

Utilizing Social Media As a Strategic Communication Tool By The Minister In Indonesia

Pemanfaatan Media Sosial Sebagai Alat Komunikasi Strategis Oleh Menteri Di Indonesia

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Abstract

This study aims to analyze the social media accounts of Ministers in Indonesia as a means of delivering information to the public. We analyzed two Twitter accounts of Indonesian ministers who were considered to have millennial style and were active on social media, namely Erick Tohir as Minister of SOEs and Sandiaga Salahuddin Uno as Minister of Tourism and Creative Economy. The data obtained is the second Twitter post of the Minister from September 2019 to June 2023. The method in this study uses qualitative content analysis with the Nvivo 12 Plus analysis tool. The results of this study show that Erick Tohir conveyed a number of information about global cooperation, increasing dividends, and the role of SOEs for society. Meanwhile, Sandiaga Salahuddin Uno provided information on a number of bilateral relations cooperation, creative economy, and visits to various leading destinations. By looking at the number of comments, retweets, likes, and views on the average post, we conclude that Erick Tohir's communication on Twitter has a greater public response than Sandiaga Salahuddin Uno.

Keywords: political communication, twitter, minister.

Abstrak

Penelitian ini bertujuan untuk menganalisis akun media sosial Menteri di Indonesia sebagai alat penyampaian informasi kepada publik. Kami menganalisis dua akun Twitter Menteri Indonesia yang dinilai memiliki gaya milenial dan aktif di media sosial, yaitu Erick Tohir selaku Menteri BUMN dan Sandiaga Salahuddin Uno selaku Menteri Pariwisata dan Ekonomi Kreatif. Data yang diperoleh merupakan postingan Twitter kedua Menteri dari September 2019 hingga Juni 2023. Metode dalam penelitian ini menggunakan analisis konten kualitatif dengan alat analisis Nvivo 12 Plus. Hasil penelitian ini menunjukkan bahwa Erick Tohir menyampaikan sejumlah informasi tentang kerjasama global, peningkatan dividen, dan peran BUMN untuk masyarakat. Sedangkan Sandiaga Salahuddin Uno memberikan informasi sejumlah kerjasama hubungan bilateral, ekonomi kreatif, serta kunjungan ke berbagai destinasi unggulan. Dengan memperhatikan jumlah komentar, retweet, like, dan penayangan pada rata-rata postingan, kami menyimpulkan bahwa komunikasi yang dilakukan Erick Tohir di Twitter memiliki respon publik yang lebih besar dari pada Sandiaga Salahuddin Uno.

Kata kunci: komunikasi politik, twitter, menteri.

INTRODUCTION

The political landscape has changed due to information and communication technology (ICT), particularly in the direction of democratic practices (Robles et al. 2020). According to Rahman, Latifah, and Fachrurrazi (2022), democratic processes alter with technological, information, and communication advancements every period. Different social media platforms that can be utilized for various purposes were made possible by the development of the Internet. Some variables influence the use of the Internet in political discourse in Indonesia, leading to increased usage. According to Heryanto (2018), the Internet is a new media order that combines innovations from print, audio, and video media and can present two-way communication as one of the elements driving the increased use of the Internet in political communication. Second, Indonesia is impacted by the rapid growth in internet usage in Asia. The third factor is that internet usage is expanding more quickly in Indonesia. The Internet and the rise of digital media have changed society today in a variety of ways, including how we shop, read the news, and go about our daily lives as well as how businesses, parliaments, and governments. As a result, the social structure, political institutions, and economy have also changed (Schwörer and Fernández-García 2021).

Information and Communication Technology (ICT) has changed the political world, especially democratic practices (Robles et al. 2020). In every era, democratic practices change along with changes in technology, information, and communication innovations (Rahman, Latifah, and Fachrurrazi 2022). The advancement of the Internet gave birth to various social media that can be used for various purposes. The presence of the Internet in political communication in Indonesia has many factors that cause increasing use by the public. The factors causing the high use of the Internet in political communication, according to Heryanto (2018), are. First, the Internet is a new media order combining innovations from print, audio, and video media that can present two-way communication. Second, Indonesia is affected by internet use's dynamism in Asia. Moreover, the third factor is that the growth of internet usage in Indonesia is getting faster. Today, the Internet, along with the advent of digital media, has influenced everything from the way we shop, read the news, and live our daily lives to the way businesses, parliaments, and governments, thus changing the social order, political institutions, and economy ekonomi (Schwörer and Fernández-García 2021).

This digital transformation has created new challenges and opportunities for politicians, journalists, political institutions, and the media to reconnect and engage with their citizens (Mattan and Small 2021). Social media presents a new structure of political opportunity (Schwanholz and Graham 2018). In the competitive world of politics, political communication devices have evolved rapidly with technological advances and comprehensive access to information. Political communication has undergone significant changes along with technological advances and the emergence of social media (Mancosu and Vezzoni 2018). Social media has become a powerful tool for influencing public opinion, mobilizing the masses, and building relationships between politicians and voters (Tyagi et al. 2020). Political communication through social media must be addressed in this digital era. With millions of active users on platforms like Facebook, Twitter, Instagram, and YouTube, politicians can reach a broader and more diverse audience than ever before (Zulianello et al. 2018).

Social media can spread political messages instantly, elicit immediate feedback from voters, and build interactive relationships between political leaders and society (Singh 2019). At the same time, political communication through social media also allows politicians to reach out

to younger generations who are heavily involved in social media use. Young people tend to pay more attention to social and political issues, and social media is becoming an effective channel to attract their attention and inspire political participation (Mancosu and Vezzoni 2018). In this context, politicians need to use social media wisely and responsibly. They need to consider the integrity of the information they share, respond well to feedback from the public, and use social media to dialogue and communicate directly with voters. With the right approach, political communication through social media can be an effective means of strengthening democracy, increasing political participation, and building closer relationships between leaders and voters (Atkinson et al. 2022).

Information is a basic need for everyone, both for personal development and their social environment (Nordbrandt 2022). That is why obtaining information is a human right (Mulyana 2015). Moreover, public information disclosure is one of the essential characteristics of a democratic country that upholds people's sovereignty in realizing good state administration (Huber 2022). Public information disclosure is an essential part of all areas of bureaucratic reform because of all things there is a connection between how the information reaches the public about performance in the context of policy formulation, coordination and synchronization, and evaluation (Alonso-Muñoz and Casero-Ripollés 2018). This public information disclosure is not just about providing information to the public; according to Sorensen (2020), public information disclosure is closely related in terms of performance accountability. Furthermore, through public information disclosure, the public can also provide the government input, suggestions, and *input*. Public information disclosure is an opportunity for the public to increase participation in state administration, encouraging better processing of information services (Klimeš 2022).

Social media is not a brand-new platform for communication but rather a Web 2.0 innovation that has characteristics that let users create, share, discuss, and exchange different types of information with other users on their own and with ease (Hayat et al. 2021). Social media's existence has made it easier for citizens to participate in politics. A person can participate in political activity just by staying in the background during campaigns, social gatherings, fundraising efforts, social protests, and other political activities (Pratiknyo 2022). Because it is so simple and inexpensive for people to use social media, it also significantly impacts how people participate in politics (Dwitama et al. 2022). Politicians can improve political communication with political groups, organizations, and their supporters by using social media. Social media users have the potential to develop into fresh "opinion leaders" with their followers, according to (Sari et al. 2014). Political parties, therefore, require social media so that their lawmaker cadres can inform the public honestly and transparently.

Because social media may lessen the number of time and space-based communication obstacles, it has a favorable impact on political communication and democracy in Indonesia (Bhakti 2020). This improves political communication in contemporary politics, as social media is a substitute medium. According to a study, Alamssry (2022) claimed that Palestinians had used social media as a forum for discussion and debate, exchanging ideas, and highlighting issues that are relevant to the general public. Another study by Saud & Margono (2021), which looks at the influence of digital media on young people and their political engagement through digital platforms, reveals that youth engage in a variety of activities, like protests against new laws, which do indeed strengthen democracy and contribute to Indonesia's political structure.

According to a study by Leidecker-Sandmann & Eugster (2022), social media provides an opportunity for ministers to convey information directly to the public without going through traditional media intermediaries. Thus, ministers can avoid misinterpretation or editing of news

that may occur through conventional media channels. Another study by López-Meri et al. (2020) also mentioned that social media allows ministers to interact directly with the public, receive input, answer questions, and listen to people's aspirations. This creates a closer relationship between government and people, increases transparency, and strengthens public participation in decision-making processes. In addition, social media can be a tool to build an image and increase public trust in ministers (Medina et al. 2020). By conveying accurate, relevant, and weighty information through social media, ministers can build credibility and public trust in their leadership (Kefford et al. 2022). In addition, through informative, inspirational, and educative content, ministers can demonstrate their competence and dedication in carrying out their duties (Papakyriakopoulos et al. 2019).

A communication strategy is a communication approach or process that is designed carefully and planned so that it is easily understood by the public and can accept what has been conveyed so that it can change a person's attitude or behavior (Vardhani and Tyas 2019). Communication strategy helps to be thoughtful and careful in the way we communicate, so that the message stands out and reaches the audience. Communication strategies can be applied in a variety of contexts, including business, government, non-profit organizations, and political campaigns. The goal is to achieve desired results through message management and communicative interactions with various stakeholders (Sahputra 2020). The goals of a communications strategy may vary depending on the context and specific needs of a particular organization or situation. According to Muara, Rahmat, and Prasetyo (2021), several general objectives of communication strategies include Building Image and Reputation, Building Image and Reputation, Communicating Values and Mission, Changing Perceptions and Attitudes, Supporting Business or Organizational Goals, Managing Crisis or Conflict, Increasing Involvement and Public Support, as well as Building Relationships with Stakeholders.

Indonesian ministers use the Twitter platform as a communication tool in reaction to this. Twitter is a social networking platform often utilized by people, businesses, and governments. Twitter has become a forum for critical cause campaigns (Rezeki, Restiviani, and Zahara 2020). Twitter has a vast and global user base. Using this platform, ministers can reach a more broad and diverse audience. They can get their message across to communities worldwide and expand their communication's impact. In this case, Erick Tohir, Minister of SOEs, and Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, are considered Millennial-style ministers and are seen actively using social media.

This research looks more deeply at how Erick Tohir and Sandiaga Salahuddin Uno use social media to communicate with the public and convey information via Twitter. Additionally, in this research, we will assess the impact of the two Ministers' use of social media, which in this case includes increasing visibility, interaction with the public, and the extent to which their messages reach the target audience. This research is likely to help Ministers in Indonesia understand the best ways to use social media to increase the effectiveness of their messages and help them communicate better with the public.

METHODOLOGY

This study employs qualitative research techniques and a case study methodology to examine ministerial communication models and information distribution formats. The Qualitative Content Analysis (QCA) method is used in this research procedure. Screenshots from the social media site Twitter were used to get the data's source. Additionally, at the data analysis stage, data

is visualized using NVivo12 software programs in graphs, pictures, and word frequencies. The information came from Sandiaga Salahuddin Uno, Indonesia's Minister of Tourism and Forestry, and Erick Tohir, Indonesia's Minister of SOEs, respectively, on their official Twitter accounts. NVivo12 software is utilized throughout the data analysis step to assist in visualizing the gathered data in graphs, pictures, and word frequencies, making conclusions simple to interpret. The research steps are depicted in further detail in Figure 1 below.

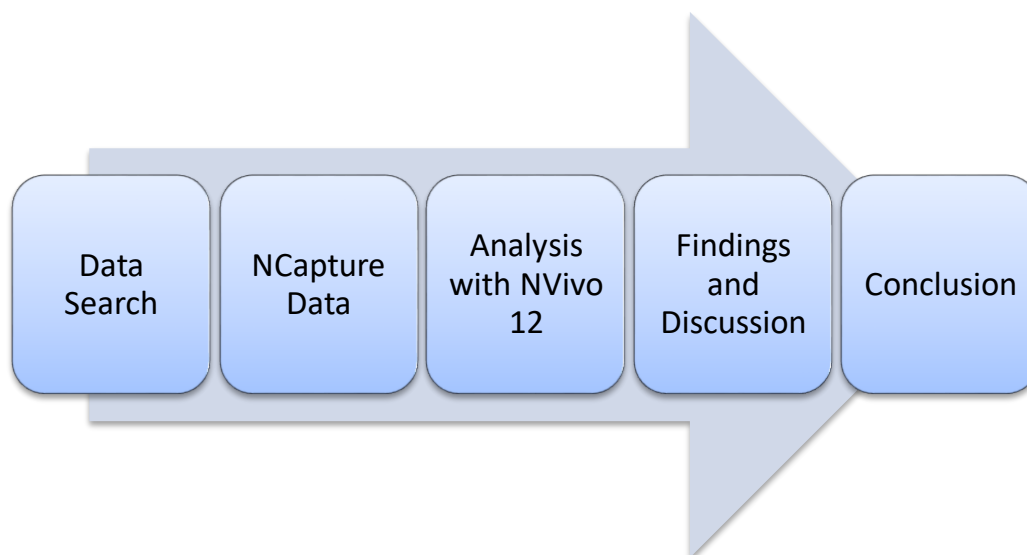


Figure 1. Stages of Research

Figure 1 shows that this research stage starts from searching for data that is considered credible and is supported by this research with NCapture data from Twitter media with a time span from September 2019 to June 2023, this is because the period the two figures served as ministers means that the information obtained is absolute communication as ministers. Once the data is collected to uncover the research, the next stage is analyzed using NVivo 12 software to visualize and display data trend graphs. The reason authors use NVivo 12 Software is a new way that can be used to analyze and manage research documents (Misran et al. 2023). NVivo 12 software is used to uncover metadata. The final stage is to present the findings as a visualization of graphs and images for deeper analysis. It is coupled with a discussion review to strengthen the research findings that have been presented and draw conclusions.

RESULTS AND DISCUSSION

The presence of young ministers in the government who bring millennial style and are close to the youth is undoubtedly a highlight for the public. This happened when the ministers took to the field and attracted excellent attention from social media users on Twitter. A young minister is crucial in communicating government policies and vision to the public. The form of information they convey can be the key to influencing public perception, building solid relationships, and achieving desired goals. The description of the Twitter account in this study can be seen in Figure 2.



Figure 2. Ncapture Social Media Images of Both Ministers

Twitter gives ministers direct access to communicate with the public without significant filters or barriers. This allows them to deliver messages directly to their thousands, if not millions of followers, provide information, announce policies, or respond to current issues quickly and effectively. As seen in picture 2, Erick Tohir's Twitter account has 621.1 thousand followers, while Sandiaga Salahuddin Uno has 3.6 million followers. Tweets shared overall by Erick Tohir amounted to 4,656 Tweets, and Sandiaga Salahuddin Uno's 44.4 thousand tweets. Then the type of tweets made by the two ministers can be seen in Figure 3.

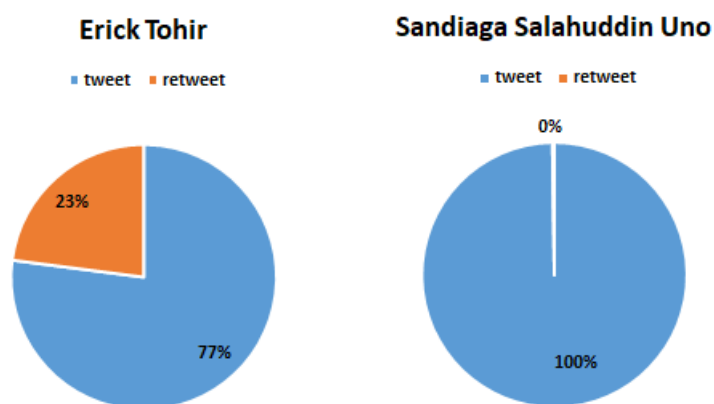


Figure 3. Type Tweet of Both Ministers

In Figure 3, it can be seen that Erick Tohir has 77% of tweets and 23% of retweets, while Sandiaga Uno has 100% of tweets and 0% of retweets. Sandiaga Uno seems more active and conveys much information to the public through social media, Twitter. However, Sandiaga Uno only does one-way communication, while Erick Tohir seems to do more two-way communication with a more significant number of retweets. Erick Tohir retweeted much information in the field of sports, where at this time, Erick Tohir also serves as chairman of the Indonesian Football Association (*PSSI*). As for the retweets, he did financial audits and information on various matches organized by *PSSI*. Furthermore, Sandiaga Salahuddin Uno's account retweeted a lot from the official Twitter account of the Ministry of Tourism and Tourism. Some retweets contain about the working visit being carried out by Sandiaga Uno. Then the hashtag most used by the two ministers

can be seen in Figure 4.

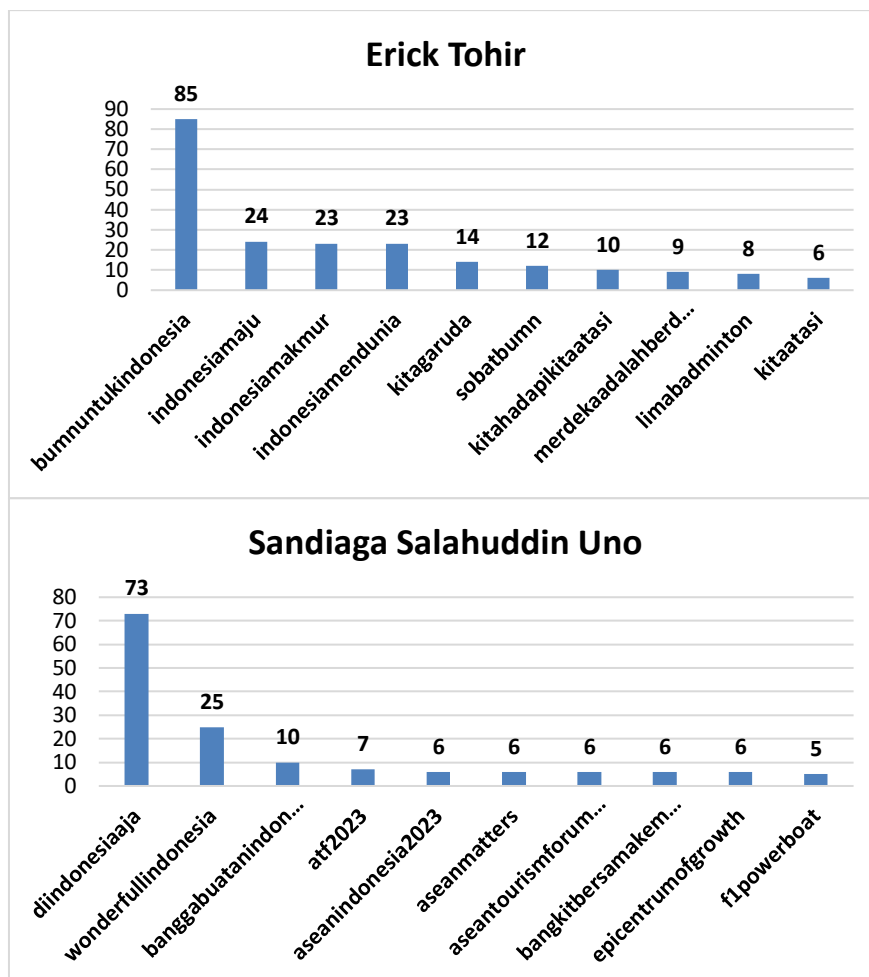


Figure 4. Use of Hashtags of Both Ministers

Figure 4 describes the hashtags used by each Minister. The two ministers have distinctive characteristics in delivering information in public spaces. Erick Tohir uses many hashtags such as *#bumnuntukindonesia*, *#indonesiamaju*, *#indonesiamakmur*, *#indonesiamenduni*, *#kitagaruda*, *#sobatbumn*, *#kitahadapikitaatasi*, *#merdekaadalahberdaulat*, *#limabadminton*, and *#kitaatasi*. The hashtag refers to Erick Tohir's role in communicating as Minister of SOEs and a sports activist. A number of hashtags contain information about the role of SOEs in developing Indonesia. Erick Tohir also conveyed information on all business sectors in SOEs. In figure 4 also presented hashtags used by Sandiaga Uno such as *#diindonesiaaja*, *#wonderfullindonesia*, *#banggabuatanindonesia*, *#aft2023*, *#aseanindonesia2023*, *#aseanmatters*, *#aseantourismforum2023*, *#bangkitbersamakemenparekraf*, *#epicentrumofgrowth*, *#F1powerboat*. The use of hashtags by Sandiaga Salahuddin Uno communicates more about his role as Minister of Tourism and Creative Economy. The hashtags used contain campaigns for tourism in Indonesia and also share various superior MSME products. Then, Sandiaga Uno is also active in conveying information on various kinds of international events held in Indonesia. The hashtag is a campaign for the public to help everyone more easily find out the latest developments in the Ministry of SOEs or the Ministry of Tourism and Creative Economy.

The use of relevant hashtags in the communication of the Ministry can expand the reach of their message. Popular hashtags or trends can help political messages become more visible to the broader public, including those who do not directly follow the Ministry's account. This can help raise public awareness of specific political issues or messages (Misran et al., 2023). Political hashtags can reinforce political identity and build online communities that support specific politicians (López-Meri, Marcos-García, and Casero-Ripollés 2020). The use of specific hashtags can create bonds between supporters and strengthen political solidarity within the follower base. Hashtags can also be used to invite people to engage in political discussion, submit questions, or share their opinions (Fernández and de Barrón 2021). This can facilitate more active public participation in the political process and establish a dialogue between politicians and the public.

Using QCA, the authors analyzed the word frequency of information by the two Ministers' Twitter accounts. QCA filters the highest word count and has links to the topic under study. Figure 5 shows the frequency of words on Erick Tohir's Twitter account that contain words such as *Indonesia*, *BUMN*, *Ekonomi*, and *Masyarakat*. Erick Tohir, in his account, conveyed some information about the development and progress of the Ministry of SOEs, such as establishing global cooperation, increasing dividends, and the role of SOEs for the community. Erick Tohir is also campaigning to realize an advanced, prosperous, global Indonesia. Then figure 6 displays the frequency of words on Sandiaga Salahuddin Uno's Twitter account, which contains words such as *Indonesia*, *Kerja*, *Ekonomi*, and *Pariwisata*. The information Sandiaga Salahuddin Uno conveys on his personal Twitter account contains a number of bilateral relations cooperation, supporting the creative economy in opening new jobs, and visits to various leading destinations. Sandiaga Salahuddin Uno has an active communication pattern on Social Media by campaigning for Indonesia as a world tourist destination and also a world creative economy destination.



Figure 5. Word Cloud Erick Tohir Twitter



Figure 6. Word Cloud Sandiaga Salahuddin Uno Twitter

Social media users have characteristics that can be influenced by what information (Misran et al. 2023) so that the event can be identified by social media users (Kousiouris et al. 2018). The Twitter accounts of Erick Tohir and Sandiaga Salahuddin Uno are elements of public communication that convey a number of the latest information in their respective ministries and can provide news that is facts and accurate. Some examples of posts by Erick Tohir and Sandiaga Salahuddin Uno are presented in Table 1 below.

Table 1. Content of The Tweets of Both Minister

	Information	Motivation
Erick Tohir	<p>“Alhamdulillah, hari ini saya meresmikan <i>Indonesia Incorporated</i> di Hong Kong. Sebagai salah satu pusat keuangan global, Hong Kong strategis dalam internasionalisasi BUMN. Salah satu visi kami adalah memosisikan Indonesia sebagai pemain global. Indonesia bisa”</p>	<p>“Senin pagi, semangat pagi! Terus semangat berjuang untuk mewujudkan Indonesia yang maju, makmur dan mendunia!”</p>
	<p>“Raker @KemenBUMN dengan Komisi VI DPR dalam rangka evaluasi anggaran & pemaparan pendapatan beberapa semester terakhir. Alhamdulillah BUMN berhasil meningkatkan total dividen menjadi Rp. 80,2 triliun, hampir 2× lipat target yang ditetapkan negara, dan menjadi terbesar sepanjang sejarah”</p>	<p>“Walau berbeda suku, bahasa, dan agama tapi tetap satu untuk Indonesia. Mari kita abadikan semangat persatuan dan nilai-nilai Pancasila untuk Indonesia yang maju, makmur dan mendunia!”</p>

<p>Sandiaga Salahuddin Uno</p>	<p><i>“Siang hari ini saya tiba di Klaten, Jawa Tengah, dan saya langsung GERCEP mengunjungi Desa Wisata Sidowarno, di Kecamatan Wonosari. Desa Sidowarno merupakan desa wisata yang masuk di posisi 75 besar Anugrah Desa Wisata Indonesia 2023. Seperti biasanya, pasti ada saja emak-emak yang menyambut meriah, menambah semangat kami untuk GASPOL menghadirkan program yang tepat sasaran dan tepat manfaat.</i></p> <p><i>Didampingi oleh Bupati Klaten, Ibu Sri Mulyani kami sepakat untuk GEBER (Gerak Bersama) memastikan program Desa Wisata ini mampu menciptakan banyak LAPANGAN KERJA BARU untuk masyarakat desa dan sekitarnya. Kita hadirkan ekonomi yang lebih berkeadilan. Di desa ini saya merasakan sekali geliat pariwisata dan ekonomi kreatif dibalut oleh budaya yang begitu kaya. Layak menjadi wisata kelas dunia.”</i></p>	<p><i>“Saya selalu senang ketika berdiskusi dengan para pemuda. Semangat mereka untuk berkontribusi untuk memajukan ekonomi negara sangat menular, bikin saya optimis masa depan Indonesia berada di tangan yang tepat”</i></p>
	<p><i>“Demi wujudkan terciptanya 4,4 juta lapangan kerja baru di 2024, ini janji saya kepada pengusaha di India jika berinvestasi di sector pariwisata Indonesia:</i></p> <ol style="list-style-type: none"> <i>1. Insentif Pajak</i> <i>2. Kemudahan Perizinan</i> <i>3. Liburan Gratis</i> <p><i>Kemarin saya bertemu dengan belasan pengusaha dalam acara Public Private Dialogue di Goa, India. Keindahan alam Indonesia memang menjadi daya Tarik yang begitu luar biasa. Bukan hanya untuk wisatawan tetapi juga untuk para investor. Saya tidak ingin mengabaikan kesempatan saya ini, saya mengundang mereka untuk berinvestasi dan berlibur di Wonderfull Indonesia”</i></p>	<p><i>“Teruslah menginspirasi! Saya optimis berkat Putri, ekonomi Indonesia akan semakin mendunia, membuka lapangan kerja seluas-luasnya untuk anak bangsa!”</i></p>

Source: Twitter

Table 1 shows the content of tweets made by the two ministers. The author's content of the tweet is divided into the informational side and the motivational side. In terms of information, the two ministers communicate to the public through accurate information within the Ministry, be it achievements, working visits, or cooperative relations. In delivering information, we saw Sandiaga Salahuddin Uno tweeting using longer sentences than Erick Tohir. Sandiaga Salahuddin Uno told the public in more detail in a post covering the goals and benefits of his activities. At the same time, Erick Tohir shared a post using short sentences but to the point. Then on the motivational side, occasionally, the two Ministers share posts containing motivational sentences about building the country and encouraging the public. The form of public response to the posts of Erick Tohir and Sandiaga Salahuddin Uno is presented in Figure 7 and Figure 8.



Figure 7. Screenshot of Erick Tohir's Twitter Post



Figure 8. Screenshot of Sandiaga Salahuddin Uno's Twitter Post

Figure 7 and Figure 8 display the number of comments, number of retweets, number of likes, and number of views. Overall, the post made by Erick Tohir gave a more significant response than Sandiaga Salahuddin Uno. The average number of comments, retweets, likes, and views by Erick Tohir is considered more than the posts made by Sandiaga Salahuddin Uno. Social media has become an essential platform for disseminating and receiving political information, allowing individuals to participate in political discussions and influencing their views and attitudes toward various political issues (Atkinson et al. 2022). A minister has a great responsibility to convey information to the public. Social media has become a very influential platform for disseminating news and information, so a minister needs to convey accurate information through social media. A minister is a government official trusted by the public to provide true and accurate information.

The public has the right, to be honest and effective, especially regarding government policy

or essential issues. By conveying accurate information through social media, a minister can fulfill his responsibility to provide information that the public can trust. When the public feels that ministers provide honest and reliable information, it increases trust and supports good relations between government and society. Social media is also a place vulnerable to the spread of false information or disinformation. A minister can help combat the spread of disinformation by providing reliable and verifiable sources of information. By doing this, ministers can help minimize the risk of the public being affected by false or misleading information.

Each Ministry must have an official account on a popular social media platform like Twitter, Facebook, or Instagram. These accounts must be verified to ensure their authenticity and credibility. Ministries should actively publish important information regarding current policies, programs, decisions, and activities. They must also ensure that the information is clear, accurate, and easily understood. Ministers should actively post content that is relevant and important to the public. They should also respond to questions, feedback, or concerns received via mentions or direct messages. Responding quickly and informatively can increase community involvement and trust. The Minister can use Twitter to convey information about policies, programs, or initiatives being worked on by his Ministry. They can share updates, explain, or convey important messages to the public. It is also essential for the Minister to use inclusive language that considers the diversity of people in communications on Twitter. They should endeavor to avoid using words or phrases that may be hurtful, discriminatory, or demeaning to specific groups.

Ministerial communication on Twitter can help create a closer relationship between the government and the people. By utilizing this platform effectively, the Minister can more easily reach and interact with the public and convey important messages for the common good. However, it is also essential to recognize that ministers' use of social media also has challenges and risks. As an open and comprehensive platform, social media is vulnerable to the spread of false information, slander, and attacks that may be directed at ministers (Boshoff 2019). Therefore, ministers need to improve their skills in managing social media wisely, including verifying information before sharing it and maintaining a proportional attitude in the face of criticism or attacks (Sohal and Kaur 2018).

CONCLUSION

Looking at the results and discussion in this study, we conclude that Erick Tohir, as the Minister of SOEs, and Sandiaga Salahuddin Uno, as the Minister of Tourism and Creative Economy, in their use of social media, have provided strategic communication based on the information conveyed, even though the intensity of the information conveyed varies. Sandiaga Salahuddin Uno, who has more followers than Erick Tohir, also tweets more, with a percentage of 100%, while Erick Tohir tweets 77%, and the rest are retweets. The information conveyed by Erick Tohir revolved around information on the development and progress of the Ministry of SOEs, such as establishing global cooperation, increasing dividends, and the role of SOEs for society. Meanwhile, information on Sandiaga Salahuddin Uno's Twitter revolves around information at the Ministry of Tourism and Creative Economy regarding bilateral partnerships, supporting the creative economy in opening new jobs, and visiting various leading destinations.

Another finding in this research is to find that many of Erick Tohir's Twitter posts use the hashtag *#BUMNuntukIndonesia*, with campaign messages to create an advanced, prosperous, and global Indonesia. Then, Sandiaga Salahuddin Uno mostly used the hashtag *#DiIndonesiaAja*, with the contents of the message campaigning for Indonesia as a world tourist destination and also the

world's creative economy destination. Furthermore, by paying attention to the number of comments, retweets, likes, and views on the average post, we conclude that the communications made by Erick Tohir on Twitter have a more excellent public response than Sandiaga Salahuddin Uno. The limitation of this research is that it only focuses on analyzing data taken from Twitter media. It is hoped that researchers in the future will be able to conduct research using other social media platforms.

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