

Implementation of Image Management with Cyber Public Relations to Generation Z by Government Organization



Regia Sulfahmi¹, Mirana Hanathasia²

^{1,2}Communication Science Department, Faculty of Economics and Social Science, Bakrie University, Jalan HR Rasuna Said Kav C-22, South Jakarta, Indonesia.

ABSTRACT: The purpose of this study was to analysis Government Public Relation strategies in the Indonesian Ministry of Health to managing their positive image using the Cyber PR strategy by David Phillips and Philip Young, the Image Formation Model by John S. Nimpoeno, and the PR Message Strategy by Harwood Childs. The research approach used is a qualitative method, with using in-depth interviews with four informants and a triangulator as data analysis techniques. The results show that new form of content on TikTok makes Generation Z have a positive perception of the Indonesian Ministry of Health. In addition, the four components in Cyber PR show that the process of building a positive image get supported the presentation of content in TikTok as new media for the Indonesian Ministry of Health. Finally, the PR strategies to involving in trends and the community in TikTok help expanding the main message.

KEYWORDS: image management, cyber public relations, generation z, new media, social media

I. INTRODUCTION

Internet produces many new strategies for organizations, especially for Public Relations which has major role of in spearheading information, stakeholder management, and managing the image of the organization. Public Relations functions in Cyber Public Relations open out widely as long as internet presence. Internet is a fast changing and universal media by targeting many targets, so that Cyber PR is a constant communication. (Hidayat, 2014) explains that Cyber PR gives an easy way to establish communication since the information delivery to the public or stakeholders can be done interactively. Cyber PR is also implemented in government agencies, one of which is Government Public Relations, Ministry of the Republic of Indonesia.

Since 2021, the Indonesian Ministry of Health is faced by the challenge of disseminating the Covid-19 vaccination to all societies. However, the government gone through few obstacles in reaching Z Generation out. The Indonesian Ministry of Health used TikTok medium as an action to convey messages to reach them.

Indonesian Ministry of Health content provokes new various responses and perspectives from TikTok users which are dominated by Generation Z. There were responses indicating that choosing TikTok as a new media could make the Indonesian Ministry of Health lose their identity even though the content went viral. Muttaqin & Sriyono (2021) explained that social media using as though a double-edged knife in managing public opinion, the positive public opinion will affect a better image and reputation of government while the negative one will rough their reputation. The government social media using will be a risk if there is no optimal and proper management (Dharma & Kasim, 2021).

The research understanding is needed to decide the policy of media using as communication tools on organization communication. In this research, the institute will gain information to evaluate their policies in order to develop and improve the next better strategies. Build on explanation above, the author interest to discuss and study how Indonesian Ministry of Health image through their TikTok digital content based on Z Generation point of view. Therefore, the problem of this research is: How is the image management process of the Ministry of Health of the Republic of Indonesia based on Z Generation point of view through the implementation of Cyber PR on TikTok?

II. LITERATURE REVIEW

A. Image Management

According to (Jefkins, 2015) image is an impression that arises from individual knowledge and experience. Soemirat & Elvinaro (2010) states that image is formed by four components, that are:

Implementation of Image Management with Cyber Public Relations to Generation Z by Government Organization

- Perception: The stage where the individual interprets their stimulus experience. Perception will be positive if the stimulus is suitable with individual cognition.
- Cognition: Belief that arises because individuals can receive and understand well the stimulus. Information clarity is an important factor at this stage.
- Motivation: Individual encouragement for taking action to achieve a goal which has role to move the response from coming stimulus.
- Attitude: The power to act, think and feel in facing objects, ideas, situations, or values.

Meanwhile image management is an effort to create, maintain, and if necessary, regain the desired image in organizational stakeholders' view (Willi, et al, in Jordan, 2016). Organizational image management is important (Jordan, 2016), because:

- Image determines the cognitive, affective, and behavioral responses of stakeholders towards the organization.
- Image that was formed enables the interdependence relationship that exists between the organization and stakeholders.

B. Government Public Relations

According to Sukatendel (in Soemirat & Elvinaro, 2010), Public Relations has role to represent organization in communication process to create positive image. Public Relations is called Government Public Relations (Public Relations Government) in government scope. Broom and Sha (2013) define government public relations as a management function that helps agencies, departments, and other public entities to be responsive to the citizens they serve. (Greener, 2011) explains several Public Relations tasks, there are:

- Building the company, organization, or individual reputation
- Increasing awareness and positive feedback on products or programs that was made by organization
- Increasing credibility, and Maximizing campaign performance to achieve their goals maximally and effectively.

C. Cyber Public Relations

Ongo (2004, in E.B., 2016) explains that Cyber Public Relations is a public relations initiative that uses internet as media publicity. Public Relations is effective considered by the existence of a one-to-one relationship measuring. Phillips & Young (2009) describes that there are four basic elements in conducting Cyber Public Relations, namely transparency, internet porosity, internet as an agent, and the riches and reaches content.

Transparency is understood as the process of opening internal organization to external so they can be observed and monitored properly (Gregory, 2001). There are several forms of transparency, namely:

- Radical Transparency: A method involves all of organization's data management, arguments, and policies from organizations which are disseminated to the public.
- Controlled Transparency: Organization's spreading information through online instruments that can be carried out in a measurable, limited, and controlled manner.
- Institutional Transparency: Organizational information that was provided by authorities without internal organizational command.
- Overt Transparency: Organizational efforts to provide information for stakeholders by using social media as their instrument.
- Covert Transparency: Manipulated organization's information by reason of advertising and promotion in cyberspace related.
- Unintentional Transparency: The spreading of organization's information on the internet, carried out by other parties or information and communication technology, that can search and store data automatically, without company's intention (unplanned).

Internet porosity is an unintentional attempt at transparency, occurring when an organization engages in interactions with external parties in cyberspace and the information is published informally and more transparently. Internet agency occurs when there is information changing when enter the cyberspace.

In Public Relations, information richness is obtained through the various content forms (words, images, sounds, videos, diagrams, music, etc.) and the parties presence who have ability to disseminate it through internet publicly. In other hands, reach can define as manipulation techniques so the content can be found, such as search engine optimization, hyperlink exchange, and collaboration with online communities.

Childs (in Ruslan, 2013), describes four public relations strategies in designing a message, consist of:

- Strategy of Publicity: Campaigns are created to convey messages through reporting process by mass media collaboration. Institutions also have opportunity to regulate the report so that public receives beneficial information related to their institutions.
- Strategy of Persuasion: A strategy which the information is persuasive and able to lead public through emotional approach with human interest. There are suggestions and persuasion techniques that can change public opinion in this strategy.

Implementation of Image Management with Cyber Public Relations to Generation Z by Government Organization

- Strategy of Argumentation: Commonly used to prevent negative or less profitable news for agencies by making rational comparisons through forming news reports so the public will be able to weigh and assess the organization.
- Strategy of Images: Besides the promotion, institutions also use a non-commercial publication and information approach by raising awareness and social aspects which can provide benefits for both parties.

D. TikTok as New Media

New media is a term of communication flow that is carried out by utilizing computers and is mediated by existing technology (Creeber & Martin, 2009). New media comes with several main characteristics, there are individual access to send and receive messages, easiness to connect to each other, interactivity, unlimited place and time, also open and fast (McQuail, 2011). Social media is part of the internet that able to code, store and manipulate messages (Ruben, 1998 in McQuail, 2011).

TikTok is a social media that features short duration videos with 15-60 seconds or 3 minutes per video. The types of features consist of music, stickers, camera effects, filters for faces and bodies, voice changers, timers, video collaboration and comments, and others. The diversity of these features can make TikTok as the right medium for their users' daily entertainment. It also has For Your Page or FYP term on the TikTok homepage which occurs when a video has a large number of likes or viewers, so it falls into trending or viral category.

E. Generation Z

Z Generation are people born between 1995 and 2010 (Andrea et al., 2016). According to Grail Research (2011, in (Fernández-Cruz & Fernández-Díaz, 2016), Z Generation is the internet generation which has distinction with Millennials who were born in 1980-1995 and still at a moment of technological transition.

In a study conducted by Tulgan (2013, in Rastati, 2018), the key that establish the Z Generation is their ability to use social media. The use of social media is already massive, but Z Generation still needs supervising and training to bring up the good skills for operating it properly and effectively.

From a psychological point of view, Nielsen's research (2016, in Rastati, 2018) results show that Z Generation tends to act independently, easy to get along with, and respects privacy. However, the Z Generation tends to use more information sources from cyberspace such as social media, regardless of the information validity.

III. METHOD

This research was conducted using a qualitative approach. Qualitative research approach with researcher as a key instrument, inductive data analysis, and combination of data collection techniques (Sugiyono, 2016). Data were collected by in-depth interviews, field observations, and case studies. The research object is Z Generation who are Ministry of Health of the Republic of Indonesia (@kemenkesri) TikTok's followers. Miles and Hubberman (in Kriyantono, 2009) states that the steps taken to analyse the data consist of data reduction, data presentation, and drawing conclusions. The researcher triangulated the data sources to fulfill the validity of the data. The source triangulation is done by comparing and checking the observed data with the results of interviews conducted, with comparing what people say in public and privately and so on (Moleong, 2018).

IV. RESEARCH RESULTS

A. Closeness with Generation Z is Formed through Content as a Form of New Positive Image Assessment

According to Jefkins (2015), image is an impression of an individual that appears based on knowledge and experience of the organization. The results shows that image management carried out by the Indonesian Ministry of Health through TikTok produces these following image forms:

- Wished Image: The image refers to internal organization understanding that wants to achieve a goal. This image management is applied in a new way where the external public has not fully received complete information. The Ministry of Health of the Republic of Indonesia determines their wished image, which is to create a positive image of the Covid-19 vaccination policy for Z Generation.
- Mirror Image: The image is formed by internal organization which is related to organization's image based on public view. The mirror image is formed by establishing their own internal management to determine the strategy for managing the new social media, TikTok, which is carried out by the Service and Community Communication Bureau in the Production, Communication and Publication Work Team Subdivision.
- Current Image: The latest image reviewed from TikTok digital content considers that Indonesian Ministry of Health is trying to get along closer with Z Generation.

Based on findings, the stimuli of TikTok's digital content image management forms closeness in perception, cognition, motivation, and attitude between the Indonesian Ministry of Health and Generation Z, namely:

Implementation of Image Management with Cyber Public Relations to Generation Z by Government Organization

- Perception: The novelty founded by Z Generation's is a part of the perception component that has been created. At this stage, the meaning's perception is carried out based on individual's experience. Sources indicated that they could perceive and consume Ministry of Health's information more differently than other social media.
- Cognition: The three informants commented that the information posted on TikTok tends to be easy to understand and accept. It encourages them to understand the content purpose for Z Generation. Z Generation tend to believe that Indonesian Ministry of Health involvement on TikTok could tell as their effort to connect and communicate with them.
- Motivation: Based on findings, the three informants explained that the chosen of visual, audio, and text were the main part which gained their interest to follow Indonesian Ministry of Health's TikTok content compared to other social media.
- Attitude: Shown by actively following the Ministry of Health's account, also liking, commenting, and sharing their content frequently. Those responses are follow-up action from the encouragement (perception, cognition, and motivation) that has been felt before.

B. Image Management by Maintaining Information Quality and Adjusting Social Media Characteristics

Philips & Young (2009) has explained the steps for optimizing social media in PR activities. The study results show that the strategy of the Indonesian Ministry of Health are as follows:

- Transparency to support Open Government. The first form of transparency carried out by the Ministry of Health of the Republic of Indonesia is a measurable control on each Covid-19 vaccine information content by implementing a check and balancing process to the published content. The Ministry of Health of the Republic of Indonesia, through its TikTok, is procuring cooperation that is in line with the elements of institutional transparency. When the government decides to publish their policy information, there needs to be a connection with other government agencies at least. Unintentional transparency also occurs in the Indonesian Ministry of Health's TikTok, where the content may be shared by other users widely and so it becomes viral.
- TikTok as an effort to maximize multi-medium communication. Internet porosity in Cyber PR refers to unintentional attempts at transparency. The Ministry of Health has applied multi-medium on their communication with the public and social media, where there are spreading message adjustments in an informal and transparent manner. In addition, to avoid bias, the Indonesian Ministry of Health carries out planning, coordinating, and monitoring by internal parties to support the quality of content so that it is in line with the initial goals regarding the Covid-19 vaccine policy on TikTok.
- Key messages proper formation. To establish the accuracy of the message for Generation Z, the Indonesian Ministry of Health pays attention to agency and internet agency elements. These elements can be perceived in Japanese anime content that suits Z Generation's interest. Any form of key message can be inserted into the trend if it does not contain anything controversial or sensitive to SARA.

C. Trend-Based Creative Content to Reach Z Generation

Childs (in Ruslan, 2013) explains that there are PR message packaging strategy to analyse content creativity:

- Get to know Z Generation community. TikTok as entertain social media has many features that will support creators to release their creativity. It is important to see the dominant community in TikTok. Conducting internal research was found that K-Pop and Anime lovers have large number communities in Indonesia. It prompts Indonesian Ministry of Health to insert those elements on their TikTok to maximize information breadth in Z Generation.
- Content based on Z generation community trends. Research shows that the Indonesian Ministry of Health uses three stages; awareness, knowledge, and acceptance in providing their content. The awareness aspect can be reflected in appeals and documentation content wherein each of these contents continuously provides an overview and emphasizes the initial persuasion. The knowledge stage can be seen from Covid-19 vaccine information content which

Z Generation needed is conveyed properly by the Ministry of Health. The acceptance stage enters when informants agreed that the contents of the Indonesian Ministry of Health able to convince them to carry out the Covid-19 vaccine and follow the publications continuously.

- Content to get over the hoaxes. The findings show that the audio and visual contents of TikTok are capable to assist the Indonesian Ministry of Health in dealing with negative news and hoaxes about the Covid-19 vaccine policy spreading information.
- Content to manage image. According to Luzar & Monica (2013) a company able to convey an image in accordance with their identity at least. Nowadays trends can become a strategy for reaching social media public widely even though the selected trend does not have much relevance to Indonesian Ministry of Health identity.

Implementation of Image Management with Cyber Public Relations to Generation Z by Government Organization

- TikTok as Government PR media. The amount of positive reception from the public, especially Z Generation, is in line with image strategy. Besides convey the information, the image management also has good impact for Indonesian Ministry of Health indirectly.

CONCLUSIONS

The Z Generation, who spends a lot of time on social media, have encouraged the Indonesian Ministry of Health to socialize the Covid-19 vaccine through TikTok social media. The aim of this socialization is to emergence the Z Generation role in succeeding Indonesian Covid-19 vaccine target.

The image management strategy that is currently being carried out by the Ministry of Health of the Republic of Indonesia is considered successful in forming a positive image and creating closeness to Z Generation as target message. Determining the right key message related to the Covid-19 vaccine policy is the main thing to be considered, so that the message and image formed accordingly.

The implementation of the four Cyber PR strategies helps the Indonesian Ministry of Health adapted with TikTok's characteristics, so their content can be accepted and can formed the image successfully. The selection of content that involves K-Pop and anime provides a high level of engagement received by Z Generation. This strategy is going success in maximizing and supporting the four Cyber PR strategies.

The Ministry of Health's creative content on TikTok also build their image being dynamic nowadays. This strategy capable to reach public even though the content is still less relevance to their identity. It could bring and break public perception so that ultimately influences the current image of the Indonesian Ministry of Health.

REFERENCES

- 1) Andrea, B., Gabriella, H. C., & Tímea, J. (2016). Y and Z generations at workplaces. *Journal of Competitiveness*, 8(3), 90–106. <https://doi.org/10.7441/joc.2016.03.06>
- 2) Broom, G. M., & Sha, B.-L. (2013). *Cutlip & Center's Effective Public Relations - Eleventh Edition*.
- 3) Creeber, G., & Martin, R. (2009). Digital Cultures understanding new media. In *Mc Graw Hill*. http://books.google.com/books/about/Digital_cultures.html?id=MTnhAAAAMAAJ
- 4) Dharma, A. A. S., & Kasim, A. (2021). Infodemi Covid-19 dalam Perspektif Open Government: Sebuah Tinjauan Literatur. *JIIP: Jurnal Ilmiah Ilmu Pemerintahan*, 6(1), 105–125. <https://doi.org/10.14710/jiip.v6i1.10372>
- 5) E. B., G. A. (2016). Strategi Cyber Public Relations dalam Pembentukan Citra Institusi Pendidikan Tinggi Swasta. *Jurnal The Messenger*, 6(1), 1. <https://doi.org/10.26623/themessenger.v6i1.161>
- 6) Fernández-Cruz, F. J., & Fernández-Díaz, M. J. (2016). Generation z's teachers and their digital skills. *Comunicar*, 24(46), 97–105. <https://doi.org/10.3916/C46-2016-10>
- 7) Greener, T. (2011). Practical PR. In <https://Medium.Com/>. Practical PR. <https://medium.com/@arifwicaksanaa/pengertianuse-case-a7e576e1b6bf>
- 8) Gregory, A. (2001). Public relations and evaluation: Does the reality match the rhetoric? *Journal of Marketing Communications*, 7(3), 171–189. <https://doi.org/10.1080/13527260122625>
- 9) Hidayat, D. (2014). *Media public relations: pendekatan studi kasus cyber public relations sebagai metode kerja PR digital* (A. Bajari (ed.)). Graha Ilmu.
- 10) Jefkins, F. (2015). *Public Relations* (Kelima). Erlangga.
- 11) Jordan, J. (2016). A Theory of Organizational Image Management. *International Journal of Management and Applied Science*, 2(1).
- 12) Kriyantono, R. (2009). *Teknik Praktis Riset Komunikasi*. Prenada Media Group.
- 13) Luzar, L. C., & Monica, M. (2013). Peranan Komunikasi Visual bagi Identitas Perusahaan. *Humaniora*, 4(1), 528. <https://doi.org/10.21512/humaniora.v4i1.3461>
- 14) McQuail, D. (2011). *Teori Komunikasi Massa*. Salemba Humanika.
- 15) Moleong, L. J. (2018). *Metodologi Penelitian Kualitatif* (ketiga pul). PT Remaja Rosdakarya.
- 16) Muttaqin, M. Z., & Sriyono, S. (2021). Konstruksi Opini Publik melalui Media Sosial: Studi Pendekatan Analisis Wacana Kritis
- 17) Grup Facebook Lintas Kejadian Kota Jayapura pada Bulan Juni 2021. *POLITICOS: Jurnal Politik Dan Pemerintahan*, 1(2), 113–129. <https://doi.org/10.22225/politicos.1.2.2021.113-129>

Implementation of Image Management with Cyber Public Relations to Generation Z by Government Organization

- 18) Phillips, D., & Young, P. (2009). *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of social media (PR in Practice)* (Second). Kogan Page.
- 19) Rastati, R. (2018). Media Literasi Bagi Digital Natives: Perspektif Generasi Z di Jakarta. *Jurnal Kwangsan*, 6(1), 43. <https://doi.org/10.31800/jurnalkwangsan.v6i1.72>
- 20) Ruslan, R. (2013). *Kiat dan Strategi Kampanye Public Relation* (Revisi).
- 21) Soemirat, S., & Elvinaro, A. (2010). *Dasar-Dasar Public Relations*. Remaja Rosdakarya.
- 22) Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (23rd ed.). ALFABETA.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.