HOW GOVERNMENT PUBLIC RELATIONS SHOULD EXECUTE SOCIAL ENGINEERING: A LITERATURE REVIEW ABOUT HOW INDONESIA GOVERNMENT'S PUBLIC RELATIONS EXECUTE SOCIAL ENGINEERING ON MULTI PERSPECTIVE

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Abstract

This study aims to describe how the Public Relations of the Indonesian government carries out social engineering in dealing with the COVID-19 pandemic crisis from various perspectives, including the perspectives of government, society, and academics. In facing this crisis as a global issue, the government needs to be transparent and use various types of internet-based media to increase public trust and the effectiveness of crisis management. The government must also overcome the digital divide which is one of the main problems in spreading the social engineering agenda to the public. This study will use a literature review to describe how the Indonesian government's Public Relations carried out their main task in dealing with this crisis as well as the expectations and views of the government and society regarding the social engineering that was carried out. With data from various perspectives, the author hopes to provide broad insights to readers through this paper.

Keywords: Government, Public Relations, Social Engineering, Pandemic, social media

1. Introduction

One of the main agendas of Government Public Relations is how to maintain social welfare and minimize crisis impact so the state will not be seriously affected over a specific global issue such as the pandemic of Covid-19 that Occurs ETA 2020 to 2022. But this main agenda become very vulnerable since the massive usage of the internet. A lot of information can be accessed through the internet, whether it is a fact or a hoax. On the other hand, Haryanti and Rusfian (2018) stated from internetworldstat.com (2017), as of June 2017, Indonesia's internet penetration reached 50.4% or 132.7 million population of Indonesia. In contrary to that, 49.6% of Indonesians continue to face limited access, if at all, to the internet, in other words are victims of the digital divide (Haryati & Rusfian, 2018). It is linked to the challenge to reach public awareness towards the government's public relations messages. The digital divide is merely includes the public that have limited access towards the internet and education. Thus, the Digital divide can be seen as simple as citizens of a city that have more and easier access to the internet. Meanwhile, citizens of rural area don't have the same access. This condition creates gaps of uneven spreading of information.

This study tries to portray the crisis of Covid–19 as one of phenomenon that the Government's PR should handle to shrink the risk and maintain social welfare simultaneously. As the country's administrator, the government should undertake precise communication strategies and policies to handle COVID-19 (Pramiyantri, Mayangsari, Nuraeni & Firdaus, 2020). The precise strategy is also related to the internet usage of the public and, of course, social media, as one of the most used platforms to exchange information between the public. Most countries in the global era use the internet and social media to help governments communicate and spread information to the public during crisis (Munninger, Hammedi & Mahr, 2019). Therefore, the writer aims to understand the linkage between government agenda and how they execute it
to manage social engineering during specific eras to handle crisis and deal with the digital divide simultaneously.

2. Methodology / Research Design:
   The literature Review method will be used to elaborate on the phenomenon and answer the research questions. A literature review study is a study that includes some previous research and those findings in order to capture the bigger picture and perspective towards the phenomenon. This study will include three main scientific writings with both qualitative and quantitative methods about Indonesia's Government Public Relations social engineering agendas.

Research Questions:
1. How do the Governmental Public Relations Execute Social Engineering?
2. What does they expect from the execution?

3. Literature Reviews:
   - Social Engineering
     Social engineering can basically be practiced by many entities, even the smallest individual entities. Nevertheless, this writing aims to portray the social engineering process through Government Public Relations. When someone uses particular action to influence others' actions, that action could be called "social engineering." Allaoui (2019) stated, "social engineering is the art or science of skillfully maneuvering human beings to take actions in some aspects of their lives." Therefore we can see that Public Relations has the main job of being a social engineer, influencing people's actions.
   -Digital Divide
     The digital divide is the gap between demographics and regions due to access to technology. It encompasses both lack of technical and financial access to information and technology (Taylor, 2022). A digital divide exists between developed and developing countries, urban and rural areas' populations, etc. The gap between the have and the have not of internet access creates different abilities to take information and action towards some specific issues.

4. Finding and Discussion of Previous Studies:
   Based on the previous studies, we can see that there are several problems that the government's public relations should deal with. The first article mentioned a digital divide that the public should face due to the lack of gadget ownership. Therefore, both digital and non-digital media should be optimized in rural areas. On the other hand, the second article mentioned that during the Covid-19 Crisis, both central and regional governments should have the same voices and publications about the crisis via social media "Twitter." The third article mentioned that transparency is the key to building public trust.

<table>
<thead>
<tr>
<th>No.</th>
<th>Article Title</th>
<th>Writers</th>
<th>Method</th>
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<tr>
<td>1.</td>
<td>Government Public Relations and social media: Bridging the Digital Divide on People with Social Welfare Problems</td>
<td>Sri Haryanti &amp; Effy Zalfiana Rusfian (2018)</td>
<td>Qualitative - Observatio and In-depth Interview</td>
<td>The digital divide still occurs in rural areas due to the lack of gadget ownership.</td>
<td>Based on research results, the use of social media alone is not sufficient to bridge the digital divide, especially those living in rural and remote areas face.</td>
<td>Effective public policy communication cannot be based on digital media alone but must involve a combination of both digital and conventional communication media.</td>
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<td>2.</td>
<td>Analysis of Government Official Twitters During</td>
<td>Salahudin, Achmad Normandy, Tri Sulistyaningsi</td>
<td>Qualitative –content analysis</td>
<td>Although there is slightly different content about central</td>
<td>The central government stressed to all regional</td>
<td>The writers recommended further research about the result of the area.</td>
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<td>Covid-19 Crisis in Indonesia</td>
<td>h. Muhammad Lutfi, &amp; Iradhad Taqwa Sihidi (2020)</td>
<td>government and local government tweets, we can conclude that both parties aim to reduce the case of Covid-19</td>
<td>government to be included as one to reduce Covid-19 cases.</td>
<td>government communication process during the Covid-19 Crisis.</td>
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<td>3. Public Perception on Transparency and Trust in Government Information Released During the COVID-19 Pandemic.</td>
<td>Alila Pramiyanti, Ira Dwi Mayangsari, Reni Nuraeni &amp; Yasinta Darin Firdaus (2020)</td>
<td>Quantitative and Qualitative - Survey with opened and closed questions</td>
<td>1/5 of all respondents use the government website often. It means that most people search for information on COVID-19 from online news sources.</td>
<td>Participants doubted about government’s news since the transparency is still questioned due to the large number of corruption. Yet, the participant is still seeking governmental information about the crisis as well.</td>
<td>Government should be able to increase transparency and trust of the public to decrease the number of skepticism. Reflected other countries such as South Korea, Japan, and even Singapore as the closest countries with good trust and crisis handling during Covid-19.</td>
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The Social engineering process has to be done by the government’s Public Relations following public trust, and public capacity and coordinated centrally and regionally. Therefore, the public can be reached about specific information and have clues to handle themselves during the crisis to maintain social welfare. The expectations of both parties, the Government and the Public, can be handled by coordinating with several parties. The government can influence the public to do what the government wishes, and the crisis impact could also be decreased.

5. Conclusion and Recommendation:

How Government Public Relations should execute their main agendas is also related to the central government's agenda. Nevertheless, the main idea is to ensure that the agendas are fulfilled; the government needs to ensure that the uneven access to information should be handled concerning how to reach the digital gap parties. The government also has to ensure that the public trust is high, so the public will do what the government tries to influence. The educational and economic background probably become one of the significant factors of uneven trust in the government. Lessons learned from other developed countries that could handle crisis effectively, such as Japan, South Korea, and Singapore. As what the government’s Public Relations hope to influence the public's action towards crisis. The government must deal with various factors and backgrounds that rely on the public.
Bibliography


