



DIGITAL COMMUNICATION MANAGEMENT PLANNING, ACTIVITIES AND EVALUATION OF TANGERANG CITY GOVERNMENT IN INCLUSIVE AND SUSTAINABLE ECONOMIC RECOVERY IN TANGERANG

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ABSTRACT

Media activities related to digitalization are present in many aspects of daily life. Since the PSBB was passed on March 15, 2021, the community has been affected by the Covid-19 pandemic. Community activities are forced to be carried out by digital transformation in services, transactions and work, for example the Tangerang City Government. The goal of this study was to ascertain how the Tangerang City Government will manage its digital communication in order to promote an inclusive and long-lasting Economic Recovery in Tangerang. The object of this research is the Tangerang City Government. This study uses the method of Phenomenology of Edmund Husserl. possessing the idea of phenomenology as a scientific approach that does not begin with uncertainty, direction, or the veracity of an experience. This study used observation, interviews, and documentation as data gathering methods. Based on the research results, the Tangerang City Government has benefited from digital innovation, especially in terms of improving communication and providing services to local residents. Instructions for the use of social media for business for Micro, Small and Medium Enterprises (MSMEs) are carried out through training.

Keywords: Management, Communication, Digital, Government, Tangerang, City, Economy

INTRODUCTION

The digitalization of media through the wide internet gateway is open to all people. Most of the world's population is connected to the internet. There are several research results that Indonesia ranks one to five as the country with the largest number of social media to the content that floods the digital medium. For institutions or organizations, it provides a kind of alternative for information dissemination, activation, public and business communication, as well as public relations and business activities for institutions. Digital media provides changes and even revolutions in the relationship between institutions and society. During this time, communication tends to be dominated by one-way and broadcast type, but now it has become interactivity. Institutions and audiences are entities (in internet language referred to as nodes) that are comparable, are in the same network, and can influence. For example, digital media constructs trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed. (Nasrullah 2021: vii –viii).

Sagar Dua. 2017. Digital Communication Management The World is Going Digital. International Journal of Recent Research Aspects ISSN: 2349-7688, Vol. 4, Issue 3, Sept 2017, pp. 50-53

Digital media has become the talk and discussion of people in big cities. Traditional communication tools delivered to customers are very well planned and strategically able to understand consumer potential, behavior and psychology. A lot of digital communication between management and customers has emerged thanks to social media and digital media, making transactions simpler.

<https://www.ijrra.net/Vol4issue3/IJRRRA-04-03-10.pdf> (Accessed 6 July 2022 23:10 WIB)

Gatut Priyowidodo, Chory Angela Wijayanti, Titi Nur Vidyarini. 2019. THE COMMUNICATION STRATEGY OF DIGITAL-BASED MEDIA ORGANIZATIONS. JOURNAL OF COMMUNICATION AND MEDIA STUDIES ISSN: 1978-5003 e-ISSN: 2407-6015.

According to research, there are six different types of communication strategies for managing digital media, including communication management, using communication, carrying out communication planning, choosing communication channels, directing the organization's operations, using communication media, and involving various parties as communicators both internally and externally. According to the findings of the second study, the company's internal circumstances and its strong partnerships with third parties were the main influences on the development of the strategy. Digital information-based businesses depend on two things: specialists and managerial abilities.

<file:///C:/Users/hp/Downloads/3272-13376-3-PB.pdf> (Accessed on 6 July 2022 at 23.25 WIB)

Dinn Wahyudin, Deni Darmawan, Edi Suryadi, Linda Setiawati, Yulia Rahmawati. 2021. Digital Strategic Communication Management in Developing Curriculum of Universitas Pendidikan Indonesia. Journal of Hunan University Natural Sciences

Based on the research findings that the development of digital communication strategies for the implementation and optimization of institutional communication from the perspective of curriculum development. Planning, creating, and assess-

ing academic programs all involve digital communication. The Indonesian Education University (UPI) conducted this study in 2020. In order to become a top institution in the sphere of education, UPI has implemented the curriculum.

<http://www.jonuns.com/index.php/journal/article/view/769> (Accessed 6 July 2022 at 23.39 WIB)

Nindyta Aisyah Dwityas¹, Ahmad Mulyana², Sri Hesti³, Rizki Briandana⁴, Putrianti Mungi Kurniasari⁵. 2020. Digital Marketing Communication Strategies: The Case of Indonesian News Portals. *International Journal of Economics and Business Administration* Volume VIII, Issue 3, 2020 Page 307-316

Focused goals will be the major focus of digital marketing in 2019 according to Kompas.id's communication strategy. This study suggests promoting digital elements throughout the entire implementation phase as well as those that emerge in the communication mix. A digital strategy is necessary in order to plan digital marketing, choose targets, select channels, decide on a total budget, select digital communication instruments, and assess the effectiveness of the marketing communication process.

file:///C:/Users/hp/Downloads/Digital%20Marketing%20Communication%20Strategies_%20%20The%20Case%20of%20Indonesian%20News%E2%80%9820Portals.pdf (Accessed 7 July 2022 at 14.14 WIB)

ROBIN MANSELL. W. EDWARD STEINMUELLER. 2020. Denaturalizing Digital Platforms: Is Mass Individualization Here to Stay? *International Journal of Communication* 16(2022), 461–481

Consistency of individualization or personalization is used by digital platforms with imaginary and neoclassical logic of economic theory and behavioral economics. It identifies contemporary policy limitations to the hazards associated with datafication practices. Denaturalization claims need to be made regarding the increasing "natural" mass individualization techniques of market dynamics and digital technology innovations. (Accessed July 7, 2022 at 2:41 p.m. WIB)

A Rizaldi¹, F Margareta^{2*}, K Simehate³, S N Hikmah⁴, C N Albar⁵, A A Rafdhi⁶. 2021. Digital Marketing as a Marketing Communication Strategy. *International Journal of Research and Applied Technology* 1 Page 61-69

The use of digital marketing has the potential to boost the market for organic fertilizer by attracting more customers. According to study, digital marketing as a kind of marketing communication boosts promotion and selling power. The findings of his study cover the application of digital marketing in the promotion of products for organic fertilizer.

<https://ojs.unikom.ac.id/index.php/injuratech/article/view/5639/2626> (Accessed on 7 July 2022 at 23:53 WIB)

Dam Hee Kim, Meera Desai. 2021. Is Social Media Worth It for News Media? Explaining News Engagement on Tumblr and Digital Traffic of News Websites. *International Journal on Media Management* Volume 23, 2021 - Issue 1-2.

Financial challenges in the era of digital technology have attracted audiences through social media. Social media is often seen by the public as a digital strategy, then directs it to the main web to carry out sales promotions. Digital traffic from

the top 50 news organizations was 230,375 posts made by the organization's 41 accounts on the social media platform, Tumblr.

<https://www.tandfonline.com/doi/full/10.1080/14241277.2021.1958820?scroll=top&needAccess=true> (Accessed July 8, 2022 at 00.09 WIB)

Danilo Tauro, Umberto Panniello, Roberta Pellegrino. 2021. Risk Management in Digital Advertising: An Analysis from the Advertisers' Media Management Perspective. *International Journal on Media Management* Volume 23, 2021 - Issue 1-2.

Media management carries out advertising promotions, after creative content is produced. Distribution channels control the process of developing promotions through advertising to efficiently and effectively reach the proper target audience. According to the findings of this five-year study, new technologies have disrupted this market and aided in the astronomical rise of digital advertising.

<https://www.tandfonline.com/doi/full/10.1080/14241277.2021.1960532> (Accessed on 8 July 2022 at 00.24 WIB)

Dewi K Soedarsono, Bahtiar Mohamad, Adamu Abbas Adamu, Kennia Aline Pradita. 2020. Managing Digital Marketing Communication of Coffee Shop Using Instagram. *International Journal of Interactive Mobile Technologies (iJIM)*, 14(05), pp. 108–118.

Owners, marketing personnel, and consultants with experience managing digital marketing communication strategies have participated in semi-structured interviews to obtain in-depth knowledge. The Instagram app turns become a powerful marketing tool for promoting sales. <https://online-journals.org/index.php/i-jim/article/view/13351> (Accessed on July 8, 2022 at 0.37 WIB)

The development of digital media makes communication more innovative and creative. All levels of society are required to recognize and understand digital media. Due to the PSBB which was enforced during Covid-19, many activities were carried out online. Starting from school, work, buying and selling transactions, and others.

Alfelia Nugky Permatasari, Endang Soelistiyowati, I Gusti Ayu Putu Puji Suastami, Riski Apriliani Johan. 2021. Digital Public Relations: Trends and Required Skills. *AS-PIKOM Journal*. Vol 6. No 2.

The public relations industry uses digital media as well and looks at digital public relations skills. To achieve this goal, a number of public relations professionals from various institutes were questioned. Organizations still require traditional and digital public relations because they complement one another well. Additionally, to possess strong interpersonal, writing, communication, and soft skills. Expected to be knowledgeable about and skilled with digital platforms.

<https://jurnalaspikom.org/index.php/aspikom/article/view/836> (Accessed on 12 July 2022 at 0.53 WIB)

The aim of this study is to determine the Tangerang City Government's efforts in inclusive and sustainable economic recovery through digital communication management planning, activities, and evaluation based on the description of the problem above.

METHODOLOGY

This study uses the method of Phenomenology of Edmund Husserl. Husserl asserted that not only research but philosophy of theory or philosophy of science. The

method used to find out from his experience actually becomes the truth he experiences. Method is to be viewed here not as a research technique but rather in the etymological sense of a way to enter a research topic, which implies that those issues fall under the purview of science theory or philosophy.

According to Husserl, the method of achieving eidetic knowledge is knowledge of reality. So, intentionality or directness to objective knowledge is a formal goal. The fact that the same object appears in different ways is totally attributable to ap-perceptive characteristics, which are intentionally used to denote the presentational and objectifying function of awareness.

Practicing the phenomenological method, the non-essential elements are reduced through epoche. By placing non-essential elements to consciousness to capture the meaning and understanding of reality (Poespowardojo and Seran 2018: 152-153).

Planned communication is an important part of the digital communication media management process. Communication management can be defined as public relations activities and accompanying activities to run programs, campaigns, and projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). In simple terms, planning can be grouped into four clusters of digital communication activities, namely promotion, conversion, strategy, content:

Strategy

The first activity is conducting market research. This is done by determining the target, segmentation, age, situation or demographics. The second activity carries out campaign goals (campaign goals). The third activity of the publication channel, this is done by analyzing social media, publication channels, types of content on social media. The fourth activity determines promotion channels. The fifth stage is to determine the main performance indicators (KPIs).

Content

Creating content by means of Keyword Analysis, something that is currently popular in the community. Keywords will be optimized on social media. Content planning defined campaign content outline, content calendar. The next stage is content creation. Content writing according to the selection of the right hashtags, content according to SEO, social media algorithms.

Promotion

Promotion used can be in the form of Organic Media. Drafting email blast, IG Story, FB Story, Facebook Page, Newsletter, Content Template. Paid Promotion can also be done using Google Ads, Facebook Ads, Instagram Ads.

Conversion

Conversion activities are carried out by following up on action. Subjects that engage audiences in events, seminars, webinars, product sales, discounts, quizzes, videos, content, and more. Media Offer will prepare a landing page as a conversion link that is distributed on social media and other digital media. (Nasrullah 2021: 94)

Evaluation in Digital Communication

The institution's digital communication management will evaluate the performance that has been carried out. Evaluation is also interpreted as monitoring and feedback. The managers of digital communication media in the human resources department do special things to handle digital communications. Create a digital communication plan and carry out the execution of the plan, to the desired output, impact, and results. (Nasrullah 2021: 162)

The objects used as informants in this research are Mr. Hendy Tannady as a Digital Communication Practitioner of IEEEEL Institute domiciled in Tangerang City and Mrs. Zakiah as a citizen of Tangerang City. The total number of informants is two people. This informant is seen to represent what the researcher wants to study and is selected based on the context that the researcher wants to discuss in this study.

The quality of the research instrument and the quality of data collection were the two key terms used to describe the study's findings. The validity and dependability of the research instrument determine its quality, and the procedures employed to gather the data determine the quality of the data collection.

Data collection is done naturally (natural setting), in the laboratory with experimental methods, at home, seminar meetings, discussions, and others. The technique of collecting is done by questionnaire, observation, interview, and collaboration. (Sugiyono 2021: 253)

In qualitative research, data processing happens concurrently with data gathering. Researchers conduct interviews, and if the results of the interview feel unsatisfactory after being examined, the researcher will keep asking questions until they have obtained information that is deemed credible. According to Miles & Huberman (1992), operations in qualitative data analysis were carried out in a collaborative manner. Data reduction, data visualization, and data verification are all components of data analysis.

In qualitative research, conclusions may or may not provide an answer to the original question. The results of qualitative research are anticipated to produce novel, previously undiscovered information or to supplement known information. The results are presented as a description or description of the study's subject. (Mirza 2018: 105-107)

RESULT AND DISCUSSION

Researchers conducted interviews with key informant Mr. Dr. Hendy Tannady, a 35-year-old Digital Communication Practitioner from the IEEEEL Institute, lives in Puri Beta 1, Tanjung 5/16, Tangerang City. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). There is no feeling of Digital Communication Planning in the Tangerang City Government to help develop the potential and economic recovery in Tangerang City. This is in accordance with the statement of Mr. Dr. Hendy Tannady as follows

"In my opinion, the Tangerang City Government's program, especially the digital communication plan, is at least helpful, let alone developing the potential and restoring the economy in Tangerang City. The presence of private developer com-

panies in Tangerang, such as in Karawaci, makes the economic growth of local residents more significant than the action plan formulated by the Tangerang City Government.”

Digital communication activities can be grouped into four clusters, namely strategy, content, promotion, and conversion (Nasrullah 2021: 94). Digital communication activities should target these four clusters. This is in accordance with the statement of Mr. Dr. Hendy Tannady as follows

“Digital communication activities should target the four clusters. Market research is absolutely necessary to identify the basic needs of business actors, especially Micro, Small and Medium Enterprises in Tangerang. Promotional and conversion content in digital-based designs considering the demographics of the Tangerang population, which is also a lot of Generation Z and Millennials. There is also a need for action to go to the field to provide socialization and training for conventional business actors about digital literacy and the use of digital technology to support business.”

The importance of periodic evaluations from time to time so that digital communication planning is more touching and answering public problems in Tangerang City. In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring and also seeking feedback. The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. It is the managers themselves who know better how a digital communication plan is made, how to execute the plan, to the desired output, impact, and results. (Nasrullah 2021: 162). This is in accordance with the statement of Mr. Dr. Hendy Tannady as follows

“Regarding the execution of the evaluation, I cannot identify this because I do not understand the internal mechanisms of the Tangerang City Government in the Determination, Implementation, Evaluation (Implementation), Control (Implementation) (PPEPP), especially evaluation. However, it is better to serve the community, continuous improvement needs to be done in order to achieve governance objectives, namely community satisfaction with the performance of the Tangerang City Government apparatus. The most important part of continuous improvement is periodic evaluation from time to time and a Plan, Do, Check, Act (PDCA) is carried out so that digital communication planning is more touching and answers public problems in the city of Tangerang.”

The researcher also conducted interviews with the informant, Mr. Dr. Joko Suwarno Dwi Raharjo Digital Communication Practitioner, President Director of PT. Talenta Scholar, 54 years old, lives in Serpong Park Cluster Amethyst Block A. 1 No. 16 Lengkong Karya, North Serpong, South Tangerang. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). Digital communication planning carried out by the Tangerang City Government is quite good in digital innovation, especially in order to facilitate communication and services to the community. This is in accordance with the statement of Mr. Dr. Joko as follows

“I think the Tangerang City Government’s plan is quite good in digital innovation, especially in order to facilitate communication and services to the community. This is proven in 2020 the Tangerang City Government received several awards in the development of Smart City, this effort can at least make it easier for example in the management of permits for business actors who are not long-winded and

the time is not so long as well as in terms of population management which has provided ATM KTP in several places. Then based on media information on July 5, 2022, the Tangerang City Government held training for Micro, Small and Medium Enterprises (MSMEs) in the use of social media for business. I think these are some serious efforts for the Tangerang City Government during the pandemic and post-pandemic in carrying out economic recovery.”

CONCLUSION

The Tangerang City Government has implemented Digital Communication Management both from Planning, Activities, and Evaluation in Inclusive and Sustainable Economic Recovery through digital innovation, especially in order to facilitate communication and services in society, according to the data findings, data results, and discussions that the researchers have conveyed. Instruction on the use of social media for business for Micro, Small, and Medium-Sized Enterprises (MSMEs). The researcher also has several recommendations, namely: Cooperation with private developer companies such as in Karawaci will increase the economic growth of Tangerang residents. Both promotional and conversion content are digital-based designs considering the demographics of the Tangerang population, which is also a lot of Generation Z and Millennials. The three periodic evaluations are carried out from time to time and carried out by Plan, Do, Check, Act (PDCA) so that digital communication planning is more touching and answers public problems in the city of Tangerang.”

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