

The Utilization of TikTok as a Public Communication Tool by the Ministry of Finance of the Republic of Indonesia

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Abstract. TikTok is one of the social media that is on the rise and is widely used by the Indonesian people, especially young people. The popularity of TikTok is utilized by Government Institutions in Indonesia as a medium for delivering public information, one of them is the Ministry of Finance of the Republic of Indonesia through the @kemenkeuri account. This research will examine and look further at how the Ministry of Finance of the Republic of Indonesia disseminates information to the public through content on TikTok social media. The research was conducted using a qualitative method through content analysis by looking at the content on the @kemenkeuri TikTok account. This research reveals how the Ministry of Finance adapts the trends and delivery style of TikTok to deliver public information, so that the delivery of formal public information becomes lighter and more interesting. The results of the study concluded that the use of TikTok is one of the latest weapons from Government Institutions to be able to convey messages that are more easily accepted by the public. This cannot be separated from the content style and language style used in the creation of TikTok content.

Keywords: Communication; Social Media; TikTok; Government

1. INTRODUCTION

The development of technology and informatics in the digital era has encouraged the birth of various social media platforms as new communication media. Based on We Are Social & Hootsuite data, internet users in Indonesia in January 2022 amounted to 76.8% of the population, namely 204.7 million internet users with 191.4 million active social media users (Kemp, 2022). The social media referred to in the We Are Social data report are Facebook, Twitter, Youtube, Instagram, WhatsApp, Snapchat and TikTok.

The presence of social media encourages the presence of new challenges and opportunities. Social media, which was originally created as a medium for communication and entertainment, is also used as a medium for sharing information, both formal and non-formal (Prasetyawati, 2021a). Social media is referred to as user-generated *content*, meaning that users can create their own content and then distribute the content (Wright & Hinson, 2009).

One of the social media that is widely used by various industry as a container for conveying messages at this time is TikTok. This platform is the prima donna and is widely used by Indonesian people, especially young people. According to data from We Are Social & Hootsuite, Indonesia itself ranks as the second most TikTok user in the world with a total of 113.25 million users (Annur, 2023).

TikTok itself is a social media platform that originated in China and was launched in September 2016. TikTok exists as a platform for sharing short videos with a maximum duration of 3 minutes. This platform became a choice for users to be able to relieve stress and TikTok users are dominated by young people (Yu-Huan Wang et al., 2019). Tiktok

is also known as a social media for Generation Z. 80% of TikTok users are aged 16 to 34 years (Iqbal, 2022).

One of the industries that utilizes TikTok as a communication medium especially for disseminating information to the public is the Government through various Government Agencies in Indonesia. Besides that, appear also the term digital government where the government utilizes online media to support government activities ranging from making public policies, obtaining citizen participation, providing public information, to providing a forum for public services and complaints (Kartikawangi, 2020).

For the government, the delivery of programs and policies needs to be communicated to the public. The development of technology and communication as it is today, encourages government agencies to actively utilize social media as a medium for delivering programs and policies accompanied by a new style of communication adapt with characteristics social media used.

Social media is an appropriate platform for Government Institutions to use because social media offers interaction between communicants and communicators, as well as transparency. This is also in line with the role of social media as a place that allows individuals to connect and socialize each other, share information and express themselves (Lin et al., 2014).

There are four things that are the goals of the Institute Government carry out social media management, namely 1) designed to be able to maintain and even improve reputation and get public aspirations; 2) as an interactive medium and bringing the Institution closer to the public; 3) online documentation; 4) reach public extensive (Kurniasih, 2016).

The Ministry of Finance of the Republic of Indonesia through the account @kemenkeuri actively utilizes TikTok as a medium for delivering information regarding programs and policies of the Ministry of Finance of the Republic of Indonesia. TikTok @kemenkeuri. Until the time this research was written, the account had a following of 179.3 thousand and an accumulated number of likes (*likes*) on TikTok content that was presented by 1.9 million. Seeing from this acquisition, the TikTok account of The Ministry of Finance received quite a lot of attention from users, in this case the Indonesian people.

Currently, research related to TikTok and Government is classified as not being widely studied by researchers in the field of Communication Studies, even though many government agencies and ministries have used TikTok as a medium for sharing public information regarding programs or policies. So far, many studies related to social media and government have examined the use of Instagram alone. On the other hand, research related to TikTok, especially in Indonesia, is also limited

Previous research that has touched on the realm of TikTok utilization by government agencies or ministries is research entitled "Dualism of the Impact of Utilizing TikTok Social Media in Government Public Relations" by Asti Prasetya who looks at this phenomenon from a theoretical perspective of *Computer Mediated Communication* (CMC). One of the conclusions of the study is that "the social media platform TikTok, with its characteristics of presenting short videos with an entertaining content tone, can reduce the seriousness of official government messages but at the same time make these messages close and easy to understand by the public" (Prasetyawati, 2021).

Research related to TikTok @kemenkeuri was previously carried out in a journal entitled "Adoption of Social Media by the Government: A Case Study of the Ministry of Finance's TikTok Account of the Republic of Indonesia" which was conducted in 2022. Study The study examines the use of TikTok by the Indonesian Ministry of Finance based on the Margel & Bretschneider three-stage model. It was concluded that TikTok @kemenkeuri entered the second phase of the model namely "*Order and Chaos*", where

various strategies have been tried as an effort to adapt content to audience tastes (Setyorini, 2022).

From the description above, you can concluded that research related to the use of TikTok by government agencies has not been widely researched and there has not been much research related which discuss style of language and form of content or (*content style*) presented in the TikTok account of government agencies or ministries. Therefore, researchers are interested in seeing how the characteristics of content containing public information and policies are presented in TikTok @kemenkeuri through the form of content seen from several variables, namely *text, spoken languages, background music, subtitles, and captions*.

This research will look at how communication styles and how content is presented on TikTok by Government in their formal delivery of information. Researchers conduct studies through language *usage*, video format which serves as well engagement which can be seen from the Ministry of Finance of the Republic of Indonesia through TikTok video content uploaded to the @kemenkeuri account. It is hoped that this research can add academic value to the community, especially as a reference for government in using TikTok for media to share information related to policies to the public.

2. LITERATURE REVIEW

1.1 Media Sosial

Social media is one part of the presence of new media. According to Terry Flew, *new media* interpreted as "*forms of media contents that combine and integrate data, text, sound, and images of all kinds; are stored in digital format; and are increasingly distributed through networks*" (Flew, 2007). According to Keplan and Haenlein, social media itself is "*a group of internet-based applications that build on the ideological and technical foundations of Web 2.0, and that allow the creation and exchange of user-generated content*" (Whiting & Williams, 2013).

1.2 TikTok

TikTok is a short video sharing application made in China. The beginning of TikTok started in 2016 with the name Douyin which was created by a technology company called ByteDance and just sailed in China until 2017 launched under the name TikTok for the whole world (Massie, 2020). Mixing with music, TikTok has become one of the most popular applications.

This application provides a place for users to be able to make video with also adds a variety of interesting features, such as background music, text, and stickers. According to Zhang (Zhang, 2021), Tiktok can likened as "a video encyclopedia", where everyone can contribute to the creation of content but the central provider and algorithm have the power to distribute the content to other users.

TikTok features and the TikTok algorithm also allow people to be exposed and find content that matches the interests of each user. According to Kamus Besar Bahasa Indonesia (KBBI) online, an algorithm is a systematic procedure to solve mathematical problems in limited steps.

In addition to determining the distribution of content according to the interests of each user displayed on the page named *For Your Page* (FYP) of each user, search engines use proprietary algorithms to display the most relevant results from their search index for a specific query (Anderson, 2020).

Algorithms are used across social media apps, but TikTok's algorithm differs due to the use of technology Artificial Intelligence (AI) which regulates the running of the TikTok algorithm and its more democratic algorithm is able to make a user's content go viral. The use of the Hashtag (#) feature also allows people to search for content according to a particular topic. Like other social media, TikTok is also a place for

interaction. The social interaction contained in this application is in the form of features such as follow, *comment*, *like*, *share*, *upload*, and *duet*.

3. RESEARCH METHODS/METHODOLOGY

This study uses a content analysis method approach. In research in the field of communication, content analysis is used to examine media content, be it newspapers, television, films, and other forms of documentation. Through the use of content analysis, researchers are trying to find out the description of the content both visually and in text form as well as identify the existing messages (Eriyanto, 2011).

This research looks at how the Ministry of Finance of the Republic of Indonesia utilizes TikTok as a medium for disseminating information to the public through the content that has been presented. The variables that will be studied in the text, spoken language, background music, subtitles, and captions (Li et al., 2021). This research will focus on the content presented by @kemenkeuri during 2023, from January to July.

4. RESULTS AND DISCUSSION

Ministry of Finance of the Republic of Indonesia's TikTok content on the @kemenkeuri account

The Ministry of Finance of the Republic of Indonesia will start uploading TikTok content in 2021, so far it has 175 videos. Some of the topics uploaded on @kemenkeuri content are in the form of education related to taxation and finance, policies of the Ministry of Finance of the Republic of Indonesia, as well as public information related to Indonesia's development. To date, the @kemenkeuri TikTok account has received 179.3 thousand followers and an accumulated number of likes on the account is 1.9 million.

In the 2023 period, the Ministry of Finance of the Republic of Indonesia presents 36 video contents. Researchers will study based on the content. The content is presented in several forms of videos which are also divided into several content topics, among others, as grouped in Table 1.

Table 1. @kemenkeuri TikTok Content Topics

Content Topic	Information
APBN report	Content contains information related to the State Budget (APBN)
#SeriEkonomi	Content containing education related to the Indonesian economy
#KamusKeu	The content contains terms in the world of economics and education related to this topic.
#UangKitaBuatApa	Information regarding the allocation of #UangKita
Tax	Education related to taxation
Other	Other content contains press releases and activities of the Ministry of Finance of the Republic of Indonesia

Source: Research Data from the TikTok account @Kemenkeuri

The content presented by the Ministry of Finance of the Republic of Indonesia also has different video formats. First, the content is in a sketch video format similar to the content dated May 31, 2023 (TikTok video: <https://vt.tiktok.com/ZSLSa9FdQ/>), the

content contains information related to policies related to the “Program Keringanan Hutang”

video *slideshow* as in the content on January 3, 2023 (TikTok video: <https://vt.tiktok.com/ZSLSmNMXi/>), the content contains a summary of the press conference held by the Ministry of Health of the Republic of Indonesia regarding indications of violations in the management of #UangKita.

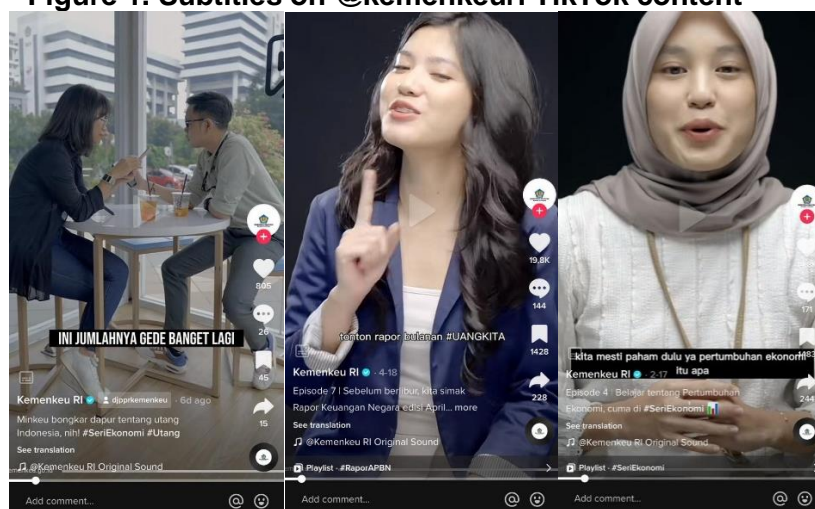
Based on data reviewed from content that happen In the TikTok account @kemenkeri, it was found that the Ministry of Finance of the Republic of Indonesia submitted information related policy through TikTok with a number of kind of short videos. **Information Dissemination By the Ministry of Finance of the Republic of Indonesia Through TikTok @kemenkeuriInteraksi Ministry of Finance of the Republic of Indonesia and the Public Through TikTok**

Based on the content presented by the Ministry of Finance of the Republic of Indonesia, the most important content is public information that will be disseminated by the public. This information is basically formal because it has foundations such as laws and official circulars from the government. Seeing the relaxed characteristics of social media, the Government must also follow the characteristics of TikTok's short video format content.

This research looks at how information is distributed in the form of content that is presented on the TikTok @kemenkeuri account by looking at several variables (Li et al., 2021), including:

1. Subtitles, text added to translate or translate the dialogue or narrative in the video;
2. Text, text or writing added to the video that repeats, emphasizes, replaces or highlights audio messages (auditory messages)
3. Spoken language, the language used in the video
4. Caption, the text that is displayed under video as a conclusion of video content to provide the context of the video
5. Music, the background music used in the video

Figure 1. Subtitles on @kemenkeuri TikTok content



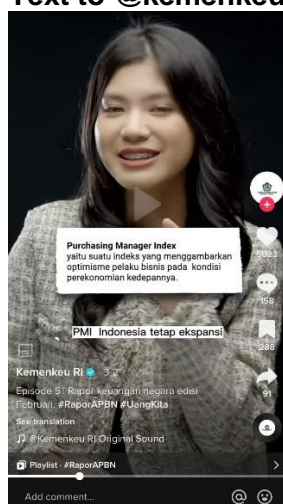
Source: Research Data from the TikTok account @kemenkeuri

First, looking at the use of subtitles, @kemenkeuri content adds subtitles to their videos, as shown in figure 1. Giving these subtitles adds clarity to the information provided and adds to the wider dissemination of information, including when it is accessed by the deaf. Adding information makes content easier to understand (Perego et al., 2010).

Second, there is also text or writing that is added to the video as an emphasis on certain statements or information, such as in the content on March 2, 2023 (TikTok video:), where text is added as an additional explanation of certain points, namely when the audio and actors in the video explain related “PMI/Purchasing Manager Index”, text

containing an explanation of what “PMI” added to the video display as shown in Figure 2. This makes the information conveyed more complete and clear.

Figure 2. Adding Text to @kemenkeuri TikTok Content



. Source: Research Data from the TikTok account @kemenkeuri

Third, the spoken language used in the video is relaxed and not rigid. Content on June 24, 2023 (TikTok video: <https://vt.tiktok.com/ZSLSxvdLp/>), also uses contemporary language or is familiar to young people. This creates the impression that information is closer to the public, so that information is also lighter and easier for various groups to understand. Fourth, the captions used on the @kemenkeuri TikTok account vary, there are several videos that only add short captions such as in the TikTok content dated May 15 2023 (TikTok video: <https://vt.tiktok.com/ZSLSxwYsy/>) who wrote “Become chairman again! What are the focuses of Indonesia as ASEAN chairman this year? #SeriesEkonomi”.

Fifth, the TikTok video of the Ministry of Finance of the Republic of Indonesia has not utilized the use of trending music on TikTok as background music. Using sound or music that is trending on TikTok itself can increase the chance for videos to go viral, because of the algorithmic system used in this application.

In addition, based on demographic data, TikTok users are dominated by young people (Iqbal, 2022). Like previous research, it is said that the Ministry of Finance of the Republic of Indonesia through the TikTok account is trying to adapt people's tastes (Setyorini, 2022). Therefore, this lighter packaging of information makes the information more easily understood by the public. TikTok users basically prefer and understand information from entertaining video content (Zhu et al., 2020). Creating content in the form of video sketches is also an example of conveying information to make it more interesting and easy to understand, as in the content on 24 June 2023 (TikTok video: <https://vt.tiktok.com/ZSLSxvdLp/>).

Based on the explanation above, it is found that the content contained in the TikTok account is trying to convey or disseminating formal public information and policies in an informal way through the use of language, captions, and text. Content such as the APBN report is public information, on TikTok @kemenkeuri, content is presented in a relaxed manner and is closer to the public, making it easier to understand. Through the use of subtitles, the information provided through short TikTok videos presented by the Ministry of Finance of the Republic of Indonesia also becomes more easily accepted and understood by the public.

Tiktok as a Forum for Public Interaction with the Government

Through content uploaded on the TikTok account @kemenkeuri it can be seen that TikTok opens up interactions between the Government, in this case the Ministry of Finance of the Republic of Indonesia, and the Indonesian people. This is in line with one of the functions of the use of social media TikTok by organizations (ministry) where "TikTok can also be used to increase engagement between organizations (ministry) and the public and can also be used as a means to listen to public opinion both positive and negative" (Prasetyawati, 2021).

This can be seen from several comments written in response to the content presented by @kemenkeuri, as shown in Figure 3.

Figure 3. Interaction of the Ministry of Finance of the Republic of Indonesia with the Public on the @kemenkeuri TikTok account



Source: Research Data from the TikTok account @kemenkeuri

In the data in Figure 3, you can also see how the Ministry of Finance of the Republic of Indonesia through the social media admin TikTok @kemenkeuri interacts with the public in a relaxed manner. This utilization proves the use of social media as a forum for direct interaction between communicator and communicants. Not only between organizations (ministry) and the public, TikTok also appears as a virtual public space, where interactions between publics are formed which can be seen from how audiences respond to each other's comments and share opinions in the existing comments space. Virtual public space itself is defined as a new space for the public to interact in new ways in various aspects ranging from economic, political, social, and others. (Camp & Dog, 2000).

CONCLUSION

Based on research, it can be concluded that the government in this regard, the Ministry of Finance of the Republic of Indonesia actively uses TikTok as a medium or tool to communicate public information and policies, such as education about taxes, the condition of state finances. The information is basically formal information but through the TikTok content that is presented, the information is conveyed informally. By using this relaxed and light format, information becomes easier for the public to understand and gives the impression of being closer to the community. The use of TikTok as a medium for conveying information has also become an interaction space for organizations in this case the Ministry of Finance of the Republic of Indonesia and the Community. In addition, TikTok also provides a place for the public to discuss and share opinions regarding policies or information that is delivered by the Ministry of Finance of the Republic of Indonesia through the TikTok account @kemenkeuri and make TikTok a virtual public space.

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