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Utilization Of Social Media In Giving Information Related To Activities And Performance Of Legislative Members (-A Case Study of Women Legislative Members in the Aceh People's Representative Council (DPRA)

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UTILIZATION OF SOCIAL MEDIA IN GIVING INFORMATION RELATED TO ACTIVITIES AND PERFORMANCE OF LEGISLATIVE MEMBERS
(-A Case Study of Women Legislative Members in the Aceh People's Representative Council (DPRA)

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Abstract

The existence of communication media cannot be separated from everyday human life today. Social media provides extraordinary benefits for members of Aceh House of Representatives (DPRA) to get closer to its people. The use of social media to socialize the performance of board members, absorb aspirations and information from the public. The qualitative research method and the case study approach used in this study, this study intends to describe the use of social media in providing information related to the activities and performance of women legislative members in the DPRA in carrying out political communication in Aceh's local parliament. The results of the study conclude: 1). The importance of disseminating information on the performance of DPRA as part of the accountability of legislative members to the community that he represented. 2). The use of communication media provides both institutions and personal opportunities for their existence in carrying out their duties and functions in making qanun, supervision and budgeting. 3). There are diverse responses among women legislators in the management of communication media, especially social media, namely: a). A number of women legislators optimally utilizing this communication media, b). Some of these women legislators are still minimal in using social media to conduct political communication. c). There are women legislators who do not use this communication media properly and according to her the delivery of information to the media as "riya".

Keywords: communication, social media, Aceh, performance, women legislative members.

Introduction

The development of increasingly sophisticated communication technology, especially the internet, has made humans have to keep up with the development of communication technology, it cannot be denied that communication media, both conventional mass media (print and electronic) and social media (new media) have little or much impact on its users, both negative and positive impact.

The mass media as a conventional communication media which until now is still an option among the community to get information, education and also entertainment, because the message conveyed can reach a wider audience, although now, the condition that public acceptance of conventional media is not like before. This is possible since conventional media, in presenting news or information that is presented is longer, but can be accounted for, then this conventional media is one-way. The presence of new media has made it easy for people to access everything they want.

The presence of this new media has changed the pattern of human communication from conventional to modern, from face to virtual, making any information so quickly can be known by other people even though one another has a considerable distance and this makes it seem as if the world is not bounded . By using this internet, everyone is unlimited and free to explore all corners of the world by opening an existing website. "*Social media are more likely to be regarded as being not only complementary to the traditional media, or the brand-new communication tool, but even being an alternative to the traditional media*" (Piechota, 2011) that

social media is more likely to be considered not only as a complement to traditional media, or new communication tools, but even an alternative to traditional media. It means that social media is an alternative choice for people to communicate and interact with one another.

According to the Indonesian Internet Service Provider Association (APJII) survey, internet users in Indonesia in 2019 had reached 171.17 million, or around 64.8 percent of the total population of 264 million people of Indonesia, this data increased from 2017 with the internet penetration rate in Indonesia recorded at 54, 69 percent (Kusnandar, 2019).

A study conducted by *We Are Social and Hootsuite*, noted, at least there are currently around 130 million Indonesians active in various social media, ranging from Facebook, Instagram, Twitter and others. When comparing the number of internet users with social media users, this means that around 97.9 internet users in Indonesia have used social media (Laksana, 2018).

Social media, according to Haenlein et al in (Hikmat, 2018) is an online media. Users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Kaplan and Haenlein define social media as "a group of internet-based applications that build on the basis of Web 2.0 ideology and technology, and which enable creation and exchange "*user-generated content* "

The definition of social media according to Nasrullah is a medium on the internet that allows users to represent themselves as well as interact, cooperate, share, communicate with other users, and form a social bond virtually. Social media is one of the platforms that appear in the media siber, because it sees the social media that existed have not much different from the characteristics possessed by the cyber media (Purwaningwulan, 2019)

The rapid development of social media today is because everyone can have their own media. If to have conventional media such as radio, television and other print media requires large capital and a large workforce, it is different from social media. A social media user can access the internet network, at a low cost, and can be done alone without the need for other workers and social media users are free to change, edit, add, modify text, images, videos, graphics, and other content.

Social media provides great benefits for its users, including politicians in carrying out their political communication activities. "in the growth of social media which is so quickly accompanied by the enthusiasm of the people it seems that it gives a large space in the democratic process" (Segaard, 2015). Social media is a vehicle that allows people to gather and develop communication communities in virtual public spaces (Grönlund, Strandberg & Himmelroos) in (Segaard, 2015).

Furthermore, Benia et al. stated that politicians use mainstream and modern media to socialize, deliver ideas, and information to attract sympathetic people and influence society. The capabilities of these two medias have their respective advantages in reaching a wider audience (conventional media) since it (new media) is much cheaper. At present, politicians use social media to become more popular, more visible, more trustworthy and influenced by public opinion. Politicians share their messages quickly and easily (Benea & Benea., 2015).

The selection of the right communication strategy in delivering political communication messages for politicians must be done, starting from the planning stage to the selection in the use of appropriate communication media. For politicians, choosing the right media channel in political communication is important and must be considered, observant and careful so that they are able to persuade the community well and the information they convey can also be well received by the community related to the achievement that has been done so far.

For politicians in the parliament who are members of the council, they must really be able to use this media as a channel for their political communication, they must be able to choose the right media in disseminating information, ideas and ideas to the community in their electoral districts and society at large. This can be one of the means of imaging themselves. Besides the women legislators in the Aceh People's Legislative Assembly (DPRA) must be able to communicate politically face-to-face, they must also be able to determine, choose, use the right media in conveying their political communication messages, in absorbing people's aspirations and also communicate directly to find out what the people want.

Being a member of the legislature's responsibilities and duties is not only limited to activities in parliament, they also have a responsibility in disseminating the performance that they have done to the community as a whole. Indicators of success and performance that have been carried out by legislative members can be seen from the responses / information that the community receives-/ reads from the media, both print and electronic mass media and from the social media they follow and talk from the others. Therefore

every community must be informed and given information about what has been done by a legislator in his duties as a people's representative in parliament. Because the members of the council as representatives of the community, an extension of the community, they are present in parliament representing the community, so that the community has the right to know anything related to that representation.

There were 12 female legislators from 81 legislators in the currently elected Aceh legislative assembly from various parties, both national parties and local parties in Aceh. In carrying out their duties and functions as members of the legislature, they will certainly always communicate and interact with others related to their duties as people's representatives, both in parliament and in their constituencies. In conducting political communication members of women's legislators use various media. Based on the phenomenon that occurs in it, the author is interested in studying; How is the use of communication media (conventional or modern) among women legislators in the Aceh House of Representatives related to their duties and performance as people's representatives in the Acehnese local parliament?

Method

This study uses qualitative research methods with a case study approach. Case studies are one variant of several types of approaches to qualitative methods. Yin in (Creswell, 1994) states that case study research includes the study of a case in real life, in the context of a contemporary setting. Furthermore, Stake in (Denzin & Lincold, 2009) explains that case studies are a common way to conduct qualitative investigations. Case study research is neither new nor qualitatively new. Case studies are not a methodological choice, but rather a choice of what is to be studied.

In this case study, the researcher views that the cases and phenomena regarding the use of social media among women legislators in the Aceh legislative assembly are reality that requires deep understanding, especially related to four things: Focus on real-life situations, phenomena or problems, 2). The results of this study are detailed descriptions of the topics studied, 3). The results of this study will help the community understand a case in a new view, and, 4) this research process uses inductive thinking and can provide a new picture.

Data collected in this study through interviews, observation and documentation studies. Research location in the DPRA for the 2014-2019 period.

Results of Research and Discussion

Communication is a process that relates to humans and their environment. Both are interrelated, if there is no communication, then humans will be isolated from the environment, and if there is no environment, then communication cannot be developed and is not important. So that when humans communicate with their environment, humans need communication media to convey messages and information.

The transformation of communication media is now happening so fast, from mass media to new media, from conventional (print and electronic media) to digital (internet). The mass media as the mainstream media are used together with new media in politics. The mass media as a media that first appeared before the arrival of new media, in political activities is still widely used by politicians in conveying their political messages or conventional media is still used for politicians in carrying out political communication. Social media as part of new media, social media is an important and inseparable part of people's lives today, for board members it is a means to share information related to their performance and political communication activities as people's representatives. Social media provides tremendous benefits, including:

First, for socialization. As the name implies social media its main function as a medium for socializing, both between individuals with individuals, individuals with groups, between groups with groups, or to the public / audience. Second, social media can replace the function of diary books or diary notes or travel records. Each person or group can record, upload, and share various activities that they do at any time. Third, in a number of cases and events, social media also proved to be able to bring together friends, even though they had not met for a long time, even with relatives and friends (search tools). Fourth, as with other mass media functions, social media can also be used as an alternative means of entertainment. Fifth, social media can also be an alternative to channeling hobbies. Social media users can share experiences, tips, and many things about their hobbies and common interests. Sixth, social media can also provide an opportunity for every person or group to disseminate information as well as update it. Seventh, social media has also become a venue for business activities that are now growing rapidly. Eighth, social media has become a source of knowledge,

various things can be known, asked, even a number already socialize their knowledge through social media (Hikmat, 2018).

Social media is a means to convey political communication messages for politicians today, including legislators. Indaru in (Hasandinata, 2013) says that political communication is a method used by an individual or group to convey a message "persuasively" to other people /public.

Political communication as an effort and strategy carried out by legislators to approach and persuade their constituents. Various methods are used to distribute information related to elected legislators who are representatives of the people as well as bearers of people's aspirations.

The DPRA is a legislative body in Aceh Province, Indonesia. Legislative members are elected based on an open list of parties in legislative elections. This legislative election takes place every five years at the national, provincial and district / city levels in Indonesia.

The members of the Aceh legislative assembly in the 2014-2019 period consisted of 8 representatives of political parties (local parties and national parties) from the results of the 2014 legislative elections. For Aceh Province there were 81 seats in the Aceh House of Representatives which were contested by legislative candidates at the time that, 69 seats were represented by male legislators and 12 seats were occupied by women legislators. Based on the results of research on the ground it is known that the women legislative members are spread on each of the commissions, formulator council, legislative council, budgeting council and on the fractions. Legislative members have offices in the DPRA building, located on Jl. Tgk H. M. Daud Beureueh, Banda Aceh, Aceh Province.

Political Communication Activities of Legislative Members in the Aceh Legislative Assembly.

legislative members who are representatives of the people, they are elected by the people, therefore the legislators must provide the widest possible access to the people at the same time must be accountable for all activities (achievement) to all communities in the area. And to disseminate all information related to the task, its function as a representative of the people, the use of both conventional and new media in every activity of the DPRA is very necessary. This is a manifestation of the existence of the DPRA as a people's representative. As mandated by Article 18 paragraph (3) of the 1945 Constitution (Article 18, Point 3 Undang-Undang Dasar 1945) that the DPRD is elected through General Elections by the people, so that the voice of the DPRA is the voice of all people in the Aceh region.

Community access to the achievement of council members must be wide open, the public must know what the council members have done as their duties and responsibilities in the parliament and therefore all information related to the duties of board members must be informed to the public.

As representatives of the people, legislative members cannot escape themselves from political communication activities. Nimmo said that; "Communication activity is considered political by virtue of consequences (actual and potential) which regulates human conduct under the condition of conflict". The point is political communication as a communication activity that has political consequences or consequences, actual potential, on the functioning of the political system (Junaidi, 2013).

Whereas Brian McNair defines political communication as a process of communication between political actors and society through the media (McNair, 2003). He identifies three main elements in political communication, namely political organizations, mass media and citizens. First, political organization is a forum for political actors in carrying out their activities in accordance with their roles and functions. Second, mass media is used by political actors to convey messages to the intended audience, the media serves as the transmission of political communication originating from outside the media organization itself. Third, citizens are the target or audience for political messages through mass media (McNair, 2003).

According to Chaffen (Halik, 2013) mass media plays an important role in political activities. Political parties, for example, use mass media to convey information to attract attention and persuade audiences (prospective voters). Politicians who take shelter under political parties must be able to utilize the right communication media, meaning that the choice of communication media must depend on the extent to which political communication messages can be reached and reach established targets and the constituents of the message target can capture the political communication delivered by this legislative member.

To represent the willing of the people, members of the DPRA must conduct intense political communication with the people, including taking responsibility for their performance to the people. And this is one form of accountability of members of the DPRA to the people, namely providing clear information on

everything that has been done for the benefit of the people. In this context, the political communication of members of the DPRA is a very important part of building good communication between DPRA members and the people they represent. Political communication of members of the DPRA as a form of accountability as members of the DPRA to the voters, by disseminating information about what has been done and done as a member of the board in carrying out their functions and duties.

Furthermore, members of the legislature must provide access to the community to participate in supervising their duties and responsibilities as members of legislative, so that the community needs to be given wide access to this. With the community getting clear and transparent information, so that the community can monitor and supervise various matters related to the performance of legislative members, whether it is appropriate and presenting the interests of its people or not. Each member of the DPRA has duties, authority, rights and obligations, then the application of duties, authority, rights and obligations is the performance of members of the Aceh House of Representatives who must be communicated and communicated to the public properly, effectively and efficiently, so that the community becomes aware , understand, appreciate what has been done or participate in giving criticism, suggestions for the achievement of the next legislative member.

Dissemination of information to the public is related to the performance of members of the DPRA, for example how the members of this council absorb community aspirations (hearings), sharing, meetings both in parliament and with other stakeholders, such as the Regional Government, BUMN, Dinas-dinas, then information related to policies (Qanun) through plenary, the contents of the qanun, how many qanun have been made, how the socialization and application of the qanun have been made, the benefits of the qanun for the Acehnese people to the stage of supervision and evaluation of the qanun that has been made. All information related to this must be conveyed to the community in the Aceh region, so that the community knows, and understands this and in the end the community provides feedback in the form of appreciation or criticism of the qanun that has been decided and then this feedback will then be re-inputted for legislative members.

Legislative members are representatives of the people, as stated in Article 18 paragraph (3) of the constituen (Article 18 Point 3 that the DPRD is elected through General Elections by regional people, so that the voice of the DPRA is the voice of the people of the regions it represents. So that the people have the right to know anything related to the duties, functions and performance of legislators who represent their people. As representatives of the people, members of the women's legislature must provide the widest possible access to the voters and the entire community / population in the Aceh region towards activities, performance that has been, is being and will be done, because the information provided is also a form of their accountability towards the people they represent.

For members of the legislature they must be able to communicate well with the community (constituents) because with good communication, so that the wishes, hopes, interests of the community will be able to be captured properly and the community willingly expresses their aspirations. And then these aspirations will be brought to parliament to be used as a policy that is beneficial to society.

Use of Media Communication for Women Legislative Members in the DPRA

In Aceh's local parliament at the provincial level, there are 12 legislative members of the female legislature or around 14.8 percent of the 81 members of the legislature. Regarding the use of communication media for female legislators in the Aceh House of Representatives (DPRA), there were various responses from twelve women legislative members in responding to the use of communication media for them in carrying out their political communication activities as people's representatives in this local parliament.

Based on the results of research obtained in the field, there are several women legislators using the communication media to the maximum, both social media (new media) and mass media (conventional media), they use both of the media as well as possible. For some women legislators, informing their achievement, their activities to the public and especially to their constituents is mandatory, because it is part of their responsibilities as representatives of the people, so that they always inform what they will, are and have done to the community large.

Informing constituents and the community in the Aceh region as a whole is done by using mass media, namely through local newspapers in Aceh, talk shows on local television or through press releases. Apart from these conventional methods, women's legislators also convey information related to their duties and performance through social media, for example to grop-grop whatsup, facebook, instagram. In addition to using these two communication media, women legislators also convey their performance results to their constituents

face to face with their communities, for example in official and informal meetings at recesses, work visits and when they return to their electoral districts.

For some women legislators, it is customary for them to invite journalists specifically to cover the activities they are doing, when there is a visit to the sorting area, constituents, or special committee visits, they include reporters in groups and ask reporters to cover the event or event . In addition to inviting journalists to participate in their activities, they also make press releases that are sent to the mass media or by dividing them into the social media they follow.

The purpose of using conventional media and social media among members of the women's legislator is for sharing information related to their activities, tasks, functions and responsibilities as legislative members, for example., For the example, they share their activities that have been completed in the first trimester for the current year and their subsequent activities or performance, then work visits to areas in Aceh, its duties are related to membership in a special committee, social activities (visits to orphanages, jumping homes, schools, colleges), seminar activities, talk shows, visits to their constituencies and other work meetings. The use of this conventional media is because it is more structured, so it is well prepared and mature, for example when you want to inform about the activities they are doing through newspapers, then they will make the news in accordance with the journalistic writing method. As stated by McQuail that messages are often processed, standardized and always reproduced (McQuail, 1987).

New media with its virtual nature or the delivery of information through social media, where the political messages that want to be conveyed to the media are shorter, directly to the point, besides the news or information delivered, they can also share photos -Photos and documents of these activities by providing information from each photo shared. All of this was done so that the community would know, understand and understand what performance was carried out by the members of this women's legislator. It is understandable that in this women's legislator group, the use of communication media to inform the activities they do to the community is used to the maximum and optimal, this can be seen from their readiness and activity to always provide information related to their duties and responsibilities as members of legislative, in the form of information on its achievement or of socialization of policies decided in parliament.

Besides providing information related to performance as a member of the legislature, the use of these two communication media; conventional and new media are used as socialization media, legislators use these two media to disseminate Aceh policies (Qanun) that have been decided in parliament at the Aceh People's Representative Council to be communicated to the public at large, so that people know about the Qanun approved and it is hoped that the community will then provide input on the approved Qanun.

The results of the field study show that there are some other women legislators using conventional communication media and modern media that are not so optimal, meaning that for these women council members, they are not very active in providing information about activities that have been, are being carried out by the community and its constituents. Here it appears that they did not specifically invite reporters to cover the activities they were doing, but if there were reporters who came to cover their activities / events, they would receive them well. This happened because the level of trust of the women legislative members for the information that would be conveyed by the journalists was low, so that they do not include journalists in every activity they are doing.

Furthermore, women council members at the DPRA will attend each invitation for the talk show both on local television and on the radio. And the use of social media is only for the purpose of communicating with family or with fellow legislators. The information conveyed is related to performance, their duties and responsibilities as members of the legislative not on the initiative of the women legislator itself, but the initiative of journalists, it can be interpreted that this legislator group has not used the media optimally.

Piechota said that in view of social perceptions, the development of political public relations changed the political worldview. Politicians are becoming more active in public life, their environment is increasingly professional because of the following factors: cooperation with the media, application of modern tools, such as the internet, and the creation of desirable relationships, Piechota also added that the Internet media was treated by politicians in the same way , which means - not only as a tool for conducting dialogue with the community, but also as a tool to influence the community. Social media, however, responds to serious political challenges and supports the promotion of leaders, becomes a candidate in the electoral process, but not directly political parties themselves (Piechota, 2011).

There are quite interesting findings regarding the use of media by women legislators in the DPRA, both conventional and modern media, they say that their performance in parliament and as a member of the board

does not need to be exposed and informed outside (the general public), enough constituents or electoral districts only those who know what they have done, what has been done for the electoral district, it is not necessary for everyone in the Aceh region to know that. Besides that, they assume that if their activities and performance are informed to the general public, they are afraid it will cause "riya". According to the term riya 'can be defined "showing a worship and good deeds to others, not because of God but because of something other than Allah, with the hope of getting praise or appreciation from others." (Qarana, 2013). So they avoid informing the activities that they have done through the media, enough electoral districts or constituents who know what they have done and information related to what they have done is done face-to-face in meetings directly with the community. Even though they themselves use Facebook, Instagram, WhatsApp applications on their cellphones, they don't use the convenience to provide information to the public. But they used social media to communicate with the other members of legislative.

The purpose of using media for some women legislators is very minimal. Even though the media can be used for them to share their performance, because they are representatives of the people, representing the people, the people should also know what contributions they have given to their people, even though using modern media (facebook, Ig, whattsup etc.) is precisely it will make it easier for them to communicate with the community, besides this information as their responsibility for what has been done for the community. As stated by Papacharissi 2009, Shirky 2008 in (Segaard, 2015) says that "*Social media were presumed to enable communication between citizens and politicians, to be a place to discuss issues and share opinions to a far higher degree than with conventional means"*. In this case where social media is considered to enable communication between citizens and politicians, it becomes a place to discuss issues and share opinions to a much higher level than conventional methods). However, it is very unfortunate, if the women legislative members have not been optimal in using this modern technology, even though the benefits are so great for women legislators in conveying information to the Acehnese regarding their activities and performance as people's representatives.

Conclusion

1. The importance of disseminating information on the performance of the Aceh People's Legislative Assembly as part of the accountability of legislative members to the community that he represents.
2. The existence of communication media with various forms and ways of providing great opportunities, both for the existence of institutions of the Aceh People's Representative Council as well as the personal existence of legislative members in carrying out the functions of qanun, supervision and budgeting.
3. There are diverse responses from women legislative members in the Aceh House of Representatives regarding the usefulness of communication media, both conventional media and related social media in conveying information on the performance of women legislators.
4. There are three groups of women legislators in looking at the benefits of communication media: 1). there are some who use this communication media optimally, 2). Some others use less optimal and minimal communication media and 3). There are women legislators who do not use this communication media well in conveying information related to their performance as members of the legislature and there is concern when conveying information to the media (conventional and modern) as a form of "riya".

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