

PALU MAYOR'S PUBLIC COMMUNICATION THROUGH INSTAGRAM SOCIAL MEDIA ACCOUNT @HADIANTORASYID

Rahmawati Hi. Nawir¹, Achmad Herman² and Stepanus Bo'do³

¹Student of the Communication Science Study Program, Postgraduate Program, Tadulako University, Indonesia

^{2,3}Communication Science Study Program, Postgraduate Program, Tadulako University, Indonesia

<https://doi.org/10.54922/IJEHSS.2024.0641>

ABSTRACT

This research aims to examine and explain theoretically the response of social media content and the form of public communication of the mayor of Palu through Instagram's social media @hadiantorasyid. The research method uses descriptive qualitative. The results of this study indicate that the public communication of the Mayor of Palu through the @hadiantorasyid account looks responsive in responding to interactive complaints, suggestions, and criticisms that enter, especially in the Comments and Live Instagram features. Having thousands of account followers, of course, all the activities of the Palu City government led by Hadianto Rasyid are more transparent to the criticisms and suggestions submitted by the public.

Keywords: Public Communication, Public Space, Public Officers, Instagram.

1. INTRODUCTION

Social media has evolved into a necessary tool for sharing opinions and information and building social relationships; in particular, interactivity is a key component of social media and not just a by-product of the service. Social media mediates the government-society communication crisis by enabling information exchange from one-way to two-way. The public's ability to produce content online and communicate in real time allowed the government to find the right platform to increase public engagement over the past few years.

Governments are massively adopting social media to interact with the public through its potential. It also offers a new way for governments to put the public at the center of decision-making, known as public engagement. Furthermore, it is characterized by the establishment of an interactive relationship between the government and the public. However, this great potential has not been properly utilized. Some governments in different parts of the world are not using these features as they should (Santoso, Rinjany, and Bafadhal 2020).

Law No. 14/2008 on Public Information Disclosure is one of Indonesia's legal products that was officially promulgated on April 30, 2008. The essence of the enactment of this law, which consists of 64 articles, is to oblige every public body to obtain public information, except for some information that is indeed a state secret in accordance with statutory regulations.

Information should be provided to every member of society, so there needs to be changes to the infrastructure and human resources of information management to make it more accessible to the general public. Not everyone understands how to access public information, and many people also tend to be apathetic towards changes in the area, including government policies. At the very least, there needs to be an understanding of how to access public information and its benefits. Despite having many official government-owned websites, there are sometimes problems in their management, such as when not all important information, especially relating to government policies, is posted in full, which raises public questions.

The presence of social media has an impact on the way of communicating in all fields. It has an impact on changing the way of communicating from conventional to modern and all-digital, also making ongoing communication more effective. With the existence of social media, communication has become easier, faster, and more transparent in the delivery of information, especially public information. Public space is the realm of social life in the form of spaces, places, or arenas for the public interest. All citizens are guaranteed access to public space. The concept of "public space" is different from the concept of "public" which means people gathering or gathering in a crowd. Instead, public space focuses on institutions and agencies that help the public participate. These public places are referred to as public bodies, and how they are used is subject to the constitution and the law. Mass media (print and electronic), such as newspapers, magazines, radio, and television, are part of the public sphere.

Nowadays, the development of technology has become so massive, even the development of media has become so fast. Today's media is not only in the form of print and electronics. We also recognize online media, commonly referred to as New Media. One of the online media that is often used by people today is Instagram. Instagram is one of the alternative public space media for people who do not have time to visit sites from online media to find information. In addition, Instagram can also be commented on by its users.

The researcher then found that public communication through social media is very close to public officials. One of the observations found by the author is Ridwan Kamil's Instagram social media account, where he is one of the public officials in the city of Bandung. Ridwan Kamil is quite recognizable on Instagram, with his posts that contain a lot of public information about the city of Bandung. Not infrequently, he also makes interesting and humorous posts. This is what makes him look so close to his followers, the majority of whom are the people of Bandung.

Through Hadiano Rasyid's Instagram social media, it can be seen that in every post, he actively shares information about public policy, such as a photo post on November 21, 2022, where he posted information about illegal parking complaints complete with mobile phone numbers that can be contacted for complaints. On the video post "Live report mayor November 4, 2022" in the video he reads the comments of his followers and answers them directly, In addition, not only about public information, he was also seen posting a photo of one of his flagship soccer players with a caption expressing sadness when his favorite soccer group lost the match. This drew witty comments back from his followers, the majority of whom are from Palu.

Researchers saw in his Instagram how Hadiano Rasyid's figure created an image as a public official who conducted "blusukan" in the community, conducted impromptu inspections (surprise inspection) of a number of Regional Apparatus Organizations under the auspices of the Palu City Government, and conducted live reports on the Mayor through the Instagram account @hadianorasyid.

This is the basis for researchers to look at the phenomenon of public officials using social media accounts, especially Instagram, to show the things they have done so that the public can get information about what the Mayor has done during his tenure.

In addition, researchers also saw the active Instagram account of @hadianorasyid in replying to comments from the people of Palu City that were directed at his posts. In fact, it is not uncommon for comments from the public to be directly responded to by the Mayor of Palu himself by showing a video about the parking problem, which is also one of the things that is quite large in the comments on his Instagram account. This is evident from the video uploaded to his account

on February 6, 2023, which discusses a meeting with the community to find the bright spot of the problem, which has been watched 8,609 times.

The number of viewers of the posts that Hadianto Rasyid has uploaded is what then attracts the author's attention to see how Hadianto Rasyid manages his Instagram account so that all the people of Palu City can access it, even the community itself can directly comment on the account which is not new in Indonesia, but is something that is rarely found among officials in Central Sulawesi, especially Palu City itself.

Based on the explanation above, the researcher is then interested in seeing this phenomenon and wants to examine further how Hadianto Rasyid's Public Communication is carried out through his social media.

2. LITERATURE REVIEW

2.1. Communication

Cherry argues that the term communication stems from the Latin word *Communis*, which means making together or building togetherness between two or more people. Communication also comes from the Latin root *Communico*, which means to share. Harold D. Lasswell made a brief definition that the right way to explain an act of communication is to answer the questions: "Who conveys, what is conveyed, through what channel, to whom, and what is the effect" (Cangara, Hafid 2011). Joseph De Vito, K. Sereno, and Erika Vora stated that environmental factors are no less important in supporting the communication process. Another case was expressed by David K. Berlo, who made a simpler communication formula. The formula is known as "SMCR" namely: Source (sender), Message (message), Channel (channel - media), and Receiver (receiver) (Cangara, Hafid 2011).

Depari also states another definition "communication is the process of conveying ideas, hopes, messages conveyed through certain symbols that contain meaning. Carried out by the messenger (source, communicator, sender) and aimed at the recipient of the message (receiver, communicant, or audience)". Likewise, according to Hovland, "communication is a process by which a person (communication) conveys stimuli (usually symbols in the form of words) to change the behavior of others" (Sendjaja, Sasa Djuarsa 2002).

Communication can also be interpreted as a contact relationship between and among humans, both individuals and groups. In everyday life, whether we realize it or not, communication is part of human life itself. Humans since birth have communicated with their environment. The first movement and cry when there was born is a sign of communication (Widjaja, A.W., Haji 2000). Everett M. Rogers, an American rural sociology expert, argued that "communication is the process by which an idea is transferred from a source to one or more recipients with the intention of changing their behavior". This definition emphasizes that in communication, there is a process of passing (processing) ideas, ideas, and symbols, and in the process, it involves other people (Nuruddin, 2007).

Based on the description of the definition above, it can be concluded that communication is a process of exchanging messages from communicators to communicants in order to create an understanding. Communication is a process where humans find mutual understanding. Communication can also be done using media to help convey messages. Communication is also an exchange of symbols and meanings so that misunderstandings do not occur.

2.2. Public Communication

Public communication is the exchange of messages with a number of people within an organization or outside the organization, face-to-face or through the media (Arni, Muhammad 2008). Public communication is defined as communication activities and strategies aimed at target audiences. The purpose of public communication is to provide information to the target audience to raise awareness and influence the attitude or behavior of the target audience (Dijkzeul and Moke, 2005). Meanwhile, public communication or public speaking is defined as the process of using messages to create a common meaning in a situation where a source transmits a message to a number of recipients who provide feedback in the form of messages or non-verbal communication and sometimes in the form of questions and answers. In public communication, the source adjusts the message sent to the receiver in order to achieve maximum understanding. Sometimes, the message receiver can virtually understand the message conveyed by the message source or even not understand at all (Pearson, Judy C, Nelson, Paul E., and Titsworth, Scott 2009).

Another definition says that public communication is communication carried out in front of many people. In public communication, the message conveyed can be in the form of information, invitations, or ideas. The means can be mass media, can also be through speeches at rallies or democratic actions, blogs, social networking sites, comment columns on websites/blogs, e-mail, mailing lists, SMS, letters, reader letters, billboards, banners, or anything else that can reach the public.

Public communication requires oral and written communication skills so that messages can be delivered effectively and efficiently. Public communication is often referred to as mass communication. However, public communication has a broader meaning than mass communication. Mass communication is a more specific form of communication, which is communication that uses a medium to convey its message (West, Richard & Turner, Lynn H. 2008).

Through public communication, usually the source of the message or communicator has a goal. There are several objectives for conducting public communication:

- 1) Through public communication, the source of the message has a goal to inform a large audience. Information conveyed by communicators to a large audience can be in the form of positive messages or negative messages.
- 2) Through public communication, communicators have a goal to entertain.
- 3) Through public communication, communicators have the aim of persuading or influencing someone's behavior. (Dyatmika and Bakhri, 2020)

Public communication includes various communication processes, actions, activities, models, and practices that involve the public, occur in the public sphere, and debate or seek solutions to various types of public issues. Second, these communication processes, actions, activities, models, and practices not only involve or are carried out by the public but also involve or are carried out by public organizations and actors who lead or are part/members of public organizations. Third, these communication processes, actions, models, and practices can take place through direct/face-to-face communication methods, mass media, or facilitated/occurring through various types of social media platforms. The four processes, actions, models, and practices of communication are aimed at discussing and managing various types of public interests (public interest), the dynamics of public perception and opinion, public participation in various types of areas of public life (such as social, economic, political, cultural, religious and community) and

also the formulation, determination, and implementation of public leadership models and public policy (Ahmad, Nyarwi 2022).

2.3. New Media

New media is the study of a medium of communication that is widely integrated into a network, internet, or electronic media. In 1990, Mark Poster launched his major book, *The Second Media Age*, which marked a new period in which interactive technologies and networked communications, especially cyberspace, would transform society. The idea of the second media age, which had been developed since the 1980s, marked an important shift in media theory.

Through the idea of the second media age, Mark Poster asserts the existence of a new period where interactive technology and interactive communication, especially the internet, will be able to change society. New Media Theory also asserts two dominant views on the differences between the first media that emphasizes broadcast (such as radio and television) and the second media that emphasizes networking (such as social media). New media is indicated by the digitization of all aspects of media that are not constrained by location and time. The main role in the changes that occur through new media is the role of electronic technology, especially the internet, in the distribution of messages in cyberspace.

New Media is part of technology-mediated communication and exists along with digital computers (Creeber, Glen and Martin, Royston 2009). New Media is also media that uses the internet, online media that is flexible, potentially interactive, and can function privately or publicly (Mondry, 2008). New media is also defined as media in which there are several combinations of several elements, in the sense of media convergence, which consists of several media combined into one (Lievrouw and Livingstone, 2006).

Media convergence, according to Jan van Dijk (Nasrullah, Rulli 2017) says that media convergence structurally means the integration of 3 aspects, namely telecommunications, communication data, and mass communication in the medium. One form of new media is the internet. The internet is a media that has characteristics and its technology and ways of use, the scope of services, content, and image that is not managed by a single agency but is an intensionally connected computer network and operates based on mutually agreed protocols (McQuil, Denis 2011).

According to Jhon Vivian, the existence of new media, such as the internet, can exceed the distribution pattern of traditional media where the nature of the internet that can interact circumvents geographical boundaries and interaction capacity and, most importantly, occurs in real-time. Apart from the internet, one form of new media is Network Society, which is a social formation that is structured from groups of organizations and mass communities that initially emphasizes the initial form of an organization in which there are individuals, groups, and social groups (Nasrullah, Rulli 2018).

When viewed from a constructivist perspective, the media is seen as a reflection of ideological struggles between groups in society. Here, the media is not only a means of displaying information to the public but depends on the groups and ideologies that dominate it. That way, every post published by a media is the result of a representation of the media's ideology (Nasrullah, Rulli 2018).

The determination of the importance of the selection of facts from reality clearly shows that media operations are very open to the possibility of objectivity and, at the institutional level, are strongly influenced by media ideological factors. Media institutions can be said to be inseparable from various interests, ranging from sensational posts that boost income or ratings and advertising

to editorial interests in producing information. Sometimes, pressure and demands can come from the community, owners, shareholders, advertisers, social and political group partners, and the government (Nasrullah, Rulli 2018).

2.4. Social Media

Social media is a phrase that combines two familiar words: media and social. Social is a word that is often juxtaposed with humans as social beings, meaning that it relies on a person's ability to interact with and influence others to survive. Traditionally, media includes things like newspapers, magazines, and television. While the word media does conjure up images of news organizations, it also conjures up impressions of how news is delivered: via print, audio, video, and photos. Each is an important medium that is used to engage audiences by telling interesting stories or sharing important news.

Media has always been good at gathering people to read, watch, or listen to something interesting. Words, images, video, and audio can inform and inspire just as they can influence and incite. Humans want to know about the good, the bad, and the ugly side of people, places, and situations and to share this information with others as often as possible. So, the definition of social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and transmit content easily on the internet in the form of words, images, video, and audio (Safko and Brake, 2009).

Social media has become a familiar means of disseminating information to many people and also building opinions among people and even being able to encourage massive changes in community behavior. Its users can easily participate, share, and create content that includes blogs, social networks or social networks, forums, and virtual worlds (Junaedi, 2011).

Social media invites anyone interested to participate by contributing and giving feedback openly, commenting, and sharing information in a fast and unlimited time. If in face-to-face communication, one cannot express one's opinion openly for one reason or another, then by using social media, one can express all their opinions, including those that are taboo when conveyed in face-to-face communication. A person is free to write whatever they want to comment on whatever others write and present. This shows that communication through social media can be interactive or two-way. This is different from communication through mass media (Nuruddin, 2012).

Social media is an online media where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Social Media is basically the latest development of new internet-based web technologies, which makes it easier for everyone to communicate, participate, share, and form a network online so that they can disseminate their content. Posts, blogs, tweets, or YouTube videos can be reproduced and can be viewed directly by millions of people for free (Zerella, Dan 2011).

2.5. Instagram

Instagram is a social media application that only focuses on photos and videos, at the beginning of its launch Instagram can only be used by iOS users, along with its development, now android users can also use Instagram on windows phone. Kevin Systrom and Mike Krieger created the application, and it was officially launched on October 6, 2010. On the first day of its launch, the name Instagram was taken from the word "insta" which comes from the word "instant" and "gram" which comes from the word "telegram". Instagram continues to develop until it manages

to attract more users. In April 2022, Instagram was ranked 4th as the most active social media in the world. Based on the number of its global audience reach, Instagram has at least 1.452 billion users worldwide. The data shows that 18.3% of people on earth use Instagram today (Fajrianti dan Meilana 2022).

Under Systrom's control, Instagram became the fastest growing app in history. As of the end of 2016, Instagram has at least 600 million users. Forbes estimates that the Instagram application has a valuation of 50 billion US dollars.³⁹ Of the many enthusiasts from various walks of life in the world, of course, it is the main attraction of the components or features that exist on Instagram social media that make Instagram a highly prioritized social media.

In 2016, Instagram provided many changes in appearance and additional features. Instagram increased the duration of video uploads from 15 seconds to 60 seconds. In the same year, Instagram also launched a feature that was probably its biggest development and had a very significant impact, namely the launch of the Instagram story feature. The feature allows users to upload posts with a time limit of 24 hours. After exceeding 24 hours, the post will be automatically deleted. This Instagram story feature is what then increasingly supports its users to update their daily activity posts, so the intensity of using Instagram is increasing due to its daily story sharing (Fajrianti and Meilana, 2022).

Instagram continues to update and provide interesting features for its users, here are some features that are currently available on Instagram:

- 1) Followers;
- 2) Upload photos and videos (feed);
- 3) Instastory;
- 4) Like Mark;
- 5) Comments;
- 6) Save;
- 7) Live (live broadcast) IG;
- 8) Instagram TV;
- 9) Hashtag;
- 10) Direct Message (DM);
- 11) Explore (Siahaan, Salomo, and Adrian, 2022).

According to Bambang, Instagram is an application from a Smartphone specifically for social media, which is one of the digital media that has almost the same function as Twitter. However, the difference lies in taking photos in the form of a place to share information with its users. Instagram can also inspire its users and can also increase creativity because Instagram has features that can make photos more beautiful, more artistic, and better (Atmoko Dwi, Bambang 2012).

2.6. Public Sphere

Public space was born from the work of Jurgen Habermas in 1989 through a book entitled *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Geurgeois Society*. The public sphere is basically a space created from a collection of certain people (private people). Public space, in the understanding of Jurgen Habermas, is a space for various public discussions and debates on a public issue, where each individual as part of the public has an equal portion in opinion and is guaranteed freedom from intervention and restriction of other parties so

as not to create a hegemony of opinion but to foster public opinion which is expected to help the emergence of fair public policy.

In his book entitled *Public Space: A Study of the Category of Bourgeois Society*, Habermas discusses the public space of bourgeois society. The bourgeois society in question is private humans, where this space appears along with the running of money capitalism and commercial capitalism in the form of traffic in goods and news, which is a revolution from mercantilism as happened in England, Germany, and France. Civil society, which is part of the public sphere, was born out of the depersonalization of the logical consequences of the state. This means that a private space that is entirely different from the public space emerges from the privatization of the process of economic reproduction.

The social structure of public space, especially the public space of bourgeois society, is the space of private communities that gather or are related, also known as the public. Public space consists of two spaces, namely:

- a. Private space (civil society, conjugal family, political public space, literary public space, and market). Private space is related to civil society, which means commodity exchange and work area.
- b. Political Public Space (state and palace) is a public space that develops from the literary world where the state adds to the real civil society (Habermas, Jurgen 2007).

Public space has institutional forms in the form of coffee shops, salons, and table societies where public space is formed. Public space is used by private people to voice their critical rationales. So, public space is an event or reality that occurs and exists in people's lives where there is interaction to exchange ideas or views in discussing current issues that are of general concern so as to produce public opinion.

Basically, public space has historically appeared in the midst of European society, but the new public space in Habermas's description does not only occur in cafe stalls as happened in England or salons in France but also occurs in reading rooms and special meeting places with the involvement of citizens who are much more different in composition, debates that do not stop at dull debates and also the orientation of the topics raised as the focus of the debate.

Although the public sphere in that century was controlled by the bourgeoisie, many academics criticized it, but Habermas brought up what he called "institutional criteria" (Habermas, Jurgen 2007). A character that can lead us to understand what Habermas means by the public sphere.

- 1) The first criterion is the disregard of status or rather avoiding critical discussions about status.
- 2) The second criterion is the focus on the domain of common concern. That historical reality places several domains that are only controlled by the interpretation of the ruling authority or by the church.
- 3) The last criterion is inclusivity. It doesn't matter how exclusive the public is in a particular case, in the public sphere, it becomes part of the small group.

Angkringan culture as a medium is a relatively new technology in Timbulharjo community culture. As a technology that then develops into a new institution in the community, no group has power over this institution. Unlike the village institution, in its development, it becomes a separate system that actually subjugates humans to its bureaucratic system (Marcuse). As a new institution built on the basis of awareness to free the community from the dominance of information of the dominant group, these young people can encourage Angkringan to become an institution that is

relatively free of domination and process into a public space idealized by Habermas (Maryani, Eni 2011).

What is the public space formed through Angkringan? First, Angkringan as a medium is a public space in society that is different from that analyzed by Habermas. Angkringan develops in a peasant society (Java) that is experiencing social, cultural, economic, and political transitions. Angkringan culture is a habit of the people of Jogjakarta or Timbulharjo, who utilize coffee shops as a place where residents meet each other to discuss various matters. The existence of Angkringan in the Timbulharjo community seems to be close to what Habermas calls public space. However, if Habermas describes those involved in his public space as intellectuals in society, then in Timbulharjo, the people involved are more general and even ordinary community groups (Maryani, Eni 2011). Mainstream media is an important part that distorts communication, resulting in communication that alienates communication participants. They are alienated from themselves and their needs and obsessed with their desires that are manipulated by the various products offered. Angkringan consciously tries to fight this culture and other forms of fooling the audience, which is interpreted as one element of the buying and selling system between the media and advertisers. Angkringan as a media is only one of the institutions in society that can disseminate ideology. This means that, as Althusser stated, there are other institutions that operate besides the media, namely educational institutions, culture, religion, and others.

Finally, as critical theory sees the media, Angkringan as media will again become a place where ideologies are contested. However, that is precisely the function of the public sphere, which is to debate things rationally, whether in the form of instrumental rationality or communication rationality. The challenge is, can Angkringan maintain that person? This space allows debate between all parties to occur and not get stuck in one form of rationality or a particular ideology, which then creates a new domination.

3. RESEARCH METHOD

The research method is a method used in a study to achieve research objectives. A research method called research methodology is a research design. This design contains formulations about the object or subject to be studied, data collection techniques, and data collection and analysis procedures with regard to the focus of a particular problem. This research uses a descriptive qualitative approach which aims to explore in depth a phenomenon. Researchers want to know the complex problems of the object under study, know things that happen systematically and based on facts in the field, and present in the form of descriptions by knowing public communication through Instagram social media about the mayor of Palu city @hadiantorasyid.

According to Moleong, qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example, behavior, perception, motivation, action, and others, holistically and by means of decryption in the form of words and language in a special natural context and by utilizing various natural methods (Moleong, Lexy J. 2018).

Data analysis aims to obtain answers to the problems raised. Then after the data has been collected from various sources and using several data collection methods, the next step is to reduce the data, done by making abstractions. Abstraction is making an effort to summarize the core processes and questions that need to be kept so that they remain in it.

4. RESULTS AND DISCUSSION

The Mayor of Palu uses his Instagram as a medium to provide information disclosure for the people of Palu. Not only that, through Instagram, @hadiantorasyid also accepts any criticism and suggestions from the community, with the hope of providing a sense of security and comfort to the people of Palu City that they are led by public officials who can be trusted, can build the city of Palu to be better and can prosper the community.

The Mayor of Palu made a breakthrough that can be considered a new thing for the Palu City government, one of which is the live Instagram "Live Lapor Walikota" This content is also considered one of the "ultimate" contents of the Mayor of Palu where the Government accommodates all suggestions, criticisms and aspirations of the citizens of Palu through the website laporwalikota.palukota.go.id then all incoming complaints will be read and responded directly by the Mayor of Palu in the Instagram content "Live Lapor Walikota" and then the live recording is shared back to his Instagram post so that it can be seen and accessed at any time by everyone, of course with the hope that the Mayor of Palu can reach more layers of society.

This phenomenon is a new means for the people of Palu City to conduct interactive communication with the Mayor of Palu. In addition, being active on social media can be an added value for public officials, where people can easily and freely get direct and valid information from their local leaders, considering that current information that does not match the facts (hoaxes) is very easy to spread.

The public sphere is a place to communicate as an element of forming a social life (life-world) that relies on the communicative rationality of community members. When viewed based on its history, the public sphere has undergone significant changes. In the beginning, the public sphere was a meeting place for people to meet each other and discuss various matters. In this meeting place, they can exchange ideas without any pressure or being regulated by anyone, such as the government or rulers. In its development, public space then became wider with the presence of mass media, such as newspapers, magazines, radio, television, and most recently, social media.

With the presence of social media, the place for public discussion then becomes wider, allowing more people to access information that exists far beyond where they live. Not only does the media act as a conveyor of information, but it can also be a stimulus to create interactive communication and discussion in the public sphere. Social media can reach millions of people and has huge implications for democracy (Eriyanto, 2018). Based on the above, it can be concluded that the mayor of Palu uses Instagram social media as a means to communicate with the people of Palu by utilizing the features on Instagram.

4.1 Hadianto Rashid Responds to Instagram Social Media Content

The new media era that is currently growing rapidly and almost controls all communication media makes the Mayor of Palu able to keep up with the digital era to make it easier to create public space for people who do not have time to visit sites from online media to find information.

The Mayor of Palu emphasized that it is true that his Instagram social media is used for good purposes with the hope that this innovation can reach all citizens of Palu City so that it is possible to make the government and its people work together. The age of rapid technological advancement requires the Palu City Government to synergize with the community so that its existence can have a positive impact on the progress of Palu City. In addition, the process of conveying information through Instagram is not only done by the Mayor of Palu himself, but he has special staff who assist in managing his Instagram account. This is accomplished so that people

in the era of technological advancement with the utilization of Instagram social media feel the benefits because people are given the convenience of accessing and receiving information that is fast, precise, and accurate.

In daily life, people cannot express their opinions openly for one reason or another. Instagram, in this case, becomes a public space for the community to allow its users to write whatever they want and freely comment on anything written or presented by others. This means that communication is two-way. Instagram becomes a public space media for the Mayor of Palu by using Instagram to receive criticism and suggestions from the people of Palu City.

4.1.1. Instagram Comments Feature @hadiantorasyid

In the Instagram application, users can also comment on other people's photos and video posts; the comment column feature on Instagram social media is more relevant to what is meant by public space because the community should be given the opportunity to participate in providing and receiving information in the public space.

This can be seen in one of the video posts on the Instagram social media account @hadiantorasyid, where the video post conveys information that the Mayor of Palu is visiting the Mebere 9 Springs Tourism Park located on Tekukur Street, Lasoani Village, Palu City, and then finds that the tourist park is not maintained and is no longer worthy of being called a park. In the video post, the Mayor of Palu also said that the tourist park would be rebuilt so that it could be used again by Lasoani residents and could attract local tourists with additional culinary facilities. This made the post busy being commented on by citizens who are residents of Palu City.

Instagram social media as a public space (public space/sphere) allows its users to convey their aspirations without worrying about alienating themselves when their aspirations are not supported by most audiences. According to Noelle Neumann (Littlejohn, Stephen W. dan Foss, Karen A. 2014) a person is influenced by two things when expressing opinions. First is publicity. Someone will tend to convey their opinion to the public if they easily get publicity. Conversely, people tend to keep quiet or not have an opinion if it is difficult to get publicity. Second, people will express opinions to the public if there is no fear of being victimized by the media.

In some cases, the government feels greatly helped by the diversity of comments, criticisms, and suggestions that are both positive and negative because it is all input and evaluation material for the government so that later in making a policy that is able to overcome a problem, it is all obtained from input and comments from citizens through social media.

Based on the results of the research conducted by the researcher, the mayor of Palu utilizes Instagram as a public space to reach the entire community. Public space is a vehicle where citizens can express their opinions to reach a common understanding of their interests. Through democratic public space, public opinion will be formed as political capital in directing the course of government. An ideal public space should provide equal opportunities for every citizen to engage in public deliberation without any pressure from any party.

4.1.2. Instagram Live/Broadcast Feature @hadiantorasyid

Instagram live broadcast, commonly known as live Instagram, allows users to broadcast videos to followers in real time. The Mayor of Palu uses this feature to broadcast live videos with the aim of seeing and responding directly to all criticisms and suggestions that enter the website laporwalikota.palukota.go.id. Complaints, criticisms, and suggestions are not only submitted by citizens on the website, but citizens are also free to submit complaints in the comments column when the "Live Lapor Wali Kota" live broadcast is in progress.

Instagram social media is a media that is not absolutely in a media institution. This is what makes the people of Palu City no longer worry about submitting criticism and suggestions to the Palu City government. Eni Maryani said that the critical process is the realization of the formation of a society that is able to free itself from all forms of domination. An emancipative society is a society that is aware and able to express itself as an autonomous individual. In Timbulharjo, before Angkringan appeared, most of the community was already silent in the face of various uncertainties and even injustices experienced. Therefore, they need to be encouraged to be able to speak, question, and demand clarity or justice for what should be their rights (Maryani, Eni 2011). As Eni Maryani said in her book *Media and Social Change*, public space can be formed through Angkringan. Besides that, the continuity of Angkringan as an alternative media that can function as a public space is highly dependent on the community (Maryani, Eni 2011).

Disseminating information on social media, such as Instagram, the Palu City government, especially the Mayor of Palu himself, no longer has to apply manual methods that can delay the delivery of information. Disseminating information through social media, Instagram also makes it easier for the people of Palu City to access all the latest information about activities that are being, will be, and have been carried out in the city. This method is considered more attractive to the community to be closer to the government, and it is considered more up-to-date because it has adjusted to the times. The public's interest in responding to news on the government's Instagram social media also depends on the content in it.

4.2. Hadianto Rasyid's Public Communication to the People of Palu City through Instagram Social Media

The community actively accesses the use of Instagram social media. Some monitor the activities of @hadiantorasyid's Instagram social media account almost daily. However, some followers say information can be obtained, but not necessarily by actively monitoring @hadiantorasyid's Instagram social media account.

Space cannot be separated from the individuals and communities that fill it, so according to Hendry Lefebvre in *The Production of Space*, (social) space is a (social) product. This means that space is socially produced by society. Space is a mirror of the social, economic, and political order of a society. As a social product, space is often used as a tool of control, domination, and power (Idi Subandy, Ibrahim 2007).

According to (Dijkzeul and Moke, 2005), public communication is defined as communication activities and strategies aimed at target audiences. The purpose of public communication is to provide information to the target audience to raise awareness and influence the attitude or behavior of the target audience.

Through public communication, the source of the message has a goal to inform a large audience. Information conveyed by communicators to a large audience can be in the form of positive messages or negative messages (Dyatmika and Bakhri, 2020). An example of public communication carried out in the Instagram social media account @hadiantorasyid with the objectives referred to above is seen in the post regarding information on how to meet the Mayor of Palu, where it is explained that residents of Palu City can directly visit the private residence of the Mayor of Palu between 05.30 and 07.00 Central Indonesian Time. In addition, residents are also given the opportunity to meet at the Palu Mayor's office to adjust the procedures that have been set. Not only that, but the Mayor of Palu also openly gave media to the citizens of Palu who

did not have time to meet in person by sending a message/Direct Message to the Instagram social media @hadiantorasyid.

Instagram social media comes with new values among its users. Not only is it used in self-disclosure, but it has also increased to become a medium for online citizen aspirations (Nasrullah, Rulli 2017). In addition to having the aim of informing a large audience, through public communication, communicators also have the aim of entertaining their audiences as seen in one of the video posts in the Instagram social media account @hadiantorasyid where the Mayor of Palu competes in acting with one of the famous Stand Up Comedy actors in Palu City with content that is very entertaining but still contains a constructive message for Palu City itself (Dyatmika and Bakhri, 2020).

Instagram social media can be maximally utilized as a public space due to the lack of influence from various factors that can influence mass media so far. The information conveyed by the Mayor of Palu through his Instagram invites feelings of curiosity from the followers of his account, with several contents scheduled every week, one of which is the mayor's live report where all the aspirations of the citizens of Palu will be read and responded directly by the Mayor of Palu, besides that the followers of his account are also waiting for information on what other policies will be conveyed through the @hadiantorasyid Instagram social media account.

Through public communication, communicators also have a goal to persuade or influence someone's behavior. The content of each post on Instagram @hadiantorasyid is not far from the goal of Hadianto Rasyid, as the Mayor of Palu, to maintain his image as a public official who loves his citizens. This can be seen in one of his posts when visiting the house of a resident of Palu City who has been selling burasa, which is a typical food of Palu City, for decades. In his post, the Mayor of Palu said that the resident would be given assistance and would be registered to get business capital assistance through the UMKM Office of Palu City. The post received positive comments from citizens, which certainly had a positive impact on the Mayor of Palu.

The presence of Instagram as a public space/sphere allows its users to convey their aspirations without worrying about alienating themselves when their aspirations are not supported by most people. Instagram has become a means of conveying ideas, discussions, campaigns, and even as a means of testing cases about political attitudes. This can be seen from how many followers an account has, and the number of followers becomes a measuring tool for how many audiences agree, like, and comment.

5. CONCLUSION

5.1. Hadianto Rashid Responds to Instagram Social Media Content

The Mayor of Palu very well utilizes Instagram as a public space to reach out to the entire community. Public Space is a vehicle where citizens can air their opinions to reach a common understanding of their interests. Hadianto Rasyid's Instagram social media is responsive, especially in the Comments and Live Instagram features. Although Instagram @hadiantorasyid has several admins who apply, it is not uncommon for some complaints, suggestions, and criticisms to be responded to interactively by the Mayor of Palu Hadianto Rasyid.

5.2. Hadianto Rasyid's Public Communication to the People of Palu City through Instagram Social Media

Public communication for public officials, particularly the Mayor of Palu, through Instagram, can be considered to have a positive impact. In the rapidly evolving era of information

technology, adaptive skills in technological developments are a selling point for politicians and public officials.

Through public communication, the message source or communicator usually has goals in conveying their message. In this case, the Mayor of Palu, through public communication on the Instagram account @hadiantorasyid, aims to inform the public. Information conveyed by the communicator to the public can be either positive or negative messages. In addition to the goal of informing the public, the Mayor of Palu also aims to entertain the audience through public communication. Furthermore, through his public communication on the Instagram account @hadiantorasyid, the Mayor of Palu also aims to be persuasive or influence someone's behavior. The content of each post on the @hadiantorasyid Instagram account is closely aligned with the goal of maintaining Hadianto Rasyid's image as a public official who cares for his constituents.

REFERENCES

- Ahmad, Nyarwi. 2022. *Dasar-dasar Komunikasi Publik*. nasmedia.
- Arni, Muhammad. 2008. *Komunikasi Organisasi*. Pustaka Bani Quraisy & Fiskontak.
- Atmoko Dwi, Bambang. 2012. *Instagram handbook*. Jakarta: Media Kita.
- Cahya, Muhammad Bayu. 2018. "Motif-Motif yang Mempengaruhi Participatory Culture Internet Meme: Studi pada Khalayak Media Sosial Path di Kalangan Mahasiswa." *Jurnal Komunikasi Indonesia* 5(1): 29–36.
- Cangara, Hafid. 2011. *Pengantar Ilmu Komunikasi*. Jakarta: PT. Raja Grafindo. Persada.
- Çela, Erlis. 2015. "Social Media as a New Form of Public Sphere." *European Journal of Social Sciences Education and Research* 4(1): 195.
- Creeber, Glen dan Martin, Royston. 2009. *Digital Cultures: Understanding New Media*. New York: Open University Press, McGraw-Hill Education.
- Creswell, John W. 2015. *Penelitian kualitatif & desain riset : memilih diantara lima pendekatan*. Yogyakarta: Pustaka Pelajar.
- Dijkzeul, Dennis, dan Markus Moke. 2005. "Public Communication Strategies of International Humanitarian Organizations." *International Review of the Red Cross* 87(860): 673–91.
- Dyatmika, T., dan S. Bakhri. 2020. *ILMU KOMUNIKASI*. Zahir Publishing.
- Emzir. 2016. *Metodologi penelitian kualitatif : analisis data*. Jakarta: Rajawali Pers.
- Eriyanto. 2018. *Media dan opini publik: Bagaimana Media Menciptakan Isu (Agenda Setting), Melakukan Pembingkai (Framing), dan Mengarahkan Pandangan Publik (Priming)*. Rajawali Pers.
- Fajrianti, Rahma, dan Septi Fitri Meilana. 2022. "Pengaruh Penggunaan Media Animaker Terhadap Hasil Belajar Peserta Didik pada Mata Pelajaran IPS Sekolah Dasar." *Jurnal Basicedu* 6(4): 6630–37.
- F.Budi, Hardiman. 1993. *Menuju masyarakat komunikatif: ilmu, masyarakat, politik & postmodernisme menurut Jurgen Habermas*. Yogyakarta: Kanisius.
- Fenton, Natalie, dan John Downey. 2003. "New Media, Counter Publicity and the Public Sphere." *New Media & Society* 5.
- Habermas, Jurgen. 2007. *Ruang publik : sebuah kajian tentang kategori masyarakat borjuis*. Yogyakarta: Kreasi Wacana.
- Hardiman, F. Budi. 2010. *Ruang Publik : Melacak "Partisipasi Demokratis" dari Polis sampai Cyberspace*. Yogyakarta: Penerbit Kanisius.

- Heni T, Agnes, Sadewa, Aktor, dan Setiawan, Dee. 2008. *Langkah Mudah Mengembangkan & Memanfaatkan Weblog*. Yogyakarta: Andi dengan Wahana Komputer.
- Idi Subandy, Ibrahim. 2007. *Budaya Populer Sebagai Komunikasi : Dinamika Popscape dan Mediascape di Indonesia Kontemporer*. Yogyakarta: Jalasutra.
- Junaedi, Fajar. 2011. “Komunikasi 2.0 Teoritisasi dan Implikasi.” *Yogyakarta: Aspikom*.
- Lievrouw, Leah, dan Sonia Livingstone. 2006. “The Handbook of New Media: Social Shaping and Social Consequences of ICTs.”
- Liliweri, Alo. 2015. *Komunikasi Antarpersonal*. Jakarta: Prenadamedia Group.
- Littlejohn, Stephen W. dan Foss, Karen A. 2014. *Teori Komunikasi*. Jakarta: Salemba Humanika.
- Madcoms. 2010. *Facebook, Twitter, dan Pulrk dalam Satu Genggam*. Yogyakarta: Andi Offset.
- Maryani, Eni. 2011. *Media dan Perubahan Sosial*. Bandung: PT.Remaja Rosdakarya.
- McQuil, Denis. 2011. *Teori Komunikasi Massa McQuail (McQuails Mass Communication Theory), Ed.9 Buku 1*. Salemba Empat.
- Moleong, Lexy J. 2018. *Metodologi penelitian kualitatif*. Bandung: PT Remaja Rosdakarya.
- Mondry. 2008. *Pemahaman teori dan praktik jurnalistik*. Bogor: Ghalia Indonesia.
- Nasrullah, Rulli. 2017. *Media sosial : perspektif komunikasi, budaya, dan sosioteknologi*. Bandung: Simbiosis Rekatama Media.
- . 2018. *Khalayak Media: Identitas, Ideologi, dan Perilaku Pada Era Digital*. Bandung: Simbiosis Rekatama Media.
- Nuruddin. 2007. *Pengantar Komunikasi Massa*. Raja Grafindo Persada.
- . 2012. *Media sosial baru dan munculnya revolusi proses komunikasi*. Diterbitkan oleh Buku Litera bekerjasama dengan Direktorat Penelitian dan Pengabdian kepada Masyarakat, Direktorat Jenderal Pendidikan Tinggi, Jakarta dan Program Studi Ilmu Komunikasi, Universitas Muhammadiyah Malang. <https://books.google.co.id/books?id=-cIrsWEACAAJ>.
- Pearson, Judy C, Nelson, Paul E., dan Titsworth, Scott. 2009. *iSpeak: public speaking for contemporary life*. McGraw-Hill Higher Education.
- Safko, Lon, dan D Brake. 2009. *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*.
- Sampedro, Víctor. 2018. “The Digital Public Sphere: An Alternative and Counterhegemonic Space? The Case of Spain.”
- Santoso, Anang Dwi, Dhia Rinjany, dan Oemar Madri Bafadhal. 2020. “Social Media and Local Government in Indonesia: Adoption, Use and Stakeholder Engagement.” *Romanian Journal of Communication and Public Relations; Vol 22 No 3 (2020)DO - 10.21018/rjcp.2020.3.307*.
<https://journalofcommunication.ro/index.php/journalofcommunication/article/view/307>.
- Sendjaja, Sasa Djuarsa. 2002. *Pengantar Komunikasi*. Jakarta: Pusat Penerbitan Universitas Terbuka.
- Shoemaker, Pamela J. dan Reese, Stephen D. 1996. *MEDIATING THE MESSAGE Theories of Influences on Mass Media Content*. USA: Longman Publishers.
- Siahaan, Chontina, Salomo Salomo, dan Donal Adrian. 2022. “Media Sosial Instagram sebagai Sarana Berkomunikasi di Lingkungan Masyarakat.” *JIIP - Jurnal Ilmiah Ilmu Pendidikan* 5(8): 2843–48.
- UU Nomor 14 Tahun 2008.
- West, Richard dan Turner, Lynn H. 2008. *Pengantar teori komunikasi*. Jakarta: Salemba Humanika.

Widjaja, A.W., Haji. 2000. *Ilmu komunikasi pengantar studi*. Cet. 2 [ed. revisi]. Jakarta: Rineka Cipta.

Zerella, Dan. 2011. *The Social media marketing book*. Serambi Ilmu Semesta.