

CHAPTER I

INTRODUCTION

1.1 BACKGROUND

The Information and Communication Technology (referred to as ICT hereafter) in this globalisation era is being used by the government to have better governance; hence, this is commonly known as transformation organisation. The transformation of an organisation has several aspects such as values, behaviour, knowledge, organisational culture, and mental processes. The beginning of transformation comes from the strategy, technological, process, structural, human resource, and as well as cultural change (Luthans, 2006). All organisational aspects such as organisational system, culture, and employees must be considered in order to achieve the proper integration point. Integration of the system is not limited to one aspect, but it also covers all the aspects to achieve the objectives that have been agreed.

Nowadays, social media is being used by government agencies to disseminate information to the public. With the use of internet, particularly social media, issues in local, national, and international can be disseminated to the public freely. In Indonesia, social media has been changing mass communication culture (Brabham, 2008). Social media now being considered as an aid by many political elites and corporations to gain public sympathy and interest (Rahmawati, 2013). The existences of social media have created a digital community that lives and coexists with the community. With this, information relating to the welfare

and being of the public will be disseminated accordingly and at the same time, the conveyance of ideas and manifestations of the public towards the government will easier.

Social media is an internet-based platform build under the ideology and technology comes upon Web 2.0, and which content comes from the user (Haelein, 2010). Web 2.0 is a participative and interactive based on uniform resource locator (URL), cascading style sheet (CSS), and other internet applications. Thus, social media is also called "user-generated content". Organisation for Economic Cooperation and Development (OECD) has determined the three (3) criteria that classified as the "user-generated" which are: first, the user-generated should be on the public website access or on an existing social network to select groups; second, the user-generated requires a minimum amount of creative effort; and third, the user-generated is made outside of the routine and practice of an expert (OECD, Participative Web and User-Created Content: Website 2.0, and Social Networking¹⁸ (2007) [hereinafter OECD Report] (Haelein, 2010).

With its various usage, social media became a significant influence on global development. Based on the recent survey, around 75% of Indonesian population has social media account (WeAreSocial, 2018). Hence, social media such as Facebook, Twitter, Instagram, and WikiLeaks made communication easier. With the expansion government agencies towards ICT, it became easier to communicate to the public. As a matter of fact, cities like Bandung City, Makassar City and Surabaya City integrated social media already to reach the

people under their respective jurisdictions. This development is a must to be part of the governmental culture to balance adequate human resources. The proliferation of technology decreases manpower need.

The government needs to balance Human Resources and technological development to address the gap between the two without jeopardising their performance through filtering information gathered online using crowdsourcing technology (Regina & Gansiniec, 2017). Thus, this research inquired how social media such as Facebook, Twitter, and Instagram is being used by the local government of Surabaya to disseminate information to the public. Hence, it has been recorded that the government of Surabaya has been using social media since 2014 (Esterina, 2018).

The central government has awarded Surabaya because of its social media migration and was set as an excellent example in proving information efficiently. This award also motivates the government Surabaya to increase and boost up their performance in the service of the public. Accordingly, Surabaya has been utilising social media due to their belief that it is apart of globalisation era and that social media provides real-time information (Brabham, 2008). Hence, social media is also a public space wherein the public can freely criticise government officials (Al Deen & Hendrick, 2013; Rahmawati, 2013). In fact, Indonesia has a population of not less than 200 million people and 98% of them have internet access while it was reported that around 130 million are using social media (WeAreSocial, 2018). This is a good development towards globalisation considering that Indonesia is a developing country. However, this also has an

adverse effect on the government as it may lead to difficulties in filtering information.

One of the challenges faced by Surabaya Government in its social media utilisation is lack of workforce to monitor social media advancement. Hence, gaps related to culture, socioeconomic, and human behaviour are still manifesting. Because of the preceding statement, the use of social media to monitor the being of the public is significantly affected (Esterina, 2018).

ICT has enhanced public accountability of the local government of Surabaya. With this reason, the researcher shall conduct an inquiry regarding the impact of social media on government services and on how the government can effectively implement ICT and filter information from the public. This research is to know that crowdsourcing is an important thing in the part of social media. Especially, the local government needed more the great resources, skills and the competence to increase services more effectively to the citizens.

1.2 RESEARCH QUESTIONS

After the information above, this research shall have specific questions, to wit:

- a. How the local governments arrange the crowd information in social media of local government of Surabaya City?
- b. Does the crowdsourcing affect the organisation of Surabaya government city?

1.3 RESEARCH OBJECTIVES

This research has several objectives, which are:

- a. To find out how the form of organisational transformation that occurred in Surabaya city government with the social media;
- b. To know the knowledge behaviour owned by bureaucrats in organisational transfers through social media;
- c. To know the role of bureaucrats in the form of organisational transformation that occurred in the city of Surabaya

1.4 RESEARCH BENEFITS

This research is hoped to be beneficial to research-based-knowledge and practical implementation.

1.4.1 Theoretical benefits:

- a. this study can provide new information that is expected to add insight to the transformation of the organisation on social media crowdsourcing that occurred in Surabaya city government in the use of Social Media; and
- b. as a learning media that can support the learning system especially to social media in the field of government.

1.4.2 Practical Benefits

- a. This research is expected to give positive input and contribution to Surabaya city government related to social media in organisational transformation;
- b. being a field study review with Surabaya city government organisation related to social media; and

- c. this research will also be a way for Surabaya city government to evaluate, monitor and innovate social media usage.