

Instagram as a Publication and Archiving Media for the General Election Supervisory Agency



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ABSTRACT: An organized documentation process with good archival management is very important for any institution, including the General Election Supervisory Body. In the current era of Industrial Revolution 4.0, archiving media is not only through physical filing but also through digital media, one of which is through the use of Instagram. This research aims to analyze the model for utilizing Instagram accounts as archiving media for the General Election Supervisory Agency using the analysis knife theory, namely politics and archiving. The method in this research is a descriptive method with a qualitative approach. Furthermore, the data that has been collected through the literature study is then interpreted so that a deeper and broader meaning and meaning can be obtained regarding the results of the research carried out. Based on the research results, it is known that the model for utilizing Instagram accounts as archiving media for the General Election Supervisory Agency is implemented based on a good governance perspective with its relevance in the development of the Industrial Revolution 4.0 towards achieving a Smart City. This utilization is carried out with government innovation in archiving to support Smart City via social media Instagram in a tri-s synergistic manner, namely from government actors, non-government actors, and community actors.

KEYWORDS: archives, good governance, smart city

I. INTRODUCTION

Archiving is one of the things that is very important to be carried out with good archiving procedures by any institution (Nurdin, 2021). This is because the documentation contains important information, including in the form of photos and videos. This information includes documentation related to data and information on program plans, decision-making, policy formulation, as well as monitoring and evaluating performance. Considering the importance of archiving this documentation, the archives are repackaged in digital form. This is done so that documentation archiving can be done neatly and provide transparency of information to the public as users of the archives concerned.

Traditional archiving can be damaged, lost, or worn out with age. So, it is important to make all archives or documentation digital so that one day they are needed. With digital archiving, it is hoped that important documents will not only be printed on a piece of paper but can be converted into digital documents so they are ready to be archived in a prepared place. Progress over time has become a challenge in itself for improving the quality of services in the public sector. The government is required to provide convenience in services by utilizing existing technological developments. Technological developments and the pandemic period have encouraged the digitization of services in the public sector, as has the automation of archive management as a manifestation of orderly and effective archive management. The transition process towards digital archives in the public sector takes into account applicable regulatory restrictions.

Although it is unclear whether historical archives have the power to influence the political present, they have long been a crucial tool for understanding the political past. It is an understatement to say that data is the most valuable currency in a world where digitalization is accelerating. Archives are unfazed if data is power. Political institutions are any organizations or groups that support the political interests of the people of a state, whereas archives are collections of historical records, especially those about government affairs (Lee, 2015). Public and digital archives can function as democratizing tools that undermine the hegemony over knowledge by decentralizing access to data.

There are numerous issues with managing textual or paper archives, which makes room for managing electronic media as an alternative. Electronic media are categorized as new media archives in archival science. Digital media is one type of new media archive storage (Zikkri, Purwandura, Wachyudi, & Maskur, 2022). Because digital media cannot be read directly, it typically requires

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tools in the form of a computer or laptop. Images, sound, video, writing, and other objects that can be used as data in binary form, processed by a computer program, and stored in digital data storage media can all be archived digitally.

Apart from that, current developments in technology, information, and communication mean that people prefer to search for information and documents by utilizing the facilities available on gadgets and through online access. The majority of Indonesian people prefer information obtained through visual or audio media, especially that which can be accessed in electronic form (Santosa, 2019). One of the electronic media that is often used to convey information and store archives is the social media Instagram. Currently, Instagram has become a biographical archive of the lives of each user. By changing the function of social media to become an archive, social media has a new role. This new role is as a digital storage medium for archival memory, especially in the current era of Industrial Revolution 4.0.

The implementation of the Industrial Revolution 4.0 era has not only changed the dynamics in the industry but also changed various other fields, including the field of archives. Archiving no longer only uses traditional media but also uses digital innovation. The use of digital media is to collect information and archive documentation easily and quickly. One use of digital media is through social media. Social media is a data source with very broad user potential. Because social media can not only be accessed by the government but also by the wider community depending on the settings of the social media. Even the British Government's Twitter account has been used as an archiving medium (Herawan, 2019).

These conditions have indicated that the parties who contribute to the utilization of social media in archiving are not only the government but also non-governmental organizations and the community. This concept is an application of good governance. The relationship in good governance is cooperative synergy between the three actors, namely government, non-government, and society, which is the key to the success of archival and administrative governance (Keping, 2018).

The increase in institutions, both governmental, non-governmental, and private, is directly proportional to the productivity of their document output. The increase in archives of these documents becomes a problem if not managed properly. To overcome the problems that arise due to the addition of these archives and to realize efficiency and effectiveness in archival governance, innovation in archiving media that is permanent and has a large memory is needed. This is like using an Instagram account as a medium for archiving documents by the General Election Supervisory Agency.

Archiving media in the current era of Industrial Revolution 4.0 is not only in the form of traditional archives but also in digital form. Repackaging archives in digital form, such as on the social media Instagram, is very necessary so that the required information can be obtained quickly, easily, and by the needs of archive users. The form of repackaging archiving media on Instagram must be easy to access and informative. In this way, this media has a positive impact on the agencies concerned, archivists, and other communities. As the research novelty, this research aims to analyze the model for utilizing Instagram accounts as archiving media for the General Election Supervisory Agency from a political and archival perspective.

II. METHOD

This research uses qualitative research methods so that it can explain in detail the object of discussion. Detailed observation is the main focus of the qualitative method. As a result, employing qualitative research methods can result in a phenomenon that is studied in greater detail (Mohajan, 2018). The understanding that all the effects of human actions are influenced by the internal aspects of the individual is addressed by qualitative research that focuses on humanism or individual humans and human behavior. These inner factors encompass the person's convictions, political perspectives, and social upbringing. The data in this research was obtained through interviews, documentation studies, and literature studies. The data collected is then analyzed inductively and interpreted so that deeper meaning and meaning can be obtained regarding the research results.

III. RESULTS AND DISCUSSIONS

The existence of archives is a very urgent object because archives are the basis for decision-making and policy-making. Archives function not only as a history of files that have been created but also as a main element in modern government (Walsham, 2016). Organizations, institutions, and offices of all kinds are currently required to be able to provide information and archival documentation in a transparent and easily accessible manner to the public. Archival documents have a very important role in the continuity of an organization, whether it is a government or private organization, are a management responsibility and can be used as a tool for bureaucratic transparency. Archives can be optimally useful for an organization if they are managed in an orderly and orderly manner. On the other hand, if archives are managed irregularly, it will cause problems for an organization. Accumulation of useless records and an erratic record management system will result in the room feeling cramped and uncomfortable, causing a negative influence on activities in carrying out the duties and functions of an organization.

The Pontianak City Government is currently paying full attention to the field of archives. This was done considering the importance of archive management as a major milestone in government and development as well as the memory and identity of the nation. According to the Chair of the Pontianak City General Election Supervisory Board, this is in line with Pontianak City's vision towards a Smart City. This means that the development of the archival system is also carried out through digital media so that it is easily accessible to the wider community wherever and whenever. Therefore, strategy and innovation are needed by the government

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so that archives administration can be carried out effectively and efficiently (Menpan.go.id, 2020). The demand for convenience and improvement in good service quality can be a source of innovation in archive management in Indonesian public institutions. Clean, effective, transparent, and accountable government governance, as well as quality and trustworthy public services, that to support a well-organized electronic-based government system, it is necessary to manage electronic records by ministries, state institutions, regional governments, state universities, agencies state-owned enterprises, and regional-owned enterprises.

Orderly and integrated archive management through this media is an indicator of the success of bureaucratic reform to build a modern government. Apart from archiving in the form of physical files, there is also a policy of transferring archival media, namely via the social media Instagram (Hapsari, 2018). Based on the results of interviews with information and technology personnel from the Pontianak City General Election Supervisory Agency, they have fulfilled the requirements of repackaging archiving media and information facilities in the form of Instagram social media as can be seen in the following image.

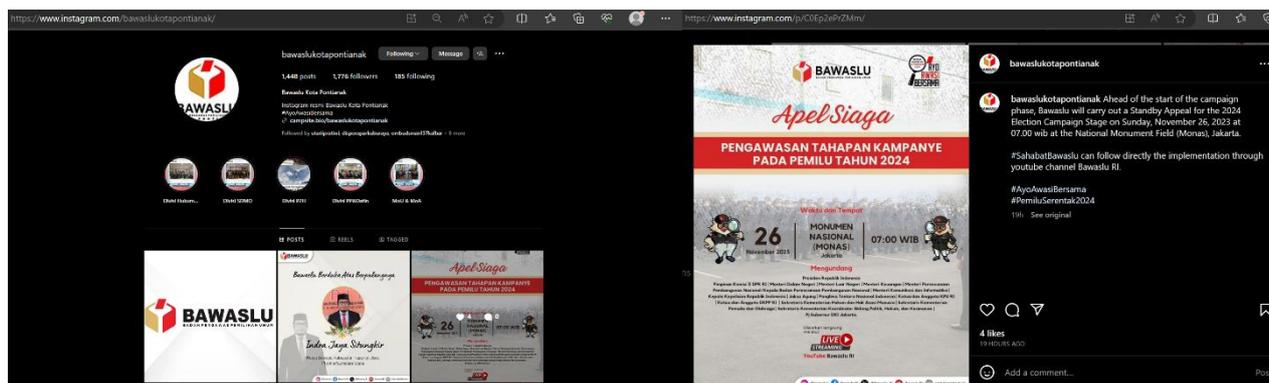


Figure 1. Instagram Post of the Pontianak City General Election Supervisory Agency

Source: Researcher Documentation, 2023

In October 2019, the number of Instagram users in Indonesia reached 60 million users. It can be seen that almost a quarter of the Indonesian population actively uses Instagram social media. This figure is three places below the United States which has 116 million Instagram users (Hamdan, 2019). Seeing this potential, the government has also implemented an Electronic-Based Government System (SPBE) as a form of realization of e-government. This is needed to strengthen archival information systems and networks, areas for changes in archival governance, and bureaucratic openness to support participatory archival systems. One form of SPBE is applied through the digitization of Instagram social media by the Pontianak City General Election Supervisory Agency. Digital-based archival governance is one of the indicators for assessing the success of implementing the Government Agency Performance Accountability System (SAKIP) program and bureaucratic reform (Tobari, 2019). Thus, Instagram social media is an innovation from the government, in this case by the Pontianak City General Election Supervisory Agency in the field of archives, supporting the Pontianak City Smart City vision.

This research uses various theories as a basis for developing a framework for thinking about archives. The meaning of archives can refer to physical documentation or scientific archives. Archives can also be interpreted as a body that carries out file recording activities, correspondence, and data storage which is carried out systematically and accountably (Fathurrahman, 2018). Article 3 of Law of the Republic of Indonesia Number 43 of 2009 concerning Archives states that the purpose of archives is wrong. One is to ensure the creation of archives of activities carried out by state institutions, regional governments, educational institutions, companies, political organizations, community organizations, and individuals, as well as the National Archives of the Republic of Indonesia (ANRI) as the organizer of national archives (Pambudi, 2017). Based on this law, archives are records of activities or events in various forms and media through developments in technology, information, and communication that are empowered by related institutions, including the government.

The government institution at the Pontianak City level that has utilized digital archiving media is the General Election Supervisory Agency. One of the media used is Instagram social media. Supervision carried out by the Pontianak City General Election Supervisory Agency is contained in the form of quick reports, soft files, and hard files. Each supervision result will be presented in stages at the supervision level (Zhan, 2019). Apart from archiving information documentation regarding supervision according to the scope of its duties, documents archived by the Pontianak City General Election Supervisory Agency also include documentation of the agency's activities or programs. Furthermore, the utilization of Instagram social media is not only optimized by the government but also synergistically by non-governmental organizations and the community.

The development of technology, information, and communication has now entered the era of Industrial Revolution 4.0. This era is characterized by the availability of abundant data and information, cyber-physical systems, and the management of giant data (UI Vocational, 2018). Industrial Revolution 4.0 is the fourth phase of the Industrial Revolution that began in the eighteenth century. This revolution is marked by very rapid changes related to all dimensions of life in the form of digitalization in various aspects of

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life. This era is divided into three dimensions, including information flow, civilization, and industrialization (Bengkuluprov.go.id, 2019). This has a direct impact on the method of archiving which is then carried out independently by a computer and accessed via the internet.

The millennial generation is the generation born in 1981—1996 currently aged 24—39 years (Juditha & Darmawan, 2018). This can be seen in the lives of the millennial generation who cannot be separated from technology, communication, and information, especially the internet. The very fast development of the internet and digital technology is currently characterized by the large number of people who have smartphones. Smartphones are popular because they offer a variety of applications and facilities for creating personal accounts in various media (Ataş & Çelik, 2019). Social media has now become an alternative for storing personal records in electronic form. This facility that pampers its users has increased active social media users. This is directly proportional to the growth of electronic archives accessed on social media itself. Electronic archives on accounts on social media can be filled with various kinds of information, photos, videos, and live broadcasts that are intentionally uploaded by the account owner to the public. The upload then becomes a personal archive in electronic form which is stored on the social media server.

For social media users, archives become a character that explains that information has been stored and can be accessed at any time and via any device. Any information uploaded on Instagram does not just disappear. This information will continue to be stored and can even continue to be accessed easily (Kusumawardani & Hanggoro, 2018). Thus, it can be seen that advances in technology and information as well as increasingly sophisticated devices produced by industries such as Instagram have brought the world within our grasp. Whereas in the past the capabilities of technology, information, and communication tools were only limited to a few features. Such as computers which are only used for typing and the internet which is only used for sending electronic messages. But with the current development of innovation, one device can have many capabilities such as sending data, photos, videos, and even voice messages just by using social media applications (Laksmitha & Susanto, 2019). Apart from sharing things, Instagram social media also has supporting features such as comment columns, sharing, saving archives, sending pictures or videos, and making direct or indirect broadcasts like television (Prasetya, Jaya, & Thio, 2021). This means that the millennial generation can also play a role and provide feedback or feedback on archiving documentation from the Instagram account of the Pontianak City General Election Supervisory Agency. Based on interviews with several people who are in the millennial generation, it is known that they like participation and communication via Instagram because information can be obtained and disseminated quickly. Apart from that, the facilities and attractive appearance offered are also a supporting force to make millennials continue to use Instagram social media. The millennial generation is an active user of Instagram social media with the intensity of using social media quite frequently, making it a generation that finds it easier to capture messages through audio and visual forms. Implementing the role of the millennial generation includes using the feature of saving posts in archives making screen captures and then saving them in storage media on the devices they own. However, the role of the millennial generation as anti-hoax agents is also very important considering that the information and documents scattered in the digital world are not necessarily facts. For this reason, checking information, data, and documentation is very important, especially before sharing it with others. Based on the results of research by the author, the model for utilizing Instagram accounts as archiving media for the Pontianak City General Election Supervisory Agency can be explained in the following image.

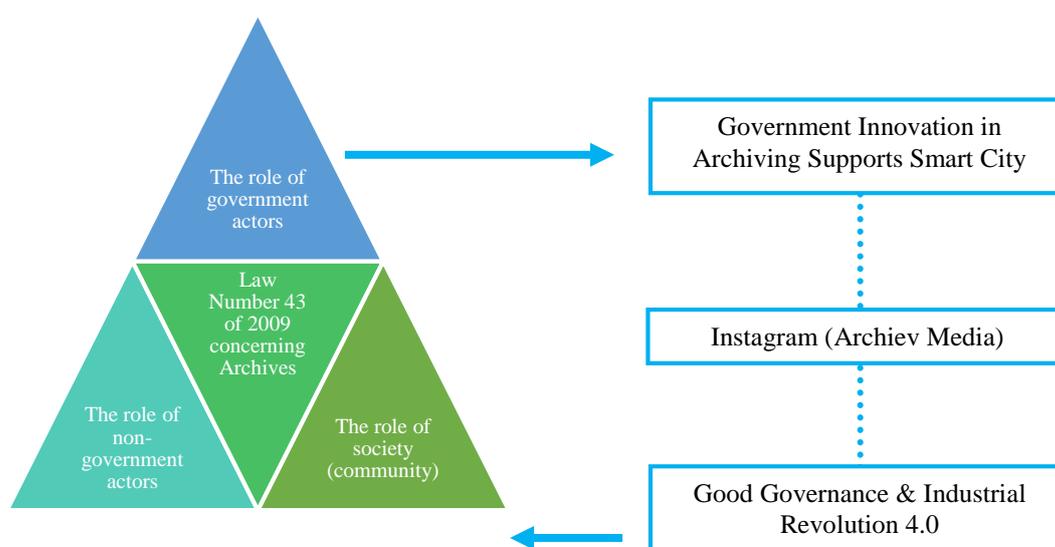


Figure 2. Model for Using Instagram as a Filing Media for the General Election Supervisory Agency

Source: Processed by researchers, 2023

Instagram is one of the popular social media used as a medium for information and data archiving. The web is preserved in archives, offering a valuable record of past social behavior on the internet via social media and news via official government and media

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websites. As a result, policymakers, scholars, and heritage organizations are starting to pay more and more attention to web archiving. Web archives are recognized as valuable data resources for digital scholars to conduct historical research. Even so, scholars and historical institutions find it difficult to "keep up to pace" with the rapidly changing features of the internet and the customs and habits of its users (Vlassenroot, et al, 2021). Apart from that, this is also supported by Indonesia's potential as a country with the fourth largest number of Instagram users in the world.

IV. CONCLUSIONS

Every activity carried out by an organization, whether it is a government or private organization, cannot be separated from administration because this is an inseparable unit. When organizations carry out daily activities without administrative activities, the organization will not run and the vision and mission of an organization will not be achieved as expected. One of the General Election Supervisory Agency's duties by Law Number 7 of 2017 concerning General Elections Article 101 letter f is to manage, maintain, and care for archives and carry out depreciation based on the archive retention schedule by the provisions of statutory regulations. As a state institution that carries out activities using the state budget, the Regency/City General Election Supervisory Agency must manage the archives created in each work unit.

Based on the results of the research, it can be concluded that the model for utilizing Instagram accounts as archiving media for the Pontianak City General Election Supervisory Agency is implemented based on a good governance perspective with the link between the development of the Industrial Revolution 4.0 and Smart City goals. This utilization is carried out through government innovation in archiving to support Smart City, the role of the press as a non-government actor in archiving in the Industrial Revolution 4.0 era, as well as the participation of the millennial generation in archiving on Instagram social media. From these conclusions, several things are recommended, namely the need for efforts to increase optimization in the innovation of repackaging archival information via Instagram social media. This needs to be achieved through synergy and continuity between good governance actors, namely the government (in this case the Pontianak City General Election Supervisory Agency), non-government (in this case the press), and society (in this case the millennial generation). Apart from that, socialization regarding document archiving containers also needs to continue to be actively carried out by all elements to the general public at large.

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