



Establishment Of Backup Components Through Government Communication In The Digital Age

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ARTICLE HISTORY

Received [04 Maret 2024]

Revised [15 Mei 2024]

Accepted [02 Juni 2024]

KEYWORDS

Government Communication,
Social Media

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ABSTRAK

Government communication through social media has become a significant phenomenon in the digital age. This research summarizes the strategies, objectives and impact of government communication on social media platforms such as twitter, Instagram, facebook and so on. The research method used is a qualitative method by conducting surveys with data analysis techniques through triangulation. The results of discussions and conclusions through data analysis both by observation and online interaction that the government must be able to use social media to increase public engagement, convey policies and respond to important issues regarding the policies of the government itself, although effective in reaching a broad audience, challenges including crisis management that urgently need to be anticipated, as well as narrative control systems and sustainable participation society in national builders. In the future, this research can be further needed to understand the dynamics of the evolution of government communication in this digital era.

ABSTRACT

Government communication through social media has become a significant phenomenon in the digital age. This research summarizes the strategies, objectives and impact of government communication on social media platforms such as twitter, Instagram, facebook and so on. The research method used is a qualitative method by conducting surveys with data analysis techniques through triangulation. The result of the discussion and conclusion is through data analysis both observationally and through online interaction that the government must be able to utilize social media to increase public engagement, convey policies and respond to important issues regarding the policies of the government itself, although effective in reaching a broad audience, challenges including crisis management that urgently need to be anticipated, as well as narrative control systems and sustainability community participation. In the future, this research can be further needed to understand the dynamics of the evolution of government communication in this digital era.

INTRODUCTION

In today's global era, the phenomenon of social networking media as a form of advancement in communication and information technology has been very popular not only among young people. The types of social media appear very diverse, ranging from whatsapp, facebook, twitter, instagram, youtube, tiktok, telegram and so on. These types of social media each have different and unique content. However, if we understand in depth, everything has the same function, that is, we are facilitated to communicate and socialize with each other in cyberspace without being constrained by space and time. Not only for communication, now social media has become a medium of creativity. There have been so many people who have gained popularity through social media. Some are famous for works in the form of writing or chirping, some are famous for their talents in photography, videography and many more talents that are channeled through social media. Even social media such as youtube, tiktok and instagram are also very profitable means and business media for business people, where social media is used as a medium for promotion and sale of goods or services through cyberspace (Harris Munandar, 2018).

The expansion of social media has also entered every level of Indonesian society. For Indonesia alone, according to Indonesian databooks in January 2021, the number of internet users in Indonesia was recorded at 202.6 million and there were 204.7 million internet users in the country as of January 2022. Then, based on the We Are Social report, the number of active social media users in Indonesia was 191 million people in January 2022, that number has increased by 12.35% compared to the previous year which was 170 million people. Looking at the trend, the number of social media users in Indonesia continues to increase every year. However, its growth has fluctuated since 2014-2022. The highest increase in the number of social media users reached 34.2% in 2017. However, the increase slowed to 6.3% last year, the figure only increased again this year. Meanwhile, whatsapp is the most widely used social media in Indonesia. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook with percentages of 84.8% and 81.3% respectively. Meanwhile, the proportion of TikTok and Telegram users was 63.1% and 62.8% respectively. From this data, we can realize that the level of internet and social media use is getting faster every day. This forces each individual to be smarter in using it so that later it does not become a waste of both time and material. Because we cannot deny that

social media has reached various people's lives. Even in the field of politics and government, social media has become a means of change and development of cities as well as a means of rapid and effective aspirations of the community. In the digital age, it is not only a challenge to political ideas and rhetoric, but also the strategy of disseminating political content in various media, including social media channels, which is seen as effective and efficient.

Prabowo Subianto in the era of the advanced Indonesian cabinet served as Minister of Defense of the Republic of Indonesia, as it is known that the Reserve Component is a program of the Ministry of Defense. Prabowo has the highest order in figures who have a leadership style desired by the public. Personally, Prabowo has a strong personality towards what he wants to achieve. Prabowo Subianto has expertise in the military field. Prabowo Subianto's leadership style reflects the benevolent authoritative and authoritarian system (Lupitasari, 2014). Prabowo Subianto has a firm and quick personality, this can be seen in decision making, Prabowo tends to consider a lot but reconsideration is based on his own opinion or the opinions of those closest to him. The most fundamental reason is that competent leadership can minimize errors in the performance of tasks, since subordinates must perform tasks consistently, following the rules and guidelines to be followed. In the context of leadership, a leader integrates parallel interests. Allowing communication messages to take turns forms a dialogue pattern (Ramadan, 2021). So, because of that, his programs and policies have become things that are eagerly awaited by the public. In the 2022 Defense Ministry Leadership Meeting, Prabowo also mentioned a number of policies that will be continued this year. "Among them are policies for the establishment of Reserve Components and Leveling of Supporting Components, policies for building the posture of the TNI, the realization of defense areas that rely on large islands, the construction of decentralized logistics systems and the Strengthening of Defense in strategic straits areas," Prabowo said at the Defense Ministry Office. Prabowo also said that some of Kemhan's policy targets in 2022 have changed. "With the cooperation of all components of the nation with professionalism in security defense management, it will ensure the sustainability of national economic recovery and sustainable structural reforms, as well as strong national defense towards advanced Indonesia," he said, this upload was published on January 20, 2022 through online media.

Government communication has not fully run well and smoothly, the public still does not understand some operational standards of a policy, even though it is an important thing that must be understood by the public at large (E.R, 2021). In communication activities both in the media directly and on social media, effective government communication must also generate trust. Trust in this regard also includes not only the trust of the domestic community, but including the international community. Democratic countries need to have a free and independent media for democratic development that encourages all groups in society to participate in achieving prosperity and sustainable development (Susanto, 2017). In the era of democratization, transparency of government policies is important to gain the trust of the public. Social media is a technology that is practical and fast so that it can be easily used by anyone. Because of its practical nature, social media is also an option for political and government figures to inform through social media (Wulansari, 2014).

Social media is considered to be one of the media for disseminating information that is quite effective for many people. So it is not uncommon, due to the rapid penetration of information on social media, an issue whose truth is not yet clear moves wildly beyond the control of the parties concerned. In these conditions, the Ministry of Defense must also have the ability to manage social media so that information related to the hosting agency can be conveyed properly. In addition, public relations must also be able to manage various sources of information and communication channels effectively, so that information that should be known to the public can be conveyed to the public appropriately (Cahyani, 2020). Prabowo Subianto has an important role in the formation and management of images in the Government, especially the Ministry of Defense.

Prabowo brings trust to the public so that it is not only to acquire a positive image. But the positive image that already exists on him today must continue to be built and needs to be maintained, because it has a great influence on the reputation of the government. Once public trust wears off due to negative reputation, it will be difficult for the government to restore that trust. So you must be observant in using social media, especially in providing campaigns on a policy, in this case it is a reserve component which is one of the policies of the Ministry of Defense that must be realized immediately in order to achieve a resilient defense in the future. In early October 2021, President Joko Widodo inaugurated the establishment of the 2021 Reserve Component at Pusdikpassus, Batujajar, West Java. A total of 3,103 people became the first batch of Komcad in accordance with Law Number 23 of 2019 concerning National Resource Management. They consisted of recruits from Rindam Jaya (500 people), Rindam 3 Siliwangi (500 people), Rindam IV Diponegoro (500 people), Rindam V Brawijaya (500 people), Rindam XII Tanjungpura (499 people), and Defense University (604 people). Komcad's active period is only when participating in training and mobilization, but Komcad members must be ready when the country needs



them (Briantika, 2022). For the record, in 2021 the government has determined 3,103 Komcad members who have received basic military training for three months. All of them come from civil society who voluntarily registered in accordance with the mandate of Law Number 23 of 2019 concerning National Resources Management for National Defense (PSDN) and Government Regulation (PP) No. 3/2021 as implementing regulations, this upload was published on January 21, 2022 on online media.

Well-managed government communication and assisted by the proper use of social media can improve the image or reputation of institutions and the delivery of appropriate information to the public, but errors in the use of social media can also be fatal. Therefore, the use of social media must continue to be accompanied by increased capabilities in terms of content management and public relations strategies. Thus, government communication strategies are also needed in managing good information in helping to provide education on government policies. With various social media that are now a bridge to communicate with the community. Based on the explanation above, researchers want to know in depth how the formation of reserve components through government communication in the digital era.

THEORETICAL FOUNDATION

Theory

Government Communication is the ability of government officials to package ideas, ideas, programs to be informed to the public unlawfully in achieving state goals and government goals legitimately". Government communication is related to the administration of government in order to achieve the goals of the state and government as mandated by the 1945 Constitution fourth paragraph, namely (Hasan, 2005):

1. Protect the entire Indonesian nation and all Indonesian bloodshed;
2. To promote general well-being;
3. Educating the life of the nation;
4. And contribute to implementing a world order based on freedom, lasting peace and social justice.

The purpose of the state which is also the purpose of governance is a vision and mission that must be carried out by all government apparatuses and Indonesian people because the general duties of government are often identified with the main duties of the Ministry of Home Affairs, namely tasks that have long been carried out and carried out by governments everywhere such as the maintenance of order and security, education and others. With the involvement of all government apparatuses, it implicitly contains the understanding of cooperation between government apparatuses and their communities so that the function of government communication can be concluded as "an effort to realize equality of meaning between the government and the community in order to achieve the goals mandated by the 1945 Constitution". The empirical problem in the field is how the form of cooperation between the government and the community is better known as partnership relations, which is a form of cooperation that contains elements of parallels between regulators and those regulated.

Communication carried out in an organization / institution is to convey to the recipient of the message so that it can be understood by members of the organization / institution and all parties. Related to the communication function of government (Hasan, 2005). Good communication is generally communication that is done parsimony, which is simple, easy to understand, and not convoluted (Pace, 2000). In effective organizations communication flows in multiple directions, downward, upward, and sideways crosswise, as Wayne and Faules (Pace, 2000) argue that downward communication within an organization, means that information flows from positions of higher authority to those with lower authority. Upward communication within the organization, means that information flows from a lower level (subordinate) to a higher level (supervisor). While horizontal communication consists of conveying information among colleagues in the same work unit (Hasan, 2005).

The paradigm approach model of government communication through Government communication is a dynamic process, in which messages are packaged, raised, and interpreted. Such government communication activities will have an impact on the efficiency of the work climate, adjustment and innovation in the government body which can be observed from various points of view based on personal and group thinking perspectives. The paradigm of government communication viewed from a theoretical and pragmatic point of view can be observed from three aspects of governance which include: (1) structural aspects; (2) procedural aspects; and (3) cultural aspects. There are also experts who put forward from the side of: (1) positional views; (2) between personas, and (3) sequential. The following will explain the paradigm of government communication from structural, procedural, and cultural aspects (Hasan, 2005).

According to Scott M. Cutlip (Cutlip, 2005) whatever the level, the purpose of government public relations is several things. But these objectives have at least three aspects or things in common: 1.

Informing constituents about the activities of government bodies. That constituent bodies or citizens must be ensured to be informed of every activity carried out by the government. It is the right of the public to know what the government will, is doing and has done. 2. Ensure active cooperation in government programs, as well as compliance with programs related to regulations. 3. Fostering citizen support for policies and programs. Mordecai Lee (Lee M., 2012) said there are eight objectives of government public relations, namely: 1. Media Relations aims to deal more with journalists. 2. Public Reporting aims to report to the public every activity carried out by the government through face-to-face media, print, electronic, and new media such as websites. 3. Responsiveness to the public. Government public relations should use reciprocal communication patterns. Therefore, government public relations must be a good listener of all messages from the public. 4. Increasing the utilization of service and product. The government must continue to improve services to the community. 5. Public education and public service campaigns. Government public relations must also conduct education and campaigns to the public. 6. Seeking voluntary public compliance with law and regulations. Government policies that have been determined and those in the regulatory system that need to be known and obeyed by all levels of society.

Social media is supported by communication technology, including in the form of internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, and other devices in the use of information (Kaplan, 2010). Burke also provides services in interaction through technology with internet media called interactive media (Burke, 2000). The existence of social media that is increasingly strengthening in society makes mainstream mass media must try to balance with quality information. Mass media is an institution for socializing formal and informal messages that are important in society (Blake, 2009). Meanwhile, according to Donohue, mass media in the macro system is a subsystem in society that can control and share knowledge (Donohue, 1973).

In his journal, Boyd said in Astari (Astari Clara Sari, 2020) social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Social media has the power of user-generated content (UGC) where content is generated by users, not by editors as in mass media agencies. Van Dijk in Astari (Astari Clara Sari, 2020) states that social media is a media platform that focuses on the existence of users who facilitate their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. In essence, with social media can be carried out various two-way activities in various forms of exchange, collaboration, and mutual acquaintance in the form of writing, visual and audiovisual. Social media starts from three things, namely Sharing, Collaborating and Connecting (Astari Clara Sari, 2020). Social media has experienced a very significant development from year to year, if in 2002 Friendster dominated social media because only Friendster dominated social media in that era, now there have been many emerging social media with their own uniqueness and characteristics.

The history of social media began in the 70s, namely the invention of bulletin board systems that made it possible to connect with others using electronic mail or upload and download software, all this was done still using telephone lines connected to modems. In 1995 the GeoCities site was born, GeoCities serves web hosting (website data storage rental services so that the website can be accessed from anywhere). GeoCities is the initial milestone of the establishment of the website. From 1997 to 1999, the first social media appeared, namely Sixdegree.com and Classmates.com. Not only that, in that year there was also a site to create a personal blog, namely Blogger. This site offers its users to be able to create their own site pages. So that users of this Blogger can load things about anything. In 2002 Friendster became a very booming social media and its presence had become phenomenal. After that in 2003 until now various social media have sprung up with various characters and their respective advantages, such as LinkedIn, MySpace, Facebook, Twitter, Wiser, Google+ and so on. Social media is also now a means or digital marketing activity, such as social media maintenance, social media endorsement and social media activation (Astari Clara Sari, 2020).

Social media is growing rapidly in line with the growth and ease of access to information supported by the power of communication technology. Social media has 79 million active users. Indonesia is one of the most active countries in the media. The pattern of spreading messages that tend to be free has the intention that it is immediately known to the public to be the goal of social media users, so it does not matter whether the information disseminated is accurate according to the principles of good and true news. The speed of messages without reliable and factual sources tends to have a negative impact on the dynamics of state political life (Susanto, 2017). Social media in Indonesia has a tendency to report politics through the accounts of individuals, groups, and parties that cannot be accounted for as a proper source of information. The message recipient community also ignores the accuracy and validity of information, the most important thing is to meet one-sided information needs in accordance with interests (Susanto, 2017).



Political life in Indonesia is prone to conflicts between political groups due to the abundance of messages, news and information containing mutual criticism, excessive prejudice, subjectivism, sectarianism, communalism and sub-national spirit. Indeed, not everyone rates positively about social media as a source of information, therefore it is important to consider its criticisms and weaknesses (Cann, 2012). New media are media that offer digitization, convergence, interactivity, and network development in message creation and message delivery (Terry, 2002). Users of new media have the ability to offer interactivity, have the choice of information needed, as well as being able to control the information produced as they wish. Rapidly growing new media has one of its strengths, namely the ability to offer interactive relationships.

The communication relationship with social media is very close because with social media, communication becomes faster and easier to do, be it by communication by chat, telephone, or by video call. Whether we realize it or not, the presence of new media, especially social media, has had a huge influence on human life as an individual and society in general. The presence of new information and communication technology has changed human behavior in using technology. Thus, social media has an influence in the process of social interaction and social relationships carried out by individuals with other individuals. The process of social interaction and social relationships involving communication results in communication patterns (Astari Clara Sari, 2020). This increasingly powerful use of social media marginalizes the mainstream mass media in competition for the dissemination of information related to politics and state power.

RESEARCH METHODS

Analysis Methods

This research uses a qualitative approach with a literature review. Tracking Government Communications on the establishment of Reserve Components in the digital age. Data collection techniques use observation, interviews, and documentation. Observations were made to analyze information regarding reserve components on social media. The interview was conducted in order to conclude the analysis of related data regarding the Formation of Reserve Components through Government Communication in the Digital Era. Qualitative data analysis techniques are carried out interactively and continue continuously until complete so that the data is saturated. The stages of data analysis techniques are (Muria Putriana, 2021);

1. Data Reduction

Data reduction is done by summarizing, choosing the main things, focusing on the things that matter, looking for themes and patterns to eliminate unnecessary ones. Thus, the reduced data will provide a clear picture, and make it easier for researchers to collect further data, and look for it when needed. In this study, data obtained from interviews, observations, discussions and documentation were summarized and selected in accordance with government communication theory.

2. Data Presentation

The data that has been sorted and summarized is then presented in the form of narrative text in the research Formation of Reserve Components Through Government Communication in the Digital Age.

3. Data Triangulation/ Data Validity

In this study, the triangulation method used by researchers is to check through predetermined sources and compare and recheck the degree of trust in information obtained from various sources. At this stage, the data that has been presented is then checked again for the validity of the data through group discussion forum activities and re-checking the data that has been obtained previously.

4. The withdrawal of the knot

The final step is the drawing of conclusions and verification. According to the researchers, the initial conclusions put forward are still provisional and will change if there is no strong evidence to support the next stage of data collection.

5. Analysis Theme

Furthermore, the researcher conducted a theme analysis between the results of data analysis and the results of interviews. It could be that according to the researcher, the results of the analysis and interviews found different results from the researcher's initial conclusions. So when analyzing the formation of reserve components through government communication in the digital era (Muria Putriana, 2021).

RESULTS AND DISCUSSION

Results

Using the government communication paradigm consisting of structural, procedural, and cultural aspects in the formation of reserve components through government communication in the digital era:

1. Structural Aspects:

The government needs to build a responsive and open organizational structure in managing communication in the digital era. This includes ensuring the presence of a special unit or team responsible for digital communications and the formation of backup components. This structure should enable collaboration across departments and agencies to ensure cohesion in messages conveyed to the public so that the establishment of backup components through government communication in the digital era can receive responses from the public and increase *government collaboration* with related parties.

2. Procedural Aspects:

Government communication processes should be updated to include relevant digital platforms and leverage existing technologies to deliver messages effectively. Procedures should integrate data analysis to understand the audience better, ensuring the message delivered matches their needs and preferences. The government also needs to ensure speed and accuracy in responding to issues that arise on social media and other digital platforms, with well-organized procedures that will ensure the news of the formation of this reserve component is more accurate to be accepted by the public so as to minimize hoax news.

3. Cultural Aspect:

Governments must understand and appreciate people's digital culture, including the way they interact and consume information. Government communications should adopt language and formats that match people's digital preferences, such as the use of social media, videos, and infographics. Building trust and credibility in government communications in the digital age is an important cultural aspect. This can be done with transparency, accountability, and consistency in the message conveyed, namely by innovating and involving cultural diversity owned by each region so as to strengthen good communication.

The results of good government communication on social media will be reflected in several ways:

1) Transparency: Governments should openly convey relevant and important information to the public through social media platforms. This includes providing updates on policies, programs, and other important issues. 2) Engagement: Government communication on social media should invite participation and interaction from the public.

This could take the form of asking for feedback, answering questions, or hosting online discussions on certain topics. 3) Consistency: The message conveyed by the government must be consistent with deeply held values and goals. This consistency helps build trust and credibility among the community. 4) Creativity: The government needs to adopt a creative approach in conveying messages on social media. This can be the use of images, videos, infographics, or other interactive content to attract attention and clarify the information conveyed. 5) Responsiveness: The government must respond quickly to questions, inputs, or concerns raised from the public through social media. A quick and efficient response shows that the government cares and cares about the needs and interests of its citizens. 6) Evaluation and Adjustment: Governments should be open to feedback from the public regarding their communication on social media. Continuous evaluation of the performance and effectiveness of messages delivered can help governments to continuously refine and adjust their communication strategies. So that by properly paying attention to the details and factors that occur both internally and externally, governments can achieve good results in their communication on social media, build strong relationships with the public, and increase public participation and trust.

Discussion

Discussion of government communication in the formation of reserve components through three aspects: structural, procedural, and cultural.

1. Structural Aspects: In the context of the establishment of reserve components (Komcad), the organizational structure of the government needs to be adjusted to ensure the effectiveness of communication in the digital age. This could include the creation of a dedicated unit or team responsible for digital communications and Komcad management. This structure should facilitate coordination and collaboration between departments and agencies involved in the process of establishing Komcad, so that the messages conveyed are consistent and coordinated.
2. Procedural Aspects: Government communication procedures should be updated to accommodate the dynamics of the digital age. This includes the use of digital platforms, such as the official website, social media, and mobile phone applications to effectively convey information about Komcad. The government needs to have procedures in place to collect, analyze, and respond to feedback from the



public regarding Komcad. This allows governments to refine and adjust their communication strategies according to people's needs and concerns.

3. **Cultural Aspect:** Government communication in the formation of Komcad must take into account the digital culture of the community. This includes the use of appropriate language, engaging communication styles, and content formats preferred by the digital community. Governments also need to build trust and credibility in their communication with the public. This can be done by being transparent, responsive to community input, and providing accurate and verified information about Komcad. By paying attention to these structural, procedural, and cultural aspects, governments can improve their communication in the formation of Komcad in the digital era. This will help increase public understanding and awareness of the importance of emergency preparation and response in the face of various disasters or crises.

Government communication in the digital age has great potential to help government programs by raising Public Awareness: Through digital platforms such as official websites, social media, and mobile phone apps, governments can disseminate information about government programs quickly and widely. This helps increase public awareness of available programs, including eligibility criteria, benefits, and how to access them as well as the establishment of reserve components through government communications in the digital age, can help increase efficiency and transparency in the implementation of government programs. By providing information openly about the budgets, goals, and outcomes of these programs, governments can gain public trust and ensure that resources are used effectively. Then, through data analysis and feedback received through digital platforms, the government can be more responsive to people's needs and desires. This allows governments to adjust their programs according to changing conditions or priorities that arise from the community, increases community involvement, allows for efficiency in the implementation of government programs and transparency in the management of public resources. This in turn can help achieve the development goals set by the government.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The presence of social media as an impact of the development of information and communication technology is indeed extraordinary. With various services that can be used, social media has changed the way of communicating in society and the public. The presence of social media even has an impact on the way of communicating in all fields, the presence of social media turns out to have an impact on changing the way of communicating from conventional to modern and all-digital, but also causes communication to be more effective. With social media, communication becomes easier and faster and more transparent in conveying information. Communication in government policy is the importance of transparency, community involvement and clear delivery of information to build trust and support successful implementation of policies. In addition, a leader must be dexterous in building communication and must be able to create effective and participatory communication so that a leader can be used as a good role model.

Prabowo Subianto as Minister of Defense has also actively used social media such as Twitter and Instagram platforms to convey views, thoughts and various current issues. The use of social media can also be a means to interact with supporters and the public, so communication built by the government through social media has become an integral part of the government's strategy in building public image. This approach allows governments to convey information quickly and directly to the public. While effective for achieving engagement and transparency, challenges arise in managing responses and ensuring information, challenges including crisis management that urgently need to be anticipated, as well as narrative control systems and the sustainability of community participation in national development. Thus, government communication through social media requires careful and responsive policies in order to maintain public trust so that in the future, this research can be further needed to understand the dynamics of the evolution of government communication in this digital era.

Suggestion

1. Always ensure adequate digital infrastructure to support government communications, including adequate internet speeds and accessibility of necessary digital platforms.
2. **Weighted Content:** Create informative, relevant, and high-quality content to increase people's understanding of the importance of forming reserve components and their role in the process.

3. Effective Use of Social Media: Make use of social media platforms to disseminate information about Komcad widely. Use different types of content such as videos, infographics, and images to grab attention and increase community engagement.
4. Monitoring in Public Awareness Raising: Conduct outreach and education campaigns to raise public awareness about the importance of having Komcad and steps they can take to prepare.
5. Community Involvement: Provide opportunities for the community to actively participate in the formation of Komcad by organizing online discussion forums, surveys, or public consultations through digital platforms.
6. Evaluation: Evaluate how effective the messages conveyed in building public understanding and awareness about Komcad. Review whether the messages are clear, easy to understand, and relevant to the target audience.
7. Community engagement monitoring: Review the level of community involvement in Komcad establishment campaigns and programs through social media. Evaluate the amount of participation, response, and interaction received from the community.
8. Information Accessibility: Evaluate how easily people access information about Komcad through digital platforms. Review whether the information is widely available and accessible to all walks of life.
9. Measurability of Results: Measure the level of awareness, understanding, and readiness of the community in facing emergency or disaster situations after going through the Komcad establishment program through government communication in the digital era.
10. By implementing the above suggestions and conducting periodic evaluations, the government can ensure effectiveness and success in the formation of Komcad through government communication in today's digital era.

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