Abstract:
Twitter can be an effective communication tool for BEKRAF to disseminate information and connect the interaction among users who have concern towards the development of Indonesia’s creative economy. This research aimed to find out the reason of BEKRAF as the new government agency in choosing Twitter and the way BEKRAF utilized Twitter’s features in disseminating information. Qualitative research with a case study as the approach was employed to investigate BEKRAF uses of Twitter. This research was developed by using theory of Media Ecology, which discussed the impact of technology innovation on all kinds of society concerning how they act, believe, and perceive. The result of this study showed that BEKRAF could not escape from the impact of technology innovation and that technology innovation affected BEKRAF’s act in choosing Twitter as their communication tool in disseminating information to public. This research revealed that Twitter brought advantages for BEKRAF in disseminating information quickly, maintaining relationship with a large public, advancing BEKRAF’s performance by evaluating society’s feedback and input in Twitter, and creating public accountability as well as better image in public’s eye through Twitter’s features.

Keywords: Twitter; E-government 2.0; Disseminate The Information; BEKRAF; Media Ecology Theory

1. Introduction

The development of the internet has brought many changes to the way people communicated with each other and disseminated the news or information. In the digital age, many services and activities happens through online such as e-commerce and social media. Chua, Goh, and Ang mentioned that the presence of the internet has not only changed the way citizen communicated with each other, but also changed the way government collects and disseminates information to citizen (as cited in Chung, Cho, & Park, 2014, p. 25). Government ought to consider the benefit of utilizing social media as one of government’s new channels, since social media could make government rapidly to spread the information, in the meantime create government’s transparency, and engage with the citizens (Bertot, Jaeger, Munson, & Glaisyer, 2010, p. 53).

The use of the internet as one of the communication tools to disseminate information and offer service to the public by government refers as e-government activity (Song & Lee, 2015). Indonesian creative economy or known as BEKRAF (Badan Ekonomi Kreatif) is part of Indonesian government agency that is implementing the e-government 2.0 in the form of Twitter as a tool for BEKRAF to disseminate information regarding BEKRAF’s activities, programs and file reports of BEKRAF. BEKRAF is a new government agency that established in 2015 due to the realization of President of Republic Indonesia’s work program points 6 “NAWACITA”, which stated, “Improving people's productivity and competitiveness in international market and those Indonesian people can move forward and rise with other Asian nations”. BEKRAF has a big role in advancing sector of Indonesian’s creative economy to become Indonesia’s economic backbones of the world in 2030. However, in affirming the creative Indonesia’s economic growths there are some obstacles that BEKRAF faces: 1) The number of entrepreneurs in Indonesia is only 0.18%, 2) The problem of human resources, support resources, institutional, financing, infrastructure and technology, as well as marketing (Badan Ekonomi Kreatif, 2016).
In order to solve the problem as mentioned above, BEKRAF is conducting a massive program and activity to enhance the growth of Indonesian creative economy. Furthermore, BEKRAF needs a channel that can reach the entire Indonesian society to deliver information regarding BEKRAF’s program, activity, achievement, report that are related to creative economy. Therefore, BEKRAF is adopting traditional and new media as their tool to inform society regarding BEKRAF’s activities and programs since BEKRAF realized that the development of technology has changed the way Indonesian people communicated to each other. Besides, BEKRAF had established website and used social media such as Twitter, Instagram, and Facebook as BEKRAF channels to disseminate information to the public. However, BEKRAF only actively uses Twitter to disseminate information since August 2015. Meanwhile, Facebook and Instagram are not actively used. For example, the last update of Facebook account was in July and for Instagram was at the end of November 2016.

As one of social media platform that has uniqueness, Twitter becomes the leader of Microblogging sites, which provides both of social network and microblogging to the user (Mayfield, 2008). Twitter is one of social media applications, which provide comfortability to users since it can easily access in smartphones. Twitter was first launched at 2006 and begin rapidly growing since then. There are 313 million monthly active users with 1 billion visits Twitter and 82% active users from a mobile phone (Twitter, 2016). In Indonesia, there were 50 million of Twitter’s user with 77% are active users (Maulana, 2016). As Cho and Park (2011, p. 21) stated, Twitter is an effective tool for disseminating information for government institution and as a place for government to connect and interact with the citizen.

Twitter application to disseminate information by BEKRAF triggered the thought of this research. Therefore, this study only focused to find out the reason of BEKRAF in choosing Twitter as a tool to disseminate information and the way of BEKRAF in utilizing Twitter’s features to disseminate information. Furthermore, the researcher found several significant types of research for academically and practically. The academic significance of this research aimed to contribute to communication science literature especially for public relations of government in using Twitter to disseminate information. Meanwhile, the practical significance of this research, BEKRAF can improve the use of Twitter and get advantages from Twitter while disseminating information to the public.

2. Literature Review

2.1 Media Ecology

The development of technology is growing rapidly and giving influence to society. As technology has become our routine since we start our day until we end it, unconsciously technology changes our acts, feelings, emotions, values, and perspectives view of the world. According to West and Turner (2010), McLuhan was a Canadian scholar of literacy who suggests that we have a symbiotic relationship with mediated communication where we create the technology and as a result, technology re-creates who we are by shaping our feelings, thoughts, and actions. This is the basic concept of Media ecology theory.

In this era, people with the same interest and concern can talk to each other through the internet; the physical distance has no longer existed due to the existence of internet, development of Web 2.0, and smartphone. Media ecology theory centers on the rule that society cannot get away from the impact of technology innovation and that technology will stay fundamentally to all kinds of society (West & Turner, 2010). Furthermore, Parameswaran defined media ecology as the study of “how media and communication process affects human perception, feeling, emotion, and value” (as cited in West & Turner, 2010, p. 429).

There are three assumptions on how media ecology theory built below this:

1. Media infuse every act and action in society
   The first assumption underlines that people cannot escape media in their lives. Media have penetrated into their presence as it means that they cannot avoid or dodge media (West & Turner, 2010). Numerous Media Ecology scholars decipher media in broad terms. For example, television, radio, and movies as traditional forms of media. Media have the power to influence people through the games they play, radio they tune in, or the televisions they watch (West & Turner, 2010). In the meantime, media additionally rely on society for “interchange and development” (West & Turner, 2010).

2. Media fix our perception and organize our experience
   Media ecology scholars believe that media fix perceptions and organizes our lives. McLuhan (as cited in West & Turner, 2010, p. 431) stated that media are very effective in influencing our views of the world. Sometimes, the television controlled us unwittingly.

3. Media tie the world together
   McLuhan used the term of “global village to describe how media tie the world together into one great political, economic, social, and cultural system” (as cited in, West & Turner, 2010, p. 432). West and
Turner (2010) described the global village as the effect of how electronic media make the world smaller into a village that people can no longer live in isolation but rather always connected to each other by using electronic media in a continuous way and this term is mostly used to represent the internet and World Wide Web. Furthermore, electronic era has the ability to connect people around the world and make people to be more concern with global events (West & Turner, 2010).

According to McLuhan and Fiore (as cited in West & Turner, 2010, p. 433), there are four eras of media history which are the tribal era, literate era, print era, and electronic era which is the era that we are living now. The electronic era is the age where people can communicate with each other across the world through telephone, email, blog and radio (West & Turner, 2010). Furthermore, McLuhan and Fiore stated that rather than books being central of information, electronic media decentralized information to the degree that individuals are one of a primary source’s information (as cited in West & Turner, 2010, p. 434).

Media ecology theory best known as the medium is the message. This phrase refers to the power and influence of medium rather than the content on a society (West & Turner, 2010). According to McLuhan (as cited in West & Turner, 2010) “although a message affects our conscious state, it is the medium that largely affects our unconscious state”. It means that unconsciously people are influenced by the medium, where the medium create effects on people no matter what content is in the medium.

2.2 **New Media**

Nowadays, people can achieve information simply due to the existence of internet. The advantage of using internet is also felt by the sender of the information such as fast in delivering information and connecting to other people that live in different areas. The term of New Media is exceptionally various and difficult to describe, however people are still curious and interested in using new media. McQuail’s (2010, p. 136) defined new media as a communication technology that comes with a variety of specific features, and aside from being new, this new media incorporates with advanced media or computers which makes individuals utilize new media as one of their communication devices to share the information.

According to McQuail’s (2010), there are five categories of new media, which share certain channel similarities and differentiated by the types of use, content, and context, as follows:

- **Interpersonal communication media**: This category includes telephone (smartphone and gadget), and email.
- **Interactive play media**: These are mainly computer-based and video games.
- **Information search media**: Internet or World Wide Web is the most suitable example to fit this category. The internet or WWW is seen as a library and information source with arbitrary size, reality, and easy to access through the search engine or mobile phone.
- **Collective participatory media**: Social networking sites fit into this category, where the activity of this group is a computer-mediated relationship.
- **Substitution of broadcast media**: The central of this type refers to the utilization of media to accept or download content, which created in the past. The activities of this category are mainly watching movies and television’s show.

The internet is one of the new forms of media since internet associated with the evolution of technology, computer, and digital enhancement. According to Livingstone (as cited in McQuail’s, 2010), the new thing about the internet is a combination of interactive and innovative features from mass communication, which lead to the creation of interactive communication with unlimited content, and wide scope of audience. Furthermore, Internet as part of the development of mass media has become interactive technology that create two-way communication (Kung, Picard, & Twose, 2008).

The internet mostly known as one of the efficient technology platforms such as wide scope of audience with good quality and affordable price (Kung et al., 2008). In this globalization era, new media is an internet-based technology which used by individuals, communities, private sectors, an especially Indonesian’s government as one of their new channels to reach a wider audience. Social media such as Twitter, Facebook, and Instagram, are some of internet-based technology that people have as one of their communication tools.

2.3 **Web 2.0 and E-government 2.0**

The evolution of the internet does not only affect individual, organization but also affect government. In the development of the internet, the government is not immune from the influence of the internet; due to the fact that government uses the internet and WWW as a tool for the dissemination information to the public, this usually called as e-government (Boughzala, Janssen, & Assar, 2015). However, the use of technology in public sector is described in three different ways: electronic government, e-government 2.0 (social media-based by the government), and open government (Khan, 2015, p. 18).
E-government 1.0 existed due to the presence of Web 1.0. Scott and Jacka (2011) stated that Web 1.0 only focused on centralized websites and a one-way communication. Therefore, Web 1.0 cannot create interactive communication and engage the user. However, Boughzala et al., (2015, p. 18) stated that e-government 1.0 is able to create transparent, effective, and efficient government but unable to create engagement with the citizen since Web 1.0 has a limitation in creating interaction between the government and the citizen.

Web 2.0 is defined as the new generation of World Wide Web, which develops and collaborates in many areas such as design, communication and securing the share of information (Rogers, 2009). This new Web 2.0 has created the new concepts of web-based communities, hosted services, and applications that we use in our daily life, which is social media (Rogers, 2009). Boughzala et al., (2015, p. 3) emphasized that the advent of Web 2.0 technology and the presence of social media has changed e-government into the next level generation of e-government 2.0 which become more open.

The Australian Government 2.0 Taskforce (as cited in Boughzala et al., 2015, p. 4) characterizes e-government 2.0 as the utilization of the new collaborative tools of Web 2.0 which offers chances to accomplish a government that is more open, responsible, responsive and effective. In addition, to achieve an open government is by enabling society to look at the data in the form of document electronic that can be downloaded and accessed by everyone. According to Janssen, Charalabidis, and Zuiderwijk (2012), enabling access data to society will create many advantages for government such as accountability, transparency, and improved policymaking.

According to Boughzala et al., (2015, p. 5) there are four main characteristics of e-government 2.0 as follows:

- Community driven: Society and government will interact with each other equally. Both of them will participate in collaborating through the network.
- User generated content and development: Government is utilizing the data that they get from a social network and develop those ideas and suggestions from the citizen.
- Openness: The data will be open for people in general.
- Collaboration: Government and society will work together in creating the content, and both of them will cooperate with each other.

2.4 Social Media by Government

According to Kaplan and Haenlein (2012), social media is one of the categories of internet-based applications, which develop based on the conceptual and technology foundation of Web 2.0, which authorize the invention and switch the content between the users. Therefore, both of Web 2.0 and social media go hand-in-hand since social media depends on the conceptual and technological foundation of Web 2.0 to create interactive platforms for the user (Civilitas). Mayfield (2008) defined social media as group types of online media that have the following characteristics as bellow:

- Participation: Social media has power in erasing boundaries between media and audience. It also creates participative audience.
- Openness: Social media is open to the user, it enables the user to access and make the content. Therefore, the user perceives the content as reliable and dependable.
- Conversation: Social media provides two-way communication, it supports the user to interact and create dialogue with each other.
- Community: Social media enables communities who have shared the same interest to develop and create effective communication.
- Connectedness: Social media is able to connect people through link to other sites.

Social media is one of the applications of e-government 2.0, which can create interaction between government and public. According to Kaplan and Heinlen (as cited in Boughzala et al., 2015, p. 2), social media is an application that is much more friendly-user, flexible, and less formal rather than traditional information system. Furthermore, social media is considered to create better transparency and participative government (Khan, Yoon, Kim, & Park, 2013).

According to Mergel (as cited in Sobaci, 2016, p. 7), the differences between social media and e-government are (1) Social media is more interactive compared to statistic websites as part of e-government practices. (2) Social media applications provided by third parties, which its technological features are outside the public institution’s direct control. (3) The content of social media produced by both of institutions and citizen. The development of social media keeps growing better from time to time and becoming the powerful network tool for everyone since each of social media platforms designed to provide a particular service that the user can pick and match with their needs (Howard, 2012). Moreover, social media provides instant communication for individual, organization, and even government to publish and transmit key messages to
large audiences (Howard, 2012). According to Sobaci (2016), social media is one of the media that disseminate information promptly and has the ability to create accountability and increase the transparency as well as create a better image of government in public’s perspective.

The purpose of government in using social media is for developing government’s performance by looking for responses and gathering ideas from the public regarding government’s activity (Nepal, Paris, & Georgakopoulos, 2015). Furthermore, Gibson (as cited in Sobaci, 2016, p. 4) stated that whether government uses social media or not, society will keep using social media to discuss government programs, activities, and policies since society want the government to hear their voices as well as joining society conversation on social media.

The use of social media by government refers to SMBG. Khan (2015) defined SMBG as the power of Web 2.0 concepts and social media variety tools in creating transparency and participative government. Besides, social media can be a tool for improving policymaking, exchanging information and view between government and citizen, providing public service, and involving citizen to discuss about citizen’s social and political problems (Sobaci, 2016). However, the successful of social media utilization depends on how government understands and utilizes social media to join citizen’s network (Khan et al., 2013, p. 96). Thus, the government needs to understand the purpose of using social media, and how the government use variety kind of social media to create a conducive atmosphere with the public.

Disseminating information through websites will give disadvantage for government since not all of the citizen are motivated to access the websites (Yasugi, Nishigaki, Seng, Yu, & Nishimoto, 2013). Therefore, the citizen may not know whether the information regarding government events or activities are updating or not unless the citizen frequently access the websites. Additionally, Yasugi et al., (2013, p. 129) explained that social media could effectively be used for disseminating information since the information is being pushed through the application that society used. Therefore, social media can be one of the tools for government to advance the information diffusion to society.

Besides disseminating information, social media can be a great tool for government to communicate better and enhance relationship with the larger social network of people, communities, organizations, and other government institutions (Landsbergen, 2010). Khan (2015) believed that social media tools and Web 2.0 ability to create a relationship or connect the interaction between government-to-government (G2G), government to citizen (G2C), government to business (G2B), and government to employee (G2E). The exchange of information between government and citizen refers to G2C, where citizen act as the information source to the government through specific social media tools (Khan, 2015). Therefore, by all of the benefits of social media, Osimo (as cited in Khan, 2015, p. 21) found that the primary use of social media by the government from all around the world are for disseminating information to expand citizen’s awareness as well as allowing and inviting citizen to monitor and join the government activities.

2.5 Twitter

According to Mayfield (2008), there are six types of social media basic forms at this time, which are social networking sites, blogs, wikis, forums, content communities and microblogging sites. As one of social media platform that has the uniqueness, Twitter became the leader of microblogging sites, which provides social network and microblogging to the user (Mayfield, 2008). Paladin, Jansen, Ramos, and Reyes (2015) defined microblogging sites as a new platform for people to communicate which allow the user to post and write short messages instantly through applications in mobile phone and search engines in computer.

Twitter is the popular leader of microblogs, which defined as the channel of information that can carry 140 characters as the messages (Kim, Park, & Rho, 2015). Furthermore, Paladin et al., (2015, p. 130) explained that Twitter allows the user to express and write their ideas or thoughts into 140 characters that known as tweet. There is a “follower” term in Twitter, this follower is able to see the tweets from other various accounts and the tweets display simultaneously on the screen of computers or mobile phones. Therefore, by writing interactive and valuable tweets that the content suitable to the audience will encourage the audience to follow the account and increase follower’s number (Yasugi et al., 2013, p. 130).

Kim et al., (2015, p. 332) stated that one way to increase public’s trust and believe of the government’s performance is by creating transparency system. Additionally, Mergel mentioned that transparency is giving information to society and as the result, government will create accountability and increase trust from public (as cited in Song & Lee, 2015, p. 434). MuniGov 2.0 and the Obama administration (as cited in Kim et al., 2015, p. 330) believed that social media can be a great tool for the government to create transparency. Additionally, HowTo.gov websites of the US government (as cited in Kim et al., 2015, p. 330) highlighted that microblogging sites enable government to interact with the public, as the new medium for disseminating vital information and studying about society’s idea. Therefore, Twitter is able to increase trust, transparency, and accountability from public, by letting public know what government has done (Kim, Park, & Rho, 2015).
With a broad range of features and distinctness of 140 characters, Twitter can become a powerful communication tool for business, organization, and even governments. According to O’reilly and Milstein (2012), Twitter is an effective application that is extremely helpful for individual, organization, and government to communicate. Due to the facts that tweets are easy to write, the messages are open for anyone, people can freely select what they need to read by following terms, and the content on Twitter can easily accessed by everyone through mobile phones and personal computers (O’reilly & Milstein, 2012).

Bruns and Burgess mentioned that Twitter completes two functions, which are social networking with following and follower terms that can connect people and disseminate information in large scale (as cited in Cho & Park, 2011). Furthermore, compare to another form of old media such as printed media, radio and television, Twitter has advantages such as low cost budget and less time consuming, which can be used effectively as one of disseminating information tool with the ability to reach big audience (Baruah, 2012). In addition, Wigan (as cited in Kim et al., 2015, p. 330) stated that many government agencies have quickly implemented Twitter as their communication tool since they had approved that Twitter is easy to use with low-cost budget and Twitter has the ability to create strong relationship with the public.

Korean government institutions are utilizing the daily use of Twitter to interact with their citizen (Khan et al., 2013, p. 110). In addition, South Korea’s Ministry of Food, Agriculture, Forestry and Fisheries is also using Twitter for socialization to have small discussion with public and promoting events (Cho & Park, 2011). Furthermore, Wigand (as cited in Cho & Park, 2011, p. 11) mentioned that the U.S government uses Twitter to promote their policies and mentioned that Twitter is effective to deliver information to the public and encourage the public to contribute to U.S government activities. Therefore, Twitter becomes an effective tool for government to disseminate and exchange information and as a place for government to connect and interact with the citizen (Cho & Park, 2011).

Twitter can be used for enhancing the relationship between government’s institutions since the interactions that occur on Twitter between G2G will attract public to join government’s activity on Twitter (Khan et al., 2013, p. 109). Retweeting is one of the interactions, which can bring advantage for both of government institutions since this activity consists of sharing and passing information. Both of follower accounts can see these tweets, they able to know who is writing the original tweet, and it will trigger them to follow the account who originally makes the tweet (Khan et al., 2013, p. 109).

Hashtag feature showed ten trending topics that reflect what individuals or users think, discuss, and concern at any moment and it is updated automatically. Twitter allows the user to post their ideas into 140 characters. The 140 characters could be a challenge for the user to write their ideas in short and limited characters that engaging and powerful. However, Twitter can turn long and complicated articles, facts, ideas, concepts, thoughts and questions into a brief explanation that looks neat with interesting and engaging ideas (Fitton, Hussain, Leaning, Gruen, & Poston, 2015).

If the user want to give a deep explanation, they can choose to add short link, picture and video, or write digit as a replacement of writing the number (O’reilly & Milstein, 2012). Twitter automatically shortens the long and original link into 10-30 characters and refer the shorten link to other websites if the link clicked. Furthermore, Fitton et al., (2015, p. 111) stated that Twitter becomes the top application to direct people to other sites because a short URL is more attractive than a long URL. Due to the limitation of 140 characters, the government can put a short URL or link that will give benefit for the government since the file reports of the government activities or news articles that are complicated to be tweeted will be much comprehensive and sophisticated for the readers to read (Ott, 2017). However, it is essential to explain short information regarding the short URL; for instance, the government could write a clue that attracts people to click the short URL (Fitton et al., 2015, p. 112).

3. Methodology
The researcher used qualitative method and case study as the approach. According to Daymon and Holloway (2011), qualitative research tends to associate with discovering and understanding participant’s view and meaning toward the world in their terms, it enables the researcher to see things as the informants do. As the approach, a case study is suitable for this research since case study usually associated with an intensive investigation of an organization using several multiple sources of evidence that can be qualitative, quantitative or both which is bounded by time and place (Daymon & Holloway, 2011). The research took place in BEKRAF from November 2016 – February 2017. Additionally, researcher was able to use several multiple resources such as interviews, documents from BEKRAF, and news portals to get a detailed explanation regarding this topic.

The data in this research collected through multiple sources. The data divided into two types, which are primary data and secondary data. The primary data collected through in-depth interview and secondary data obtained from documents of BEKRAF, literature studies, relevant books, journals, and news portals.
addition, the researcher used several tools to conduct an in-depth interview with the participant such as phone recorder, note, and writing tool.

The in-depth interview is a qualitative research technique that is useful for having an intensive interview as well as gaining better and deep information regarding people perceptions and behaviours (Boyce & Neale, 2006). Semi-structured interview used in this research to get detailed information. According to Harrell and Bradley (2009), semi structured interview frequently utilized when the researcher has the intention to dig the topic deeper and have better understanding toward respondent’s answer. In semi-structured interview, an interview guide consists of list of the questions that must be prepared to explore the topic during the interview session. Additionally, probing questions also used in this study when the researcher did not understand the informant’s answer and wanted to get clarification of the answer.

The questions created before the interview happened and the interview took 30-45 minutes. According to Daymond and Holloway (2011), to analyse the data of this research, it involved transcribing, later on changing into a transcript, organizing data, coding and categorizing to discover the important ones, and interpreting all of the key words within the literature review, and evaluating. The evaluating process aimed to provide clear explanation to the readers. This research used open coding since it was more suitable to breakdown the data in the form of interview transcript into several segments (Saldana, 2009). Furthermore, the aim of open coding is to separate the data into several segments in order to interpret them (Given, 2008). Therefore, open coding was used in this research to breakdown the interview transcripts into several categories based on the research questions of this study in order to find out the meanings behind respondents’ answers.

Since this research only focused on Twitter’s account of BEKRAF, thus the participant was only taken from three employees of BEKRAF. The first participant is Ricky Joseph Pesik (Vice of BEKRAF), he is the one who manages all of social media account of BEKRAF. The second is, Mariaman Purba as the head of Law and Communication Public. The third is Mohammad Amin as development, education and research officer. The selected participants have a responsibility in managing communication public, controlling social media accounts, and developing BEKRAF’s program. The entire participants were credible to give the information related to the social media account of BEKRAF.

4. Results and Discussion

4.1 Using Twitter as a tool in disseminating information

According to West and Turner (2010), media ecology theory focuses on the rule that all of society cannot escape from the impact of technology innovation. Furthermore, Paraswaran (as cited in West & Turner, 2010) stated that media affect people perceptions, feelings, acts, and values. In this case, BEKRAF was not immuned from the development of technology and media due to the fact that BEKRAF is using social media as part of mass media development to communicate with public.

Two out of three respondents stated that BEKRAF used social media due to the development of technology affect BEKRAF in adopting media to communicate with public. The first respondent stated that government is demanded to be flexible in order to adjust with the condition of the technology development and the effects of technology on society where many society communicate with each other through social media. The second respondent stated that government could not avoid using social media since social media helps government in spreading the information faster. Sobaci (2016) stated that social media is one of the media that disseminates information promptly. It was revealed from the participant’s statement below.

“..The development of social media is very significant, especially in Indonesia. The government also needs to adjust with the significant development of social media.” @mariamanpurba

“..Well it is because government also should be flexible nowadays. Due to the demand of this era where many societies start to use social media and the development of internet is rapid in every stakeholders.”@mariamanpurba

“..Whether you want it or not, because information technology is developing and even sometimes it is more effective to use social media. Can you imagine if a socialization given in Jakarta, each official should go around Indonesia to inform about that socialization, it will not be done quickly. Therefore, using social media has many advantages.” @aminabdullah

Global village refers to describe the effect of electronic media in connecting people through internet. Additionally, social media has the ability to connect people from all around the world (Mayfield, 2008). According to Ricky, BEKRAF used Twitter in purpose to be connected with all of Indonesian people that are
living in local area since BEKRAF did not have office building in other regions beside Jakarta. It was revealed from participants’ statement below

“..The second is connecting BEKRAF with local actors because BEKRAF is not available in local region. Therefore, the easiest way is using Twitter.” @rickypesik

Social media platforms is designed to provide a particular service that the user can pick and match with their needs (Howard, 2012). In this case, BEKRAF has chosen Twitter as one of their communication tools since Twitter considered as an effective tool for disseminating information and providing public service to public. It was revealed from participants’ statement below.

“..Information dissemination and customer service, it serves needs.”@rickypesik

Twitter is the popular leading microblogs, where Twitter has limitation in writing people thoughts within 140 characters (Kim, Park , & Rho, 2015). Ricky stated that Twitter is an effective communication tool for disseminating short information since Twitter has big amount of user based in Indonesia and the most popular social media for short message. It was revealed from participants’ statement below.

“..Because Twitter is the biggest and most popular. Twitter is the most popular for short information.”@rickypesik

“..Well because of this, because of the big based user, the user based is already 60 million in Indonesia.”@rickypesik

There are many government’s institutions that have adopted Twitter as their tool to communicate with public since Twitter is easy to use, effective, with low-cost budget (Kim, Park , & Rho, 2015) . In this case, BEKRAF also implemented Twitter because it is user-friendly that can be handled anytime and can be used for free. It was revealed from participants’ statement below.

“..Yes, it gives change because it is so practical, free right. Twitter can be handled anytime.” @rickypesik

Ricky added that Twitter service is suitable with BEKRAF condition since BEKRAF lack of human resources within the team that handle content management and public service to give and provide in-depth and comprehensive information. Therefore, BEKRAF is only use Twitter actively to disseminate short information rather than Facebook and Instagram. It was revealed from participants’ statement below.

“..Because when we talk about more complete, comprehensive information, we need our own redaction management, our own editorial staff. Well BEKRAF must admit that we do not have it yet. And to form an editorial staff is not easy at the moment.”@rickypesik

“..So it’s not active yet because Instagram needs of photography standard and we don’t have it yet.”@rickypesik

“..Twitter is less precise for giving in-depth explanation. The truth is BEKRAF, we just tend to give more hard news delivery.”@ricky

According to Khan (2015), social media has the ability to create a relationship and connect the interaction between G2G and G2C. Besides disseminating information, BEKRAF used Twitter to get information from citizen where citizen acts as informant for BEKRAF. Ricky stated that usually BEKRAF get information through Twitter that related to the presence of creative economy’s actor where citizen recommended the creative’s actor that lived in the certain area in Indonesia which hard to find by BEKRAF. It was revealed from participants’ statement below.

“..Well, disseminating information for free and practice. In addition, from Twitter we can gain feedback from public and society. Sometimes we get information regarding prominent creative actors in local area where it will take a longer time for us to find them..” @rickypesik
From the use of Twitter, BEKRAF also received feedbacks from public regarding BEKRAF’s activities, programs, events, and achievements. That information from public became BEKRAF’s reflection in evaluating and advancing BEKRAF’s performance that had done in the past. BEKRAF utilized the data that BEKRAF gained from Twitter and developed those ideas and suggestions to evaluate and advance BEKRAF’s performance in the future. The information that BEKRAF accepted in Twitter were not responded by BEKRAF directly. Instead, that information become the internal materials that would be processed by deputy that related to the information. It was revealed from participants’ statement below.

“..Oh yeah, we did not respond on Twitter but those suggestions will be internal materials for sure..”
@rikcypesik

“..I usually screen captured comments in Twitter and share it to the whole deputy, the whole team in BEKRAF or sometimes specifically ask to directly be handled by deputy that related to the feedback..”
@rickypesik

Furthermore, BEKRAF also used Twitter to maintain relationship with certain important stakeholders such as government institutions, President and Vice President of Indonesia, mass media, and the national actors of creative economy. The purpose of maintaining relationship with certain important stakeholders in Twitter was to face the need of coordination and further act on some activities which involve those stakeholders. It was revealed from participants’ statement below.

“..Because at that point sometimes we face with needed for coordination and next actions..” @ricky

BEKRAF used Twitter to disseminate information regarding BEKRAF’s program or event in order that society would know that BEKRAF was conducting an event. It was revealed from participants’ statement below.

“..For information. Convey what the program is, wherever it is, whoever the participant is..”@ricky

“..Well, of course, communication, communicate a program and idea, the important one is to communicate that idea. Because for what reason government create activity but then give no socialization to the society, so the society will not know about it. For what?”@aminabdullah

In addition, BEKRAF also used Twitter to create citizen awareness toward BEKRAF. Osimo, (as cited in Khan, 2015, p. 21) mentioned that the main use of social media by the government is for disseminating information to expand citizen’s awareness. Ricky stated that BEKRAF is not known that well by the society who has interest toward the matter of creative economy. Therefore, the main purpose of using Twitter intensively is to give information directly about BEKRAF towards stakeholders who have interest in creative economy, and people will follow BEKRAF’s activity in Twitter. It was revealed from participants’ statement below.

“..Our biggest task actually is how people will know more that BEKRAF is intensively using Twitter in delivering information so people can follow BEKRAF, people that really has concerned regarding this national creative economy..”@rickypesik

“..In doing whatever it is, there will be a hope that society know about what BEKRAF is, because indeed our target from public communications are two things, first is how BEKRAF will be known more by all interest party as well as government institution, local government, and also society which is the destination for our branding purpose. Then, the second one is the kind of partnership with all stakeholders, especially with local government..”@mariamanpurba

One of the ways to increase the trust and accountability from public is by using Twitter to communicate what government has done to public (Kim, Park, & Rho, 2015). BEKRAF received several advantages by using Twitter as their communication tool with the public such as public accountability, transparency system, and increase trust from public. According to Amin, each of government institution must have public accountability and one of the ways to create public accountability is by tweeting BEKRAF’s activity. The followers of BEKRAF will read the tweets which prove that BEKRAF is working, and it will increase the trust of society to BEKRAF. It was revealed from participants’ statement below.
“Each government institution is obligated to have public accountability. It means that every activity will be tweeted through Twitter, netizen will read it and prove that the agency is working, public trust.” @aminabdullah

“Actually, that is the public accountability, so by using, Twitter the information will be delivered to the society, and BEKRAF will receive accountability from the society.” @amin

“There is no other way besides proving that BEKRAF is needed, so what is going to be tweeted is indeed to inform that we work, and hence BEKRAF is needed by all actors of creative economy.” @amin

“Event’s transparency for example” @aminabdullah

Ricky Pesik had different opinion concerning transparency. According to Ricky, Twitter cannot give better transparency than the electronic document because Twitter has 140 characters, which can only give short information rather than deep explanation in the forms of electronic document. Ricky added that electronic document is much more cost-efficient compared to printed document. However, he added that Twitter is helping BEKRAF to lead society to download the electronic document from short link that BEKRAF tweeted. It was revealed from participants’ statement below.

“Intensively, we provide all of the electronic documents that can be shared to public. If we printed, then it will be limited and it is already expensive. It is better to make it as electronic documents. Disseminating electronic documents in websites and our Twitter.” @ricky

Sobaci (2016) stated that social media can be a tool for government to create better image in public’s eye. According to Ricky, as the new ministerial government agency that is not well-known, BEKRAF is working harder and faster to get the positive opinion from the public regarding BEKRAF’s performance in handling creative economy field. To get public trust, the public need to see what BEKRAF has done. By using Twitter, it can create a better image for BEKRAF as this agency is not only working in Jakarta area. It was revealed from participants’ statement below.

“New institution but it seems that the movement is slow. A new government institution is having difficult bureaucracy and there is a lot of things to prepare. In the other side, for a new government institution, BEKRAF is fast enough in doing events to all of supporting economy creative communities in Indonesia. That is what people should see.” @ricky

“Yes, to reach people, so they will know that BEKRAF is working. And if public knows that BEKRAF is not only working in Jakarta... it really shows the expansion.” @ricky

Although Twitter restricted the tweet’s characters with only 140, it become advantages for the user whether to write their ideas or to read others tweets on timeline. The powerful of 140 characters in Twitter will create the tweets that are interesting with engaging ideas (Fitton, Hussain, Leaning, Gruen, & Poston, 2015). According to Ricky Pesik and Amin Abdullah, BEKRAF is not having any problem with 140 characters. It turned out that 140 characters could create a powerful message for both BEKRAF and other users in Twitter since the timeline in Twitter will looks neat, and the tweets will be direct to the point that are powerful and brief. It was revealed from participants’ statement below.

“Big amount of user based, then Twitter has interface as the timeline and because limited by 140 characters it is neater to see by people on Twitter.” @ricky

“The users on Twitter sometimes used words more efficient rather than Facebook for example. More efficient, the words are not excessive but direct.” @amin

“Because the limitation makes the message directly to the point. And it makes the message become powerful and brief.” @amin

4.2 **Utilizing Twitter’s feature in disseminating information**

According to Khan et al., (2013), government can successfully use and get advantages from social media depends on how government understand and utilize social media. Social media is part of internet-
based applications that formed by the development of web 2.0 (Kaplan & Haenlein, 2012). Additionally, Mayfield (2008) defined social media as group types of online media that have the characteristics such as participation, openness, conversation, community and connectedness. All of the respondents considered social media as one of the communication technology that used by people to communicate with each other. It was revealed from participants’ statement below.

“..Social media is one communication pattern that used by society because the development of information technology is very fast, not limited by time, nor by space and not also by any network and want it or not it is happening.” @mariaman

“..It is important because it becomes place for people to communicate each other, that is what important. It becomes information tool when people need data or interconnection from one place to another that is through social media.” @aminabdullah

“..Actually, social media is changing culture globally, people moving from one-way information into interactive, and the most significant is actually that every person now becomes the media. Well, that is the most seen role of social media, that is why the term of citizen journalist and things like that appear, well every person has right to be equal in disseminating information which makes media formulate their own content that can be distributed to everyone besides themselves.” @ricky

Additionally, social media is part of a revolutionary information system that formed by the development of internet, and become important for everyone since social media is a medium for people to connect and communicate with each other from different places, everyone can create and access the content. It was revealed from participants above.

BEKRAF assumed Twitter as part of a communication tools that can make government effectively disseminate information with low cost budget. Additionally, Mariaman saw Twitter as part of platform that was formed due to the development of social media and Web 2.0 that had the uniqueness of 140 characters. The 140 characters turned out giving BEKRAF advantages. Since Ricky, comprehend that Twitter is best for delivering short information that suitable with BEKRAF’s team condition.

Theme 1: Strategy in optimizing 140 characters
According to Ricky Pesik, BEKRAF had no problem with the limitation of 140 characters since when it comes to give deep explanation, BEKRAF already prepares website and BEKRAF uses Twitter to direct people into BEKRAF’s official website. Instead, BEKRAF took the advantages of 140 characters by creating several strategies to optimize the message that send through Twitter.

The first one was prime time, BEKRAF had rule in writing status, replying messages or mention or retweeting tweets since Twitter had timeline interface which automatically updated the tweets that shown on people’s timeline or home. It was revealed from participants’ statement below.

“..Will not make tweet over night at 7 o’clock.” @rickypesik

“..It is not prime time.” @rickypesik

“..Anyways at midnight, if people open the Twitter at tomorrow morning, the tweets already passed. It is better if we waited for tomorrow morning to make a tweet.” @rickypesik

Therefore, BEKRAF created schedule of tweets starting from 7am until 12am to avoid unread tweets by their followers.

“..Sometimes starting from 7 o’clock at the morning until 7 o’clock at night. 12 hours like that.” @rickypesik

In addition to writing status, BEKRAF had no limit in updating status in every day since it all depends on the number of events that BEKRAF had, and BEKRAF had a lot of content to be tweeted in one day. It was revealed from participants’ statement below.

“..Depends on a lot activities or not.” @ricky
“..Depend on the activity that are going to be deliver to society, I think it is not about how many times. How many activities that are going to be delivered.” @aminabdullah

By using Twitter, government will connect to society and interact with them. According to Ricky, there were many people gave opinion and feedback regarding BEKRAF’s program on Twitter. Additionally, if there were misunderstanding regarding wrong facts, BEKRAF would correct it by tweeting. It was revealed from participants’ statement below.

“..As long as it is only opinions, it will be open for everyone, but if there was any wrong fact we would justify it.” @rickypesik

“..Several times, we corrected it. Just directly answered that this is the correct one.” @rickypesik

![Figure 1. The way BEKRAF corrected the facts on Twitter](image)

Additionally, by writing interactive and valuable tweets that the content suitable to the user, it will encourage the user to follow the account and increase follower’s number (Yasugi et al., 2013, p. 130). In fact, the content of BEKRAF tweets were applicable for the audience to read since most of the tweets related to 16 subsectors of creative economy.

“..When it comes to BEKRAF, we have 16 subsectors which has variety activities to be tweeted as the content..” @rickypesik

“..BEKRAF has lot of activities that can be informed, so no need to do many jokes..” @rickypesik

Additionally, BEKRAF also implemented formal and official writing styles in Twitter since BEKRAF is still the part of government agency. It was revealed from participants’ statement below.

“..Style of language used is kind of formal because, indeed BEKRAF still government institution.” @Ricky

“..BEKRAF is an official institution, at least BEKRAF use formal language, it is not possible to use exaggerating and bullying language.” @aminabdullah

In addition to create the content that suitable with the followers, BEKRAF also created pattern in writing tweet by adding location and date so the followers will not feel bored with BEKRAF’s tweet. Additionally, the location and date would create image in public’s eye that BEKRAF is working consistently, since the location and date displayed on Twitter’s timeline will prove that BEKRAF is not only working in Jakarta but also in entire of Indonesia. It was revealed from participants’ statement below.

“..People will feel bored, right. Twitter’s follower. Therefore, that time I changed the pattern of BEKRAF content on Twitter by putting the location event and date. Well, as you see in Twitter of BEKRAF, there is always Balikpapan, February and Medan, so people can see that we are consistent and BEKRAF has reached those areas.” @ricky
Figure 2. The way BEKRAF put the location and date of event on BEKRAF’s tweets

Twitter has become top refer to other websites since the ability of Twitter that can automatically shorten the long URL. Furthermore, if a short URL and attractive tweets combined very well it could attract readers to click the link (Fitton, Hussain, Leaning, Gruen, & Poston, 2015). Therefore, it is important to write a brief explanation before putting short URL. Although, Twitter is suitable for short information, eventually BEKRAF utilizing short URL to give comprehensive information in the forms of documents, pictures, videos that related to BEKRAF. It was revealed from participants’ statement below.

“..At this moment, sometimes we convey it in a form of websites first, but actually Twitter can lead people to other websites, for example video content that is more complete or graphic info that is easier to understand, right.” @ricky

“.Just write please download here like that. Please download.” @rickypesik

Figure 3. The way BEKRAF utilized short URL to direct people to other websites and download link

However if the messages cannot be cut off, BEKRAF put a digit number. According to O’reilly and Milstein (2012), one great way to trim up words when using Twitter is by putting numerals number instead of writing the number. It was revealed from participants’ statement below.

“..Yeah, it needs to be strong, brief and powerful. But, if it was forced to write deep explanation, just put number 1, 2 and create that serial number..” @amin
Theme 2: Utilizing following, followers, and interaction features

According to Ricky Pesik, Twitter’s account of BEKRAF only followed important stakeholders that have taken a part or same interest towards creative economy industry such as national actor of creative economy, President and Vice President of Indonesia, and mass media in order to maintain a good relationship with them. It was revealed from participants’ statement below.

“. Because we are going to interact. It is important, including national figures. BEKRAF also follow Mr. Jokowi and Mr. JK and other ministry.” @rickypesik

“.Because at that point sometimes we face with what, ehh need for coordination and next actions..”@ricky

Furthermore, BEKRAF created strategy to obtain real followers on Twitter. The first one was telling the participant on BEKRAF’s event to follow BEKRAF on Twitter and interacting with other media or government institution in Twitter such as mention, reply, and retweet. Through retweeting feature, BEKRAF’s account will be mentioned on the tweet, other users will be able to see BEKRAF Twitter’s account, and they will be able to see who originally makes the tweet. At the end, the government interaction on Twitter will trigger society to follow government’s account on Twitter. Indeed, BEKRAF utilized the feature of retweeting and mentioning to get real followers. It was revealed from participants’ statement below.

“.The second is a few media mention BEKRAF’s account, I think it has influence when they cover BEKRAF in media and when they mention BEKRAF. In addition, some activities related to other parties, for example, we have a meeting with tourism ministry that we mention in Twitter. It also gives influence.” @rickypesik
Theme 3: Strategy of uploading photos and videos in Twitter

Twitter offered the user many interesting features to use such as hashtag that will reflect what society concern, live video, Twitter’s pooling, short URL, picture, and video. However, BEKRAF mostly added picture when disseminating information since picture will support tweets content. It was revealed from participants’ statement below.

“..Because picture is giving well illustration toward the written content, supporting written content, right.” @rickypesik

“..Sometimes video if we have the material.” @ricky

BEKRAF had some rules when selecting picture that would be uploaded. For instance, there were several simple guides to take a picture. The first one, do not take a picture of people in a raw. Second, take a picture, which show many people in one picture, instead of the person who are doing speech. Third, do not only take the government officer, instead take a picture that showed the society that involved in the event in order to get the atmosphere of the event. It was revealed from participants’ statement below.

“..As an example, there is some simple guide, not picturing people that lined up, not merely contain its officials. But rather, society that involved in the activity, so the atmosphere within the activity can be obtained. It is not always taking a picture which shows people who are sitting in the front seats or giving speech.” @rickypesik

On the other hand, there was limitation that BEKRAF faced while using Twitter’s feature. According to Ricky Pesik, government tended to be careful when using social media since public will criticize what government had done. It was revealed from participants’ statement below.

“..Someday, maybe we will utilize Twitter’s pooling, but the risk is big. If government institution used Twitter pooling, later on, the society would ask for the next action.” @rickypesik

In terms of Twitter’s pooling feature, BEKRAF unable to utilize it because BEKRAF will be criticized by society who demand BEKRAF’s next action toward the pooling’s feature on Twitter. It was revealed from participant’s statement below.

“..If it was just only opinion, BEKRAF will be criticized. Why BEKRAF made such a pooling as if they will continue it. Well it is awry, so we must be careful when it comes to Twitter’s pooling. Because however, this is government institution, as casual as we become, someday it can bring consequences. Be careful, but no need to be stiff.” @rickypesik
5. Conclusion and Recommendation

The result of this study indicated that BEKRAF used Twitter due to the development of communication technology affects BEKRAF’s act in using media to communicate with public. Furthermore, BEKRAF demanded to be flexible to use social media since the development of social media and the use of social media is very fast in all kind of society. Additionally, BEKRAF could not avoid the effectiveness of Twitter to help BEKRAF in disseminating information and Twitter was helping BEKRAF to connect with all of the actors of creative economy in a local area since BEKRAF did not have local office in each region in Indonesia.

This study found that the main purpose of using Twitter by BEKRAF is for disseminating information to create awareness to public who have concern and interest with creative economy. Additionally, this study revealed features in Twitter which mostly used by BEKRAF were uploading pictures, mentioning, and retweeting tweets of other government’s institution and mass media, as well as utilizing short URL. Furthermore, this research revealed that BEKRAF did not have problem in using 140 characters since BEKRAF did not give any deep explanation on Twitter. However, if BEKRAF needed to give deep explanation, BEKRAF would use numerals on each tweet, added picture or video, and put short URL. BEKRAF also created several strategies and rules in making tweets such as schedule of post, create pattern of location and date on each tweet to show BEKRAF is consistently working, and create the tweets that related to creative economy sector.

BEKRAF used short URL from Twitter to redirect followers to BEKRAF’s website or download link regarding BEKRAF’s report and event. Additionally, BEKRAF utilized follower feature by following other government institutions, President and Vice President of Republic Indonesia, and mass media in order to maintain good relationship. The interaction features from Twitter such as mention, reply, and retweet can help BEKRAF in maintaining relationship with other government institutions and citizen. Moreover, those interactions promoted BEKRAF’s account in getting followers. Therefore, this study also found that Twitter brought advantages for BEKRAF in disseminating information quickly, maintaining relationship within a large public, advancing BEKRAF’s performance by evaluating society’s feedback and input in Twitter, and creating public accountability as well as better image in public’s eye.

More than that, this research is useful for BEKRAF to improve the use of Twitter to be more efficient and effective in optimizing Twitter to disseminate information. I recommend BEKRAF to create a team or division that focuses in handling Twitter and other social media that BEKRAF has to disseminate information; it will attract awareness from public who have interest in creative economy. Furthermore, as this research only focused on finding out the reason of BEKRAF in choosing Twitter, I recommend the next researcher to analyse the level of public awareness by using Twitter to disseminate information.

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References


In-Depth Interview Guideline

Name:
Address:
Position:
Phone Number:

“My name is Aisyah Natasya, I would like to conduct an interview with you in order to get your explanation regarding the utilization of Twitter as a tool to disseminate the information of BEKRAF. I am particularly intrigued by any encounters you have done or known about suggestions you have”

“If you agree to have this recorded interview, please sign this consent form. The aim of this interview is to get every detail and in the meantime, have the capacity to create an open conversation with you. I assure that every single of your remarks will remain confidential. I will arrange a report, which will contain all remark with no reference to any individuals. Furthermore, if you did not want your name to be showed up, I will put your underlying name only.

“First of all, I would like to ask a brief explanation about your identity, position, involvement, and profile of Creative Economy Institution (Bekraf) and I want you to reply those questions based on your own experiences, feelings, and viewpoints. If by any chance, you do not have any idea about the answer, please say so”

Profile of Creative Economy Institution:
1. Can you mention your name and explain about your position in BEKRAF?
2. Explain briefly about the history of BEKRAF was established!
3. Explain briefly about the structure of BEKRAF!
4. Explain briefly the job desk of each department in Indonesian Creative Economy Agency (Bekraf)!

Questions:
1. What do you know about social media?
2. What do you think about Twitter?
3. What is your opinion regarding the development of social media in society and government?
4. Why does government nowadays starting to adopt social media as one of their communication tool in disseminating information?
5. What is your opinion regarding the utilization of Twitter as a disseminating information tool among Indonesia governments?
6. What social media does BEKRAF have in disseminating information?
7. Why does Indonesian Creative Economy Agency BEKRAF use Twitter as a tool to spread the information?
8. What are the factors affecting you in choosing Twitter as a disseminating information tool?
9. What kind of information that you disseminate through Twitter?
10. What are the advantages of using Twitter for BEKRAF?
11. What are the disadvantages of using Twitter for Indonesian Creative Economy Agency BEKRAF?
12. What do you think about the effectiveness of disseminating information through Twitter?
13. When did Indonesian Creative Economy Agency start to use Twitter?
14. Who is the target of Indonesian Creative Economy Agency in using Twitter as a disseminating information tool?
15. What style of language that BEKRAF used while update the feature status on Twitter?
16. How many times BEKRAF creates tweet in a day? And why?
17. What features do you know on Twitter?
18. What features does BEKRAF usually use in Twitter?
19. As you know, Twitter has many features in it, according to you, which features are most attractive and help the dissemination of information? Could you explain it?
20. How do you utilize Twitter’s feature as a disseminating information tool?
21. As you know, Twitter has the limit in 140 characters, according to you, how do you utilize the 140 characters when updating status?
Consent Form for Interviews

Department of Communication Studies
Faculty of Humanities

Please consider this information carefully before deciding whether to participate in this research.

Purpose of the research: (1) to find out the factors of Indonesian Creative Economy Agency (Bekraf) in utilizing social media particularly Twitter as one of their communication tool in disseminating information; (2) to find out how Indonesian Creative Economy Agency (Bekraf) utilizing the role of Twitter’s feature as one of their communication tool in disseminating information.

What you will do in this research: With your permission, the researcher will ask you to participate in one interview consists of several questions regarding the utilization of Twitter as communication tool in disseminating information to public. Furthermore, the record of the conversation in this interview will become the evidence of the research as well as make the researcher easier in analyzing the data.

Time required: The interview will take approximately 1 hour.

Risks: Some of the questions may cause discomfort or embarrassment. OR No risks are anticipated.

Participation and withdrawal: Your participation is voluntary, and you may withdraw from the study at any time without penalty. You may withdraw by informing me that you no longer wish to participate (no questions will be asked). You may also skip any question during the interview, but continue to participate in the rest of the study.

To contact the researcher: If you have questions or concerns about this research please contact: Aisyah Natasya; Phone: 08114514009; or Email: sasenatasya@gmail.com. You may also contact the faculty members supervising this work: Drs. I Nyoman Mustasa, MAMC; Phone: 0813 1515 7151; and Marlan Amri, S.Sos., M.Si; Phone: 08111111242.

Agreement: The purposes of this research have been sufficiently explained and I agree to participate in this study. I understand that I am free to withdraw at any time without incurring any penalty.

Date: 9.2.2019
Signature: [Signature]
Name: Amir Abdullah
Consent Form for Interviews

Department of Communication Studies
Faculty of Humanities

Please consider this information carefully before deciding whether to participate in this research.

Purpose of the research: (1) to find out the factors of Indonesian Creative Economy Agency (Bekraf) in utilizing social media particularly Twitter as one of their communication tool in disseminating information; (2) to find out how Indonesian Creative Economy Agency (Bekraf) utilizing the role of Twitter’s feature as one of their communication tool in disseminating information.

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To contact the researcher: If you have questions or concerns about this research please contact: Alisyah Natasya; Phone: 081114514009; or Email: sasanatasya@gmail.com. You may also contact the faculty members supervising this work: Drs. I Nyoman Musiassa, MAMC.; Phone: 0813 1515 7151 and Marliana Amri, S.Sos., M.Sc; Phone: 081111111242.

Agreement: The purposes of this research have been sufficiently explained and I agree to participate in this study. I understand that I am free to withdraw at any time without incurring any penalty.

Date: 9-2-2017
Signature: [Signature]
Name: Ricky Pesik
Department of Communication Studies
Faculty of Humanities

Consent Form for Interviews

Please consider this information carefully before deciding whether to participate in this research.

Purpose of the research: (1) to find out the factors of Indonesian Creative Economy Agency (BKKN) in utilizing social media particularly Twitter as one of their communication tools in disseminating information; (2) to find out how Indonesian Creative Economy Agency (BKKN) utilizing the role of Twitter's feature as one of their communication tool in disseminating information.

What you will do in this research: With your permission, the researcher will ask you to participate in one interview consists of several questions regarding the utilization of Twitter as communication tool in disseminating information to public. Furthermore, the record of the conversation in this interview will become the evidence of the research as well as make the researcher easier in analyzing the data.

Time required: The interview will take approximately 1 hour.

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To contact the researcher: If you have questions or concerns about this research please contact: Aisyah Natasya; Phone: 08114514009; or Email: sasanatassya@gmail.com. You may also contact the faculty members supervising this work: Drs. I Nyoman Muslusa, MAMC.; Phone: 0813 1515 7151 and Mariana Arri, S.Si., M.Si; Phone: 08111111242.

Agreement: The purposes of this research have been sufficiently explained and I agree to participate in this study. I understand that I am free to withdraw at any time without incurring any penalty.

Date: 6/2/2017

Signature: [Signature]

Name: [Name]