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# **Analysis of the use of Social Media Monitoring for the existence of public opinion (Case study on PT. Telkom Indonesia Tbk Digital Platform)**

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## Abstract

With the development of information and communication technology today, it makes the community both individually and society in the realm of industry carry out communication activities using media which is often referred to as digital media. Digital media commonly used today is digital media that is generally owned by Indonesian netizens, namely social media. By only having internet access all netizens can become social media users.

Using internet access is not only used by Indonesian people in person, but Indonesian people to interact in an industry / company often interact with the use of internet media, considering that the development of the Digital Industry Revolution has entered the Industrial Revolution 4.0. *“Both practitioners and academics agree that the social revolution occurring through digital channels will have a profound impact on how people interact with each other and how companies manage their relationships in the changing communications landscape (Greenberg, 2010;Kletzmman et al.,2011;Dennis et al.,2009)”* (Journal of Business & Industrial Marketing, Vol. 30).

The government is committed to increasing Indonesia's competitiveness position from 41st to 39th in the world from 138 countries listed in the 2016-2017 Global Competitiveness Report. To achieve this goal, one of the solutions being pushed by the Ministry of Industry is to spur domestic industries to continue to innovate in the face of the implementation of Industry 4.0. Because of that case, human interaction in the industry will not be separated from a communication process, it's just that at this time different is a tool / media in carrying out the communication process, which originally used conventional communication media to switch to convergence (digital) communication media.

Currently PT. Telkom Indonesia Tbk as a subject of this research, conducts monitoring and analysis of public opinion one of them by using Social Media Monitoring. Based on the results of pre-research by interview some informants, they said that PT. Telkom Indonesia Tbk conducts Social Media Monitoring with the aim to find out how much positive / negative sentiment to Telkom's Social Media brand as a whole building to Corporate Image and also for the others needed such as building Product Image and Product Marketing.

PT. Telkom Indonesia Tbk analyzes public opinion with the use of social media because there is an element of transfer of communication patterns from conventional media to digital media, but apart from that, PT. Telkom Indonesia Tbk continues to analyze conventional public opinion, including via e-mail, the voice of the reader, also through the call center 147 service and also through the application "apps my indihome". In addition, PT Telkom Indonesia often analyzes public opinion with the support of various other events, namely the "Public Hearing" and also "Focus Group Discussion" carried out by each division of the platform holder where in this research is the Corporate Communication Division, Customer Division Care and also the Marketing Promo Division.

The research method used in this study is a case study where there is a peculiarity in this study, namely PT Telkom Indonesia Tbk is an industry that is very concerned about public opinion on its customers so that handling feedback becomes a very important and main thing by doing social media monitoring with help by the agency or carried out by related unit employees.

**Keywords : Public Opinion, Social Media Monitoring, Industry 4.0**

## Introduction

With the development of information and communication technology today makes people both communities individually and society in the industrial sphere conduct communication activities using media that are often referred to as digital media. Digital media commonly used today is digital media which is generally owned by Indonesian netizens, namely social media. By only having internet access, all netizens can become users of social media.

Based on the news release in the 22nd edition of the APJII Bulletin 2018, it was written that from the results of a survey entitled "Penetration and Behavior of Indonesian Internet Users in 2017" the Association of Indonesian Internet Service Providers (APJII) obtained the survey results in collaboration with technopreneur that:

*"The penetration of internet users in Indonesia has increased to 143.26 people, equivalent to 54.7% of the total republic's polls. In a similar survey in 2016, the number of Indonesian internet users reached 132.7 million. There is growth from 2016 to 2017, said Henry K Soemartono, Secretary General of APJII, when presenting the survey results in Jakarta (19/2). Interestingly, in the survey APJII divided the penetration of internet users based on the character of the city or district, namely the Urban, Rural-Urban, and rural areas. Based on the division of the region, urban internet penetration is higher than Rural-Urban and Rural. Namely 72.41% compared to 49.9% and 48.25%. Urban area is an administrative area where most of the gross domestic product (GDP) comes from the non-agricultural sector. While Rural-Urban is an administrative area with a large GDP balanced, between the agricultural and non-agricultural sectors. Whereas Rural is an administrative area where most of GDP comes from the agricultural sector. This area category has just been surveyed, previously it did not exist "*

Based on the above data it can be said that the area with the most internet users is in the Urban area, where in the urban area there are many large industries that operate. With the existence of facts based on several related sources, researchers can see that the revolution in the development of media that previously used conventional media and switched to the era of convergence, namely using digital media is quite rapidly developing, can be seen with the increasing number of Indonesian netizens in using the internet. Using internet access is not only used by Indonesian people personally, but Indonesian people to interact in an industry / company often carry out communication interactions using internet media, considering that the development of the Digital Industry Revolution is now entering the era of the Industrial Revolution 4.0.



**Figure 1.1 Development of the Industrial Revolution 4.0**

*“Both practitioners and academics agree that the social revolution occurring through digital channels will have a profound impact on how people interact with each other and how companies manage their relationships in the changing communications landscape (Greenberg, 2010;Kletzmman et al.,2011;Dennis et al.,2009)”* (Journal of Business & Industrial Marketing, Vol. 30).

In the digital era like today in entering the Industrial Revolution 4.0, the internet user community or the so-called Netizens today are very easy to communicate both internally and externally at a company.

Reporting from an article on Kompas.com that wrote an opinion from Endang S Soesilowati, a researcher from the Indonesian Research Institute (LIPI) on a discussion entitled "Challenges of the Industrial Revolution 4.0 and Indonesia's Readiness" which spoke about the development of Industry 4.0, she said that there some points for the government to face the Industrial Revolution 4.0. (Source: <https://ekonomi.kompas.com/read/2018/05/08/193201826/6-saran-dari-peneliti-lipi-untuk-songsong-era-industri-40>, accessed on August 28, 2018, 7:52 a.m.)

Based on the above explanation regarding the Industrial Revolution 4.0 where industry players must have realized the importance of aligning the action with what is "demand" in the field, in other words what the community wants and needs, the industry must meet the needs of the community . Communication in the digital era can be done in various ways, one of which is communication using social media.

*Social media is viewed by many as the future of communication where various internet-based tools improve the sharing of information and the overall experience of the user. The innovative base of this media platform will greatly simplify the sharing of information in the form of text and*

*multi-media files. Social media takes on many forms, but it is typically founded in social networking websites, web blogs, and wikis (Social Media, n.d.). Ron Jones (2009) elaborates on social media as a vast array of online and internet based media platforms where people and their individual reactions are essential for the interaction. Jones defines social media as: Social media is basically a category of online media where people are talking, participating, sharing, networking, and bookmarking online. Most social media services encourage discussion, feedback, voting, comments, and sharing of information from all interested parties. It's more of a two-way conversation, rather than a one-way broadcast like traditional media. Another unique aspect of social media is the idea of staying connected to other sites, resources, and people (Jones, 2009).*

Communication is one thing that cannot be separated and eliminated from everyday human life. Even in social life, communication cannot be separated. Like the definition of Communication, which was stated by one of the Communication figures, Prof. Wilbur Schramm stated that:

"Communication and society are two twin words that cannot be separated from each other. Because without communication it is impossible for the community to be formed, on the contrary without society then humans cannot possibly develop communication "(Cangara, 2004: 29).

Because of this, human interaction in the industry will not be separated from a communication process, only now that the different is the tool / media in carrying out the communication process, which originally used conventional communication media to switch to communication media in convergence (digital).

One of the companies that always transforms information technology owned by Indonesia is PT Telkom Indonesia (Persero) Tbk (Telkom). PT. Telkom is a State-Owned Enterprise (BUMN) engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. The majority shareholders of PT Telkom are the Government of the Republic of Indonesia at 52.09%, while the remaining 47.91% are controlled by the public.

In an effort to transform into a digital telecommunication company, Telkom Group implements business strategies and operations of companies that are customer-oriented. Telkom Group's business activities grow and change with the development of technology, information and digitalization, but are still in the corridor of the telecommunications and information industry. This can be seen from the growing line of business complementing the existing legacy. (<https://www.telkom.co.id>, accessed on September 24, 2018, 11.12 wib).

Along with the development of digital technology and corporate transformation, PT Telkom Indonesia has renewed its Vision and Mission in 2016, as follows:

- **Vision**  
**Be the King of Digital in the Region**
- **Mission**  
**Lead Indonesian Digital Innovation and Globalization**
- **Strategic Objectives**  
**Top 10 Telco in Asia-Pacific Market Capitalization by 2020 and maintain its stronghold position**

In an industry, especially in communication which includes corporate activities, marketing communication and customer care in the Industrial Revolution 4.0 era, it has applied activities using digital media, such as those that said Christopher Barger in his book entitled *The Social Media Strategist Build a Successful Program from the Inside Out* (2012, 32-37) said that:

*“There are at least three business function with legitimate claim to leadership in social media within an organization : communications, marketing, and customer service. In many organizations, each group will assume its own supremacy in the social space and resent what seems like an intrusion of others into a capability that rightly belongs to it”.*

In carrying out its activities, the company carries out several activities aimed at maintaining Corporate Image, Product Image and Product Marketing where the feedback from the community referred to in this study is a consumer which is one of the benchmarks in a company in positioning where the company it is in the minds of consumers. In seeing feedback / opinions from consumers or in terms of public relations better known as public opinion, a company that has digitally transformed needs to carry out an activity to monitor public opinion which is currently carried out by consumers through social media or what is called Social Media Monitoring. Consumers who give public opinion on social media platforms owned by a company are often referred to as these Netizens, can freely and freely express what the netizens feel. If netizens are satisfied or even dissatisfied with a service from a company, they can immediately complain through the realm of social media so that the company is currently required to immediately be able to analyze the public opinion where it will be led.

### **Research Methodology**

In this study, researchers used qualitative research methods with consideration in order to construct the meaning of the data contained in the field. According to Denzin and Lincoln (1987) in Moleong stated that:

"Qualitative research is research that uses natural settings, with the intention of interpreting phenomena that occur and carried out by involving various methods that exist", and qualitative research from the other definition point out that it is a study that utilizes open interviews to examine and understand attitudes, views, feelings and behavior of individuals or groups of people "(2010: 5).

The research approach used in this study is a case study, where different things and interesting phenomena that occur are PT. Telkom Indonesia Tbk conducts feedback management / public opinion to monitor, analyze and evaluate the results of the analysis of public opinion through 3 (three) digital platforms to accommodate public opinion from netizens related to corporations, products and product promos to then analyze public opinion with utilization social media monitoring and then assisted by one of the agencies that have a platform to help carry out social media monitoring, namely the agency fostered by PT. Telkom Indonesia Tbk namely Sonar.

The case study approach in the book *Qualitative Inquiry & Research Design* John W Creswell (2013: 98) says that according to Yin:

*“Case study research involves the study of within a real life, contemporary context or setting (Yin, 2009). Although Stake (2005)*

*states the case study is not a methodology but a choice of what is to be studied (ie, a case within a bounded system, bounded by time and place), others present it is a startage of inquiry, a methodology, a comprehensive research strategy (Denzin & Lincoln, 2005; Merriam, 1998; Yin, 2009)”.*

In this study, researchers conducted the type of Intrinsic Case Study due to analyzing the use of Social Media Monitoring to find out public opinion on the digital media platform PT. Telkom Indonesia Tbk.

“Intrinsic Case Study is Focus on the case itself, because the case presents an unusual or unique situation. This resembles the focus of narrative research, but the case study analytic prosedures of a detailed description of the case, set within its context or surroundings, still hold true”.

## **Result & Discussion**

Currently PT. Telkom Indonesia Tbk monitors and analyzes public opinion one of them by using Social Media Monitoring. Based on the results of the pre-research by conducting an interview to Mr. Rinaldi Nainggolan who is the Senior Manager of the Social Media Analyst, from the Corporate Communication Unit of PT. Telkom Indonesia Tbk which is in the center / center, he said that PT. Telkom Indonesia Tbk conducts Social Media Monitoring with the aim to find out how much positive / negative sentiment to the Telkom brand on Social Media, where to analyze Social Media Monitoring is assisted by a company that has a Social Media Monitoring platform.

In the book *The Social Customer*; Adam Metz; (2012: 55); *How Brands Can Use Social CRM To Acquire, Monetize, And Retain fans, Friends, and Followers*, said about Monitoring.

“Brands use social media monitoring software everyday, all day, to see what social customers are saying about them. This software collects all of the disparate data inputs from the social Web-social networks, message boards, blogs, microblogs, personal websites, video sites, then compiles it into an easily readable format”.

In the book *The Social Customer*; Adam Metz; (2012: 58); *How Brands Can Use Social CRM To Acquire, Monetize, And Retain fans, Friends, and Followers*, said about Measurement.

*“Measurement is a critical piece for all social customer engagement.: without brands cant tell whether things are improving or worsening. Some brand call this “business analytics software”. There are basically fancy dashboards that translate everything the social customers says into actionable decision making. Sample metrics that you could calculate here include Net Promoter (pull-through social marketing is impossible without good measurement), trend forecasting, brand evangelism, customer sentiment analysis, customer satisfaction and virality”.*

PT. Telkom Indonesia Tbk analyzes public opinion with the use of social media because there are elements of the transfer of communication patterns from conventional media to digital media, but regardless of this, PT. Telkom Indonesia Tbk still conducts analysis of conventional public opinion, including through e-mail, voice readers, also through 147 call center services and also through the application "apps my indihome". In addition, PT Telkom Indonesia often analyzes public opinion with the support of various other events, namely the existence of "Public Hearing" and also "Focus Group Discussion" carried out by each division holder of the platform where in this study is the Corporate Communication Division, Customer Division Care and also the Marketing Communication Division.

To complete this study, based on the results of pre-research conducted by researchers by conducting interviews with other informants namely Mr. Asep Tatang, Senior Corporate Communication Manager of PT Telkom Indonesia Divre III West Java, he said that one of the visions of PT. Telkom Indonesia Tbk is a "King of digital" of telecommunications companies in Indonesia even in Asia, therefore conducting Social Media Monitoring activities as the main guide in analyzing consumer public opinion of PT. Telkom Indonesia Tbk is an important thing to do. Seen on the corporate side (Corporate Communication) one of these activities is as an effort to maintain the company's image so that it is maintained well, because it is necessary to analyze the Public Opinion on 3 (three) important things, namely:

1. Corporate Image (PT. Telkom Indonesia)
2. Product Image (Telkomcare) and
3. Product Marketing (Telkompromo)

Speaking of the three important things above, in the book Social Media Startegist (Barger, Christopher; 2012: 33-37) it is said that there are several units in a company where the need to use social media is associated with the application of a company's strategy including Public relations, Marketing and also Customer Service, this is in line with the expression of one of the informant.

At the Customer Care Division, PT. Telkom Indonesia Tbk, conducting an analysis of public opinion has several objectives called the term CSLS, including:

1. CSI (Customer Satisfaction Index)

Done through questionnaires to consumers of PT. Telkom Indonesia Tbk throughout Indonesia

2. CLI (Customer Loyalty Index)

Aims to classify customers (segment 1-segment 10) where the classification of consumers with segments 8-10 is consumers with the criteria for "knock-out" or commonly referred to as WOM (Word of Mouth), not only using Telkom products but consumers with criteria such as doing "sharing" of the public regarding the Telkom products themselves. Here, the criteria included in segment 8-10 are consumers who share positively about customer satisfaction with Telkom products

3. CDI (Customer Disatisfaction Index)

Aims to classify consumers who are not satisfied with Customer Care services by looking at the negative public opinion that is formed in the CSLS results.

There were differences in terms of time or target of completion of the feedback which is usually called MTTR (Mean Time To Result). On digital platforms, namely social media Twitter and My Indihome Apps, maximum feedback is handled in 3 hours and for other media (conventional and other social media) within 6 hours. The average Public Opinion traffic that enters the Customer Care

digital channel channel is 6000 / month with a composition of complaints as much as 75% and the rest is asking about information.

## **Conclusion & Suggestion**

### **Conclusion**

The tentative conclusions in this study based on the results of pre-research conducted by researchers are:

PT. Telkom Indonesia Tbk in conducting Public Opinion analysis, one of the main ways currently carried out is through the use of Social Media Monitoring, where it is assisted by a third party (agency) whose results have usefulness for determining a new plan, a new strategy and even a new policy which aims to serve consumers of PT. Telkom Indonesia Tbk. Of the three platforms owned by PT. Telkom Indonesia Tbk (TelkomIndonesia Platform, TelkomCare and TelkomPromo), the three divisions have the same goal in terms of analyzing public opinion that appears in the realm of social media PT. Telkom Indonesia but they have the characteristics of each case handling public opinion that appears as needed.

### **Suggestion**

In conducting Public Opinion analysis through the use of Social Media Monitoring all platforms can be assisted by the same Agency, to avoid "over lapping" a data analysis and also in equating perceptions of analysis from the same source.

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