



Reinforcing Strategy for Micro, Small, and Medium Enterprises (Msmes) Through The Twitter Account of The Ministry of Cooperatives and Smes and Using The Hashtag #UMKMBangkit in Indonesia

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ABSTRACT

The global COVID-19 pandemic is a challenge, especially for the Indonesian government in various sectors, one of which is the MSME sector. Considering the MSMEs are one of the largest contributors to GDP in Indonesia, the government must seek to have an appropriate and effective MSME recovery strategy. One of them is the delivery of information related to COVID-19 using social media because this big pandemic also produces various information that can create tension for the community. Therefore, there is a need for effective and appropriate government communication to the community regarding the recovery of MSMEs. Hence, the purpose of this research is to look at the MSME recovery strategy through the @KemenKopUKM Twitter account with the dissemination of actual and valid information to support the development of MSMEs in Indonesia. This can be seen by knowing the intensity of government communication and seeing the relationship between government communication interactions through the Twitter account @KemenKopUKM. This study uses a qualitative research approach and data analysis is processed with the help of NVivo 12 Plus software. The data was obtained through the Twitter account @KemenKopUKM and saw the hashtag #UMKMBangkit. From the results of the study, it was found that the communication built by the government during the COVID-19 pandemic through the Twitter account @KemenKopUKM was active and effective in conveying information to the public related to the development of MSMEs during the pandemic, for example, marketing, how to get capital, digitalization workshops for MSMEs, and many more.

Key word: MSMEs, Hashtag #UMKMBangkit, Twitter account @KemenKopUKM, Economic Recovery, Pandemic COVID-19

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1. INTRODUCTION

The COVID-19 pandemic has hit Indonesia for more than a year (Valerisha & Putra, n.d.). This does not only have an impact on the health sector but also the business world (Siuta-Tokarska, 2021), including Cooperatives and MSMEs (Micro, Small, and Medium Enterprises) which have experienced a severe impact in terms of Production, Marketing and Financing which resulted in production stalling, sales declining, distribution hampered, raw material problems so that business actors do not have access to capital (Adam & Alarifi, 2021). In terms of meaning, MSMEs are generally defined as productive businesses owned and managed by individuals or business entities that meet the criteria as small or micro-scale businesses (Siuta-Tokarska, 2021). In line with this definition, the classification of MSMEs includes micro-enterprises, enterprises and medium-sized enterprises (Adam & Alarifi, 2021; Tran & Jeppesen, 2016). Furthermore, during the trans-crisis stage, numerous enterprises were forced to stop or adjust their operations due to social distancing regulations and prohibitions on social gatherings. Many organizations, particularly resource-constrained Micro, small and medium-sized enterprises (MSMEs), faced hurdles as a result of the abrupt changes in business operations, putting their ability to survive and adapt to the new environment to the test (Das et al., 2020). The data below shows a variety of reasons for MSMEs to temporarily/permanently close their businesses during the COVID-19 pandemic in Indonesia.

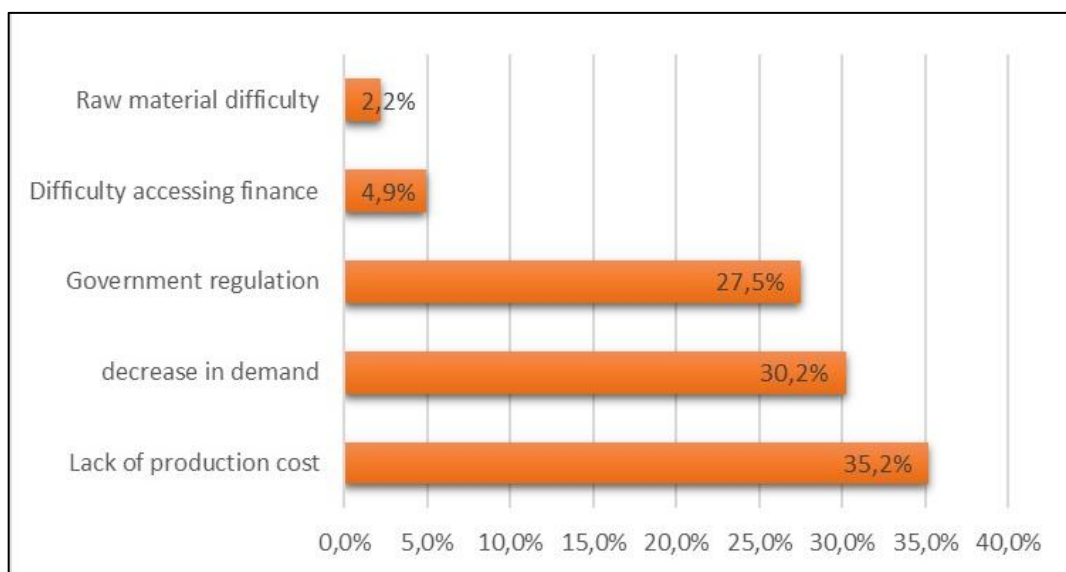


Figure 1. Various Reasons for MSMEs to Temporarily/Permanently Close Business

Source: The United Nations Development Program (UNDP) 2020.

Based on data above, due to the restricted variety of risk-management strategies available to MSMEs, they are thought to be more vulnerable to natural disasters than bigger businesses. MSMEs in developing nations, on the other hand, have additional characteristics that can worsen their vulnerability (Tran & Jeppesen, 2016). 24% of micro, small and medium enterprises (MSMEs) in Indonesia did not operate during the Covid-19 corona virus pandemic. Of that amount, as many as 35.2% of respondents reasoned that they lacked money to finance production. As many as 30.2% of MSME actors closed their business because the demand for the goods they sell decreased drastically. Then, 27.5% of respondents closed their business due to government regulations. There were also 4.9% that closed their businesses due to difficulties in accessing internal finance. Then,

2.2% reasoned that it was difficult to access raw materials. The survey also shows that the majority of business closures are around 2 weeks to 6 months. Meanwhile, 46% said they closed their business for more than 6 months.

Based on these problems, the central government has the initiative to campaign for MSMEs to rise up through hashtag #UMKMBangkit. (Kotler & Armstrong, 2013) state that the widespread use of the internet and other powerful new technologies has a dramatic impact on the shape of consumer-marketer relationships. The Internet has changed the way consumers and companies communicate and interact with one another. The internet allows for interactive communication so that it can cause the flow of information to be reciprocal. This encourages marketers to follow the times, thus interactive marketing is an effective one for companies to do. Internet users in Indonesia, especially Twitter and Instagram, are increasing. Reporting from the website of the Ministry of Communication and Information, it is recorded that the number of internet users in Indonesia until 2021 will reach 55 million people or dominate Asia by 22.4% after Japan and the average user is young people (Indonesia, 2022). The use of hashtags results in higher consumer engagement rates with over 50% growth per post (Omena et al., 2020). (Fedushko & Kolos, 2007) states that hashtags are currently widely used by marketers as tools for marketing and promotional communications, since the use of hashtags can increase engagement. Considering for companies, the importance of creating hashtag engagement is increasing due to increasingly competitive competition since the implementation of the Asian Economic Community in 2015. This condition has become a challenge for companies, especially the MSME category (Micro, Small and Medium Enterprises) in Indonesia, which were affected by COVID-19 in in the current situation. Consequently, the government through hashtag #UMKMBangkit at least helps MSMEs rise and develop by voicing or campaigning on twitter in the hope that what is shared can help disseminate information that is in accordance with the needs of MSMEs. Therefore, this study aims to analyze how effectiveness the use of the hashtag #UMKMBangkit on the twitter account of the Ministry of Cooperatives and SMEs of the Republic of Indonesia.

1.1 Literature Review

The internet makes easy for people to obtain or share information. For example, getting quick information from various countries by using Google or sharing news by copying the website address which is then shared in the WhatsApp group (Curraj, 2018). In addition, the internet also makes it easy to convey messages. The social media makes it easy to check topics that are being discussed and make it easy to actively participate in responding to these topics (Li, 2019). Twitter makes it easy to convey ideas that are no longer than 140 characters MENDELEY CITATION PLACEHOLDER 0. Twitter has proven its ability to disseminate information about a wide range of activities and global events on several occasions (Clark, 2016). Users will actively engage with branded content on twitter (Haldule et al., 2020; Jamil et al., 2019; Saura et al., 2019) and repost that content across their networks for information exchange and/or emotional needs, according to early studies on individual twitter usage (Öztamur & Karakadılar, 2014). On Twitter, user interactions with brands tend to deliver both knowledge and emotional value, which can lead to long-term connections with customers through establishing and maintaining emotional ties and social alliances (Heidbreder et al., 2021). As a result, in addition to striving to increase follower numbers, it is critical to offer messages that will pique followers' interest. Twitter messages can be used for a variety of objectives (Capri, 2017; Heidbreder et al., 2021) For example, an early study found that using twitter to push content to customers

increased brand awareness, as many consumers utilize the medium for information searching (Elzohiery, n.d.; Jamil et al., 2019) .

One of the most useful features of Twitter for people regarding up-to-date information is hashtags (Omena et al., 2020). Hashtags are unquestionably a part of the digital lives. Almost every societal interest, such as political issues or protests, branding or advertising campaigns, genre representation, sickness awareness, tourism, gastronomy, recollections, and so on, has its own hashtag (Clark, 2016). Since, hashtags are inherently digital things, they can act as measures for their functions, meanings, and practices. That is, one can look for, navigate, and interact with hashtags, while others can track, trace, and extract small or huge datasets associated with them (Pilař et al., 2021). Using hashtags to communicate local or global dialogues, small or major events, and controversial or non-controversial themes are all possibilities (Meladia et al., 2018). The presence of this hashtag is very beneficial for people. Thus, hashtags can give rise to social discourse (Pilař et al., 2021). This discourse that continues to be discussed will become big news so that it encourages other media to study it according to what is being discussed on Twitter (Kotler & Armstrong, 2013; Meladia et al., 2018; Omena et al., 2020)

Along with the number of social media users the big one is the potential for convey information about policies the government is also big with low costs but the use of social media by organizations the government is still minimal and a strategy is needed to maximize it, one of them use the hashtags tool facility on twitter (Adam & Alarifi, 2021; Kotler & Armstrong, 2013). The framework made so that government institutions can use social media to communicate directly with the community effective (Curraj, 2018; Wijaya & Susilo, 2021). Be an interesting thing here when this medium is applied to non-profit companies or organizations humanity or government. Several previous studies have focus on adoption and use of social media among practitioners in public relations work. There is a tendency to take advantage of social twitter as a relationship building tool between the organization and the public by introduction of each new technology, research has shown that public relations slowly adopting new media (Abusaada & Elshater, 2020; Clark, 2016; Omena et al., 2020). This research also illustrates that government practitioners are quick to adopt new media, find practitioners look comfortable with tools that have emerged such as the social media and argues that this new technology makes instant reception and deployment information (Charles, 2020).

Hashtags are produced by prefixing a keyword or phrase with the hashtag symbol (for example, #UMKMBangkit). Hash tagged words and phrases are clickable, allowing users to identify tweets that interest them (Pilař et al., 2021) For example, clicking on a hashtag brings up a feed with all tweets that contain the same hashtag. As a result, hash tagged tweets make material more discoverable (Elzohiery, n.d.) Hashtags help boost twitter conversations about specific topics because any user can add their thoughts to the stream of conversation that includes a specific hashtag (Clark, 2016; Pilař et al., 2021) Hashtags can help marketers reach a wider audience by allowing them to target certain client segments using keywords connected with their behaviour (Haldule et al., 2020; Öztamur & Karakadılar, 2014). The use of a hashtag in a tweet has also been found to improve the rate at which tweets get retweeted (Elzohiery, n.d.)

2. METHOD

This study uses a qualitative research approach by analysing the communication activities of the Indonesian Ministry of Cooperatives and Micro, Small and Medium Enterprises through social media Twitter, so that it can add in-depth information for readers. Data collection through @KemenkopUKM as a government agency account from the Ministry of Cooperatives and Micro, Small and Medium Enterprises of the Republic of Indonesia as one of the people in charge of Micro, Small and Medium Enterprises in Indonesia. The selection of this account is part of seeing government communication activities and government interaction relations through the @KemenkopUKM Twitter account. The timeline of this research is seen from April 2020-December 2021, where it is considered from the start that there was an initiative to revive SMEs in Indonesia through Twitter during the ongoing COVID-19 pandemic. In addition, this article can analyze the communication activities carried out by the government through the Indonesian Ministry of Cooperative SMEs in generating and restoring the MSME economy in Indonesia.

The analysis in this study uses the Nvivo 12 Plus software on the NCapture feature. This feature is able to pull data from Twitter social media in a systematic and in-depth manner, then analysis using NVivo 12 Plus software with several tools such as cluster analysis is used to determine the relationship between activities in this study with a minimum correlation value of 0.5. Word similarity is used to see the communication delivered by the communication actor using Pearson correlation. Pearson Correlation is a correlation measure used to measure the strength and direction of the linear relationship of two variables. In addition, this study also uses the Social Network Analysis (SNA) analysis technique to see the networks involved in government activities through social media Twitter with the hashtag #UMKMBangkit.

3. FINDINGS AND DISCUSSION

Throughout the crisis of COVID-19, lifecycle, social media, particularly twitter, allows the public to participate in the information management process (Öztamur & Karakadılar, 2014; Park, 2011; Saura et al., 2019). Twitter is a relatively new mode of mass communication, owing to the fact that it functions in real time and was created with mobility in mind (Chang, 2010; Lachlan et al., 2014). Although twitter content is user-generated, users may choose to utilize a hashtag to target a specific audience that need the information (Jamil et al., 2019). By definition, social media is social, and supplying information to specific audiences in need of that knowledge fulfils the medium's basic role (Öztamur & Karakadılar, 2014). Furthermore, recent study has indicated that people prefer information from their social networks than messages from centralized sources during times of crisis (Collins et al., 2019). Although utilizing a hashtag allows people to communicate with everyone who has a Twitter account (Haldule et al., 2020; Jamil et al., 2019), it may create a more immediate or relevant sense of immediacy and relevancy than information associated with broader hashtags (Saura et al., 2019). People may believe that information originating from the Ministry of Cooperative and SMEs of the Republic of Indonesia, which may be familiar to everyday twitter users, is more credible than information originating from media and identified with a hashtag, because the government account is used.

Moreover, (Lachlan et al., 2014) explains that several studies place social media as a platform for government public relations in carrying out public communication. Another

study considers social media as a means to carry out strategic communication (Park, 2011). In this case, social media managers or public relations divisions of government institutions, especially in the Ministry of Cooperatives, and Micro, Small and Medium Enterprises can analyze the development of profiles and updates or social media updates in interaction with various stakeholders. Social media for government is one of the governance innovations that maximize technology. The use of social media can also be a way out of the problems that exist in society. In the context of government institutions, especially those dealing with the Ministry of Cooperatives and Micro, Small, and Medium Enterprises, the social media managers or public relations divisions can leverage the platform to analyze the development of profiles and updates. This analytical approach involves understanding the trends, sentiments, and preferences of the audience through their online interactions. By doing so, government entities can effectively tailor their communication strategies to engage various stakeholders in a targeted and meaningful manner. Moreover, social media can serve as a solution to societal problems. By embracing social media, governments can address challenges and issues prevalent in society, fostering a more direct and interactive relationship with the public. This implies that social media is not merely a communication tool but a proactive solution that allows governments to stay attuned to public sentiment, respond to emerging issues, and adapt policies accordingly.

Research conducted by (Heidbreder et al., 2021) related to social media as a platform to provide information quickly and become a public space to be able to give opinions freely. This is what can create fast information and as socialization between social media users (Collins et al., 2019; Öztamur & Karakadılar, 2014; Saura et al., 2019) Therefore, government communication acts as an intermediary to be able to provide true news and clarify existing information. Government communication through social media is fast, interactive and massive and not distant, so government communication through social media is appropriate during a pandemic (Cotterell & Bowen, 2021; Heidbreder et al., 2021). Dissemination of government information through social media can also be a solution in carrying out a crisis. This can be a solution, as at this time where with the COVID-19 pandemic, the government is hampered in establishing direct communication. So that social media platforms become an urgency to build communication in the midst of this pandemic. As research conducted by (Siuta-Tokarska, 2021) the government needs to communicate informatively during the COVID-19 pandemic in order to minimize inequality in data and information submitted by other sources, especially for MSMEs through hashtag #UMKMBangkit.

The article concludes by emphasizing the novelty of government policies aimed at improving public welfare through innovative crisis communication strategies. The research underscores the need for effective and informative government communication during crises, particularly for MSMEs. This acknowledgment underscores the importance of proactive approaches adopted by government institutions in navigating communication challenges, with a specific emphasis on supporting Micro, Small, and Medium Enterprises (MSMEs) during crises.

This study showcases the significance of social media, specifically Twitter, in crisis communication strategies adopted by government institutions. The innovative use of hashtags, such as #UMKMBangkit, demonstrates a proactive approach in addressing communication challenges and promoting public welfare. Further exploration of government communication strategies, especially during crises, presents avenues for future research and development. The use of social media, particularly Twitter, is

identified as a significant component of these crisis communication strategies. The innovative use of hashtags, exemplified by #UMKMBangkit, illustrates a forward-thinking and dynamic approach to information dissemination. This hashtag not only serves as a targeted communication tool but also demonstrates the government's commitment to engaging with specific audiences, particularly those involved in MSMEs, during times of crisis.

3.1 An Intensity of Twitter @KemenKopUKM in Disseminating Information about MSMEs during the COVID-19 Pandemic

Social media is actually a medium of interaction and socialization. Thus, at this time it is natural that social media is used as a medium of government communication. Therefore, this is what attracts the attention of the government to build interaction with the community. In addition, according to (Li, 2019) the use of twitter is not only to form relationships, but many people use twitter to be actively involved in discussions about problems that occur in their environment and even their country. As in the current COVID-19 pandemic, communication through social media, especially twitter, will be an alternative way for the government. And this has been done through the Twitter account @KemenKopUKM, that during the COVID-19 pandemic the Ministry of Cooperatives and SMEs builds interaction relationships through Twitter social media. As shown in the image below, you can see the intensity of Tweets via the @KemenKopUKM account.

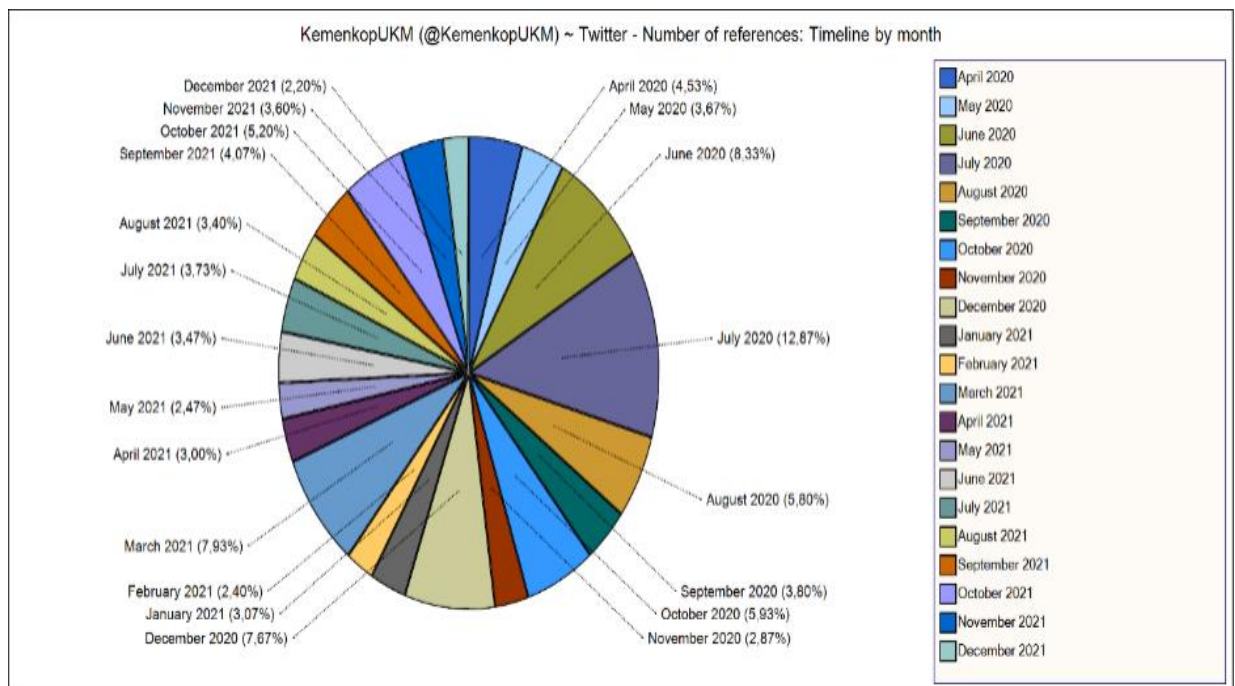


Figure 2. Intensity of Twitter Account @KemenKopUKM

Source: Edited by the author with NVivo 12 Plus.

Based on the picture above, the intensity of disseminating information related to MSMEs is mostly carried out in July 2020. The contents of posts or tweets from the @KemenKopUKM account are information related to MSME exhibition info, MSME training, Capital for MSMEs, MSME development information, and many more. much more. The Ministry of Cooperatives and SMEs in Indonesia always strives to provide all

access for MSME actors. In July 2020 it increased the most in that month which is 12,87%. Many policies have been taken by the central government, especially regarding Large-Scale Social Restrictions, which has resulted in many MSMEs having to close their shops temporarily and even permanently. The intensity of uploading all information for MSMEs using the hashtag #UMKMBangkit is one of the efforts and strategies to help MSMEs to survive during the COVID-19 pandemic. One of the interesting information and continues to be intensified is the issue of MSMEs that have to adapt to the digital scope. Data from the World Bank in 2021, it is stated that those who have entered the digital ecosystem have better resilience during the pandemic and some MSMEs are safe because they run their business by utilizing technology, in fact, there are MSMEs that are able to grow and develop (Adit & Pertiwi, 2020).

The development of digital-based SMEs is an alternative keeping the MSME sector during the COVID-19 pandemic. However, as long as the government and the Ministry of Cooperatives and SMEs have been trying drive digital transformation through give all information in twitter account with hashtag #UMKMBangkit. Thus, the COVID-19 pandemic has create a digital entrepreneurship ecosystem. In this context, digital entrepreneurship is a form of business that utilizes the sophistication of digital technology, both processes to marketing products and services. In other words, all types of businesses that sell their products online are good using a website or application is included in the realm of digital entrepreneurship [8, 18, 26]. In addition, the intensity of posting on the twitter account of the Ministry of Cooperatives and SMEs can also increase public participation (Lachlan et al., 2014). For example, by opening up opportunities for the public to participate in decision-making and listening to public opinion regarding the institution. This can be done by maximizing the data collected in the comment's column, mentions, replies, to a thorough analysis of keywords related to the Ministry of Cooperatives and SMEs which can later help SMEs in increasing productivity during the COVID-19 pandemic.

3.2 Interaction Relationship of Twitter Account @KemenKopUKM during the COVID-19 Pandemic

The existence of the COVID-19 pandemic in the universe, especially in Indonesia, is able to change the pattern of human life, one of which is the pattern of community interaction (Prasetyanto et al., 2021) During the COVID-19 pandemic, people more often interact through virtual with social media, one of which is Twitter. This media is an alternative for society to stay connected to each other in building two-way communication. Through social media, people can connect with others on a small or large scale (Charles, 2020; Fang et al., 2020; Phua et al., 2020; Zutshi et al., 2021).

The government needs to build interaction relationships in communicating on social media during the COVID-19 pandemic related to news and information regarding economic recovery, especially MSMEs in Indonesia. In as much as information from the government that is routinely provided is able to provide socialization and understanding to the community (Siuta-Tokarska, 2021). Hence, the community will participate in sharing information with other individuals. In addition, information obtained by the public through social media can be disseminated directly with an understanding of what they must do (MSMEs) in restoring their businesses during the COVID-19 era. Considering, this will be an effective communication and can help in efforts to recover quickly for MSME actors. Through data processing with NVivo 12 Plus, it is known that the communication interaction relationships carried out by the government through the @KemenKopUKM account on twitter are as follows:

MSMEs, both marketing strategies, capital, MSME digitization workshops and others can be easily searched because there are specifications using the hashtag #UMKMBangkit.

Therefore, from the data processing and narrative above, it can be seen that some notes to give heed and improve of using social media in term of twitter by the government organizations are as follows:

1. Twitter as social media is designed to maintain and improve the reputation of the institution and explore public aspirations, especially when viewed from the @KemenKopUKM account, namely exploring the needs of MSME actors to continue to survive and compete during a crisis.
2. Twitter is interactive media. Therefore, this should be used by public relations to get closer to the public. Public relations from the government must be able to follow the rhythm of social media, communicate directly, and respond immediately so that there is good interaction from the government and also the community.
3. Twitter as social media is an online documentation. Given its open nature and shifting privacy, everything presented there will be recorded by indexing engines and can be used as legal evidence. In this case, the admin of the @KemenKopUKM twitter account must know what information should and should not be conveyed to the public and how to convey it related to MSME development and marketing information.

The assertion that Twitter, as a social media platform for government, represents a governance innovation is an affirmation of the transformative power of technology in modern governance. Social media, being a dynamic and interactive medium, has revolutionized the way governments communicate with the public. This innovation maximizes technology by providing a real-time, two-way communication channel that fosters engagement, transparency, and responsiveness.

In times of crisis, such as the COVID-19 pandemic, the importance of social media for government communication becomes particularly pronounced. The public's heavy reliance on platforms like Twitter during life-and-death situations accentuates the critical role these platforms play in disseminating vital information. The immediacy of social media enables swift communication of crucial updates, emergency measures, and life-saving guidance. The viral nature of information on these platforms ensures rapid dissemination, reaching a vast audience within moments.

This reliance on social media during crises underscores the need for government officials to incorporate these platforms into their crisis communication strategies. Unlike traditional communication channels, social media allows for instantaneous communication and direct interaction with the public. This responsiveness is invaluable during emergencies when time is of the essence, and clear, accurate information can make a difference in people's lives.

Moreover, the use of social media as a solution to societal problems indicates a proactive approach to addressing challenges. By embracing these platforms, governments can engage directly with the public, understand their concerns, and tailor policies to better meet the evolving needs of society. The dynamic nature of social media enables officials to gauge public sentiment, identify emerging issues, and adapt their communication strategies accordingly. The lovely aspect of this research lies in its recognition of social media not just as a communication tool but as a lifeline during critical moments. The notion that individuals turn to social media during life-and-death conditions exemplifies the emotional and practical significance these platforms hold in

people's lives. It underscores the heart of the research—the human connection fostered by social media during crises. The study celebrates the innovation brought about by using social media, particularly Twitter, as a tool for government communication. It acknowledges the transformative power of technology in governance, particularly during crises, and underscores the need for government officials to embrace these platforms as integral components of their communication strategies. The recognition of social media as a lifeline during critical moments adds a touch of humanity to the research, emphasizing the genuine impact these platforms have on individuals' lives in times of need.

4. CONCLUSION

The role of social media is important in building communication between actors and the wider community, especially during the COVID-19 pandemic, especially in the economic recovery of the MSME sector. Government communication through social media can also build public confidence in the government's steps taken to improve the Indonesian economy through MSMEs. In addition, the information submitted by the government that provides socialization and knowledge for the community can help MSME actors and the people who receive this information can help disseminate information to other individuals regarding how they must survive during the pandemic. Communication built through social media Twitter also creates an interaction relationship. This result will be effective in government communication in disseminating information and conducting online socialization. Since the connection shows that users need each other and are interested in the information submitted by @KemenKopUKM. Thus, the communication built by the government during the COVID-19 pandemic through the Twitter account @KemenKopUKM actively conveys information to the public and the information can be well received by the public. Therefore, this shows that government communication is external which has the function of managing people. This study still has shortcomings, so there is still a need for further research related to crisis communication built by the government, especially related to the MSME sector's economic recovery strategy through digital, especially social media twitter.

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