in the production process. Because we have received information from the Batang Health Office, so if there is news of vaccination, all you have to do is cover it at the vaccination location, after that a caption is made from the photo coverage and then edited. Now, if the daily data is even easier because there is already a template, so after getting the information, it is directly edited and entered the data in the design template.”* (Rizqi Falaah Eka Roza, member of the Media Center Team, interview November 11, 2021).

After all counters are completed, the content will be submitted to the head of the office to be corrected and viewed according to the concepts and provisions of each content then if it has been acceded and there are no further revisions, new content is allowed to be submitted. Posting on social media Batang Regency government.

The office of Communication and Informatic of Batang Regency in publishing content adjusts to how long it takes to create content. Infographic content is usually uploaded on Instagram and Facebook once a week depending on the data obtained from the Batang District Health Office and no problems. If daily information is usually uploaded on the day the news is covered, then it is published via Instagram and Facebook. *“The time for posting content is usually following how long the process of creating the content takes. For example, we upload infographics per day at least once every three days after getting the data. If our Public Service Advertisement uploads it takes quite a while and because our PSA is in the form of a Drama, it lasts about 7-8 minutes and this is only episode 01 because for PSAs we focus more on radio. We also follow the schedule from the Ministry of Communication and Informatics for the theme agenda.”* (Sri Rahayu, interview 11 November 2021).

In the production process of creating content, Diskominfo, Batang Regency, of course, experiences several inhibiting and supporting factors. Sri Rahayu, also explained that there were several inhibiting factors during production, he said: *“If the obstacles during production are usually the distance, the location of the coverage and the making of the video. And also the budget, of course, is an obstacle because making videos requires a lot of funds and transportation, besides that our team is also limited. What’s more, during the pandemic, you have to keep your distance and obey the procedures so that many activities are limited. To overcome this, we discuss with the head of the department to get a solution. However, we will try our best to make the information accessible to the public.”*

## 5. Conclusion

In addition to the inhibiting factors during the production of Diskominfo, Batang Regency also has inhibiting and supporting factors in conveying information on social media about Covid-19. The

inhibiting factor in delivering the information itself is that there are still many Batang Regency residents who cannot use digital media, the number of people who use social media incorrectly and unwisely is also an inhibiting factor. Meanwhile, the ease of internet and network as well as several stakeholders who support the office of communication and information in delivering information. "There are so many, I think, for the supporting factors, because we are from local government institutions, so we are supported by stakeholders, besides the convenience of the internet and networks is also a supporting factor in the dissemination of information during this pandemic. The inhibiting factor is that many people are still not able to use digital media, besides that many people are not wise and wrong in using it, sometimes it seems as if people do not monitor social media." (Puji Setiyowati, interview on November 11, 2021).

From the results of content creation created, of course, getting a response from the community. Likes and comments, there are also those who send messages regarding several questions regarding Covid-19. Thousands of information is spread every day through social media. The existence of features like, share, comment, trending topics, and hashtags on social media is very influential in information consumption and reading audience interest (Radojevic et al., 2020).

With the advancement of technology and information, it will be easier for the public to access information. The use of social media, which is a trend in all circles with positive internet use, can be encouraged by advances in technology and information (Hawali & Cyrielle, 2020). The Diskominfo of Batang Regency in publishing educational content and socialization by utilizing social media is proof of the importance of social media is two-way communication. Social media has become a more actual source of information compared to other media. So that social media becomes a new human need always to update information.

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