INTERNATIONAL JOURNAL OF LAW, GOVERNMENT AND COMMUNICATION (IJLGC)

www.ijlgc.com

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THE ROLE OF SOCIAL MEDIA IN LOCAL GOVERNMENT ENGAGEMENT

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Abstract:

In the current digital era, social media and government have a complicated and important interaction. Social media and government interactions involve a number of significant areas, such as politics, decision-making, education, crisis and disaster management, and community communication. As technology advances and the social and political landscape evolves, so does the connection between social media and the government. As a result, it's critical to strike a balance between security and freedom of speech and make sure that government usage of social media enhances democracy and citizen involvement. As a result, it's critical to strike a balance between security and freedom of speech and make sure that government usage of social media enhances democracy and citizen involvement. Consequently, this article delves deeply into the many social media platforms utilized by local government, since it can offer current guidelines for enhancing the quality of services provided by the local government system in Malaysia, particularly making it more efficient and all-encompassing.

Keywords:

Social Media, Local Government Administration, Digital Era

Introduction

Malaysia, a fast-developing country, is making numerous efforts to develop its mass media technologies. However, in order to change media technology, one media that is gaining popularity is the new media (internet), namely through social media platforms. Social media is a new communication technique that allows internet users to find and share information while also communicating with one another (Zulkifli et.al., 2021). According to Orlikowski (2001), the concept of new technology through social media is important not only for interacting relationships, but also as a tool to increase the knowledge of individuals and social institutions in carrying out social economic activities, as well as the ability to share information. This tool is also useful for replacing individual labor in order to boost work productivity and become more effective and efficient. The rapid growth of technology makes all information on the internet easily accessible, independent of borders or time. This has been promoted by our Prime Minister, who believes that social media is beneficial to all communities, particularly government agencies, in terms of improving services and enabling quick access to information.

Tun Dr. Mahathir Mohamad, the former Prime Minister, believes that with this electronic administration, all government and private agencies should use the internet via social media platforms such as Facebook, Twitter, and others. This is because the purpose of adopting social media is to modify employees' daily routines. Among the advantages of using social media for employees are:

      (i)   Accessing information via intranet
      (ii)   Reading news in blogs
      (iii)   Responding to customer complaints via SMS or MMS
      (iv)   Attending meetings via teleconference
      (v)   Sharing current news via online press releases
      (vi)   Contacting the target audience.
      (vii)   Reports can be completed on a computer.
      (viii) Deliver to the responsible party
      (ix)   Communicate with the media to foster beneficial cooperation.

In Malaysia, the ePBT portal, developed and operated by the Local Government Department, can be accessed at www.epbt.gov.my. This electronic portal provides a variety of services to the public, including assessment tax bill review, compound review, rental application and status review, rental payment information, license application status review, customer registration, complaint submission and status review, and complaint action, among others. This website is linked to a variety of social media platforms, including Facebook, twitter, and YouTube, to make it easier for users to check, locate news, and share their opinions. An application like this might indirectly make it easier and save time to obtain a service, resulting in an information technology-literate community (Mohd Zool Hilmie et al., 2016).

The increasing use of information and communication technologies (ICTs) has a significant impact on people's lives, interactions, and communication. It not only changes how individuals work and governments operate but also prompts e-government administrators to consider leveraging social media tools and sites for real-time engagement with citizens. This strategic thinking allows for a new way of interaction to gain insights into citizens' opinions and perceptions. Social media tools serve as new dashboards for decision makers to understand citizen interaction and effectively respond to their needs. As a result, this article delves into the many types of social media utilized in local government in order to provide an up-to-date

guideline for enhancing the service quality of Malaysia's local government system, particularly in terms of effectiveness and comprehensiveness.

Concept of Social Media

Online social networking is regarded as a relatively new phenomenon in comparison to the Internet and the web (Wilson et al., 2009). New media technology is always evolving and changing as technology progresses from Web 1.0 to Web 2.0. The transition from Web 1.0 to Web 2.0 refers to a development that focuses on the second generation, which is related to the current application, social media. The capacity for users to exhibit themselves and their interests on social platforms, as well as communicate with others through these social media channels, creates the purpose of Web 2.0 (O'Reilley, 2005). According to Ritcher and Koch (2008), the primary goal of developing a social media platform is to manage identification, contacts, contextual awareness, information exchange, and expert discovery. Social media is a collective word that describes how an organization and person can easily exchange information, opinions, and perceptions, as well as engage in the form of text, video, and photos that can be used on the internet.

Furthermore, the benefits of adopting social media include helping users overcome previously existing technical barriers and making the internet a medium for mass users. This makes it easier for a person to:

(i)   communicate online (by messages, comments, and interactions)
(ii)   share (upload, publish) and facilitate (tag, suggest)
(iii)   reading, listening, watching, downloading, searching, and purchasing
(iv)   creating (personalizing, collecting, and contributing)

According to Feenberg and Bakardjieva (2003), the development of social media technology is essentially to meet the technical prerequisites to establish an effective online social network, namely,

(i)   Track community involvement in any activity
(ii)   Set limitations for online group meetings
(iii)   Archive records for discussion
(iv)   Ensure identity of participants.

Furthermore, the essence of this social network (social media) is more about no user limitations and time constraints, information sharing, easy, friendly usage, low cost, rapid, and does not require high abilities. Furthermore, social media allows everyone to share their perspectives and challenges, increasing connection and trust. It is a crucial tool for developing a sense of belonging through virtual collaboration in a certain topic (Wilson et al., 2009).

Concept of Local Government

The government of a country plays a vital role in advancing socioeconomic progress and maintaining order through bureaucracy and administration (Abdullah Sanusi, 1987). The government is responsible for giving wealth and luxury to the general public in a balanced manner. There are three levels of government involved in the implementation of development policies: the central government, the policies government, and the local government. Local government is the most accessible to the public because it is the lowest of the three levels of government. Several scholars have previously explained the definitions and descriptions of local government; among them, Ahmad Atory (2002) gave a definition of local government as

a government institution that has power at a lower level in a place or a small district with a certain authority, which has boundaries, a valid identity, an institutional structure, defined duties and powers, and the power to collect taxes.

Kamarudin and Jamaludin (2015) define local government as the authority that administers an area smaller than a state. Local governments have the authority to create their own bylaws, such as collecting taxes, developing their own financial plans, and receiving grant funding from the state and federal governments. The local government's role is more focused on community development, development control, providing facility services for the municipality, and performing other functions in accordance with the legal and administrative provisions that have been established, with administrative powers placed under the supervision of the Board Members (Members of the Council), led by the Datuk Bandar or Yang DiPertua. All decisions in local government are made at the level of specific committees as well as full council committees (Kamarudin & Jamaludin, 2015).

The specific criteria that determine the administrative structure and responsibilities of a local government are as follows:

(i) Establish an official territory or region
(ii) Have residents who are known as municipal citizens and are responsible for their fellow residents
(iii) Having a legal body (Local Government Act, 1976 (Act 171))
(iv) Operating under legal authorization
(v) A group of permanent residents serves as administrators, making choices that are made by permanent residents
(vi) Establish a separate, autonomous public organization
(vii) Hold the authority to collect taxes and other payments
(viii) Has the authority to command and instruct inhabitants, as well as impose assessments
(ix) Manages his organization's finances
(x) Appoints workers
(xi) is an organization that provides services such as hygiene, general health, safety, and others.

(Kamarudin & Jamaludin, 2015)

A local government's qualities typically include the following:

(i) Exercises limited jurisdiction over a certain area given to him by a higher level (state government)
(ii) Has a lesser organizational structure than the federal and state governments.
(iii) Have autonomous status (to the extent granted by higher-level government authorities).
(iv) Having a council member
(v) Full legal authority to sue, be sued, create contracts, and own property.
(vi) A separate entity that includes the upper-level government and other branches of government.

(Kamarudin & Jamaludin, 2015)

An Overview of Social Media In Local Government

Blog

Blog is derived from the phrases web and blog, often known as weblog (Auvinen, 2012; David & Ari, 2008; Blood, 2002 & 2003). The term weblog is thought to have originated in 1997, when it was first used by Jorn Barger. However, Justin Hall (a student at Swarthmore College in the United States) was the first to use it, and he has been blogging for nearly eight years, beginning in 1994. The impact at the time launched a new chapter in the realm of modern writing, and the term blog has since been extensively embraced by society and readers all over the world (Auvinen, 2012; David and Ari, 2008; Blood, 2002 & 2003). The purpose of the introduced blog application is to share information and information globally in the form of journals and diary entries. The features found in the blog include eight features namely;

(i)	Blog Title/Name (The primary introduction to a blog)
(ii)	Blogger identity (profile).
(iii)	Posting (Writing Room from Blogger)
(iv)	Blogrolls (A list of blog networks selected and loved by bloggers).
(v)	Comment column (space filled in by the reader)
(vi)	Archive (the collection and storing of previously written articles)

(Suhaimee, 2008)

Blogs are now being used all over the world, with the exception of Malaysia, where the number of blogs is increasing by the day. As of 2012, Malaysia had an estimated 500,00 active blogs, with 140 active political and government blogs and the remainder being personal, business, and other blogs (Teoh, 2012). The objective of blogging is not just to provide entertainment, but also to market businesses and provide information on current political, economic, and social topics, among other things. According to Suhaimee (2008), the blog has become a new platform for the Malaysian community on the day that it was launched, providing a new area for the community to express its views on government issues. This is because any comments about current issues on blogs might have an impact on the formulation and implementation of a policy (Roth, 2004).

According to Stone (2004), blogs have influenced public opinion patterns in determining results. For example, during the United States Presidential election, blogs became popular and greatly influenced a candidate's decision while running. However, in Malaysia, the administrative government's failure to prioritize new media under Tun Abdullah Ahmad Badawi's tenure was the cause of his administrative party's failure to maintain a big majority in the eleventh election. This failure was caused by the government's failure to capitalize on new technologies such as blogs and other social media sites, which contributed to the failure to maintain the majority during the election (Abu Hassan, 2008; Muhamad Fadhli, Emma Mirza Wati, & Muhamad Harya, 2012.

Since the new Prime Minister (Dato' Seri Anwar bin Ibrahim) took office, he has encouraged all government agencies to use internet applications such as blogs and other social sites as part of the process of transforming the public sector into a fast delivery system based on integrity and innovation. The usage of this internet application can not only improve the public service delivery system, but it can also help bring the government closer to the people by creating a

network of relationships. This is because blogs are virtual interactive media that are particularly useful for making a discussion forum successful, transmitting ideas and opinions, filing complaints, and offering comments, recommendations, or changes (Berita Harian, November 7, 2023). New technologies, such as blogs, can be used to innovate public communication, particularly in the implementation of civil society initiatives. A blog is a specialized website that is simple to update, and there are various free platforms for creating one, including WordPress, Live Journal, and Blogger (Martin 2010).

Blogger presents a discourse on the government in order to foster the formation of public opinion talks that will assist government agencies in carrying out their functions successfully and efficiently. This action explains the participatory role played by the shared news source and the recipient of the news. A blog debate is usually influenced by psychological variables, such as the individual's emotional state, experience, or personality. The transformation in how society or a community thinks (even in a small unit on one blog site) also provides an overview of the role of socialization agents in society, such as new media technology and peers, in the process of transforming society into a more informed group of people. It is critical to gain the support of members of the community in order to shape public opinion and demonstrate the level of opposition or support people of the community have for the authorities so that the government can resolve the issue.

Blog sites are also thought to be able to play a role alongside the socialization function found on social media sites, so that blog sites are viewed not just as a forum for discussing current events, but also as a platform for correcting problems in an organization or community (Wright & Hinson 2008). What is vital is the input that will help a public body, such as local government, remedy any faults while also improving the quality of services that are supposed to benefit the people.

Twitter

Twitter is a social program that allows users to obtain real-time information, news, and opinions on current events by searching for popular hashtags, keywords, or subjects in 'tweets' (Java, Song, Finin, and Tseng, 2007). Every day, 140 million tweets (140-character status updates) are sent on Twitter, and 460,000 new accounts are registered (Zimmer, 2012). In March 2006, Jack Dorsey created the Twitter social networking service. The concept for this Twitter application arose when he proposed that each individual utilize a Short Message Service (SMS) service to communicate in a small group with other individuals. Finally, it began with the name Twitter, and in September 2006, it became known as Twitter (Zimmer, 2012).

In the early stages of the creation of the social site, Twitter was used as a supporting application for work and communicating in small groups, but in the current era, it has become a microblogging tool (can only write articles and cannot share photos and videos) and the largest information sharing tool in the world (Hughes & Palen, 2009) with its ability to deliver 350 million tweets per day, which is dominated by users of the younger generation (Ika Desti) Twitter is now used by people from all walks of life, including Malaysian students (Zulkifili, 2014). According to Zulkifli (2014), Twitter usage figures from 2011 show that there are up to 200 million users and 100 million active users globally per month. In 2011, Twitter use statistics in Malaysia estimated that one user accessed the website (Zulkifli, 2014).

Twitter was created to facilitate information sharing among friends and acquaintances.

(i) Discuss the most recent developments involving your favorite idols.
(ii) The medium allows for instant interactions with fans and followers and is accessible from anywhere.
(iii) Adding new material to the blog e) Sharing current news rapidly.
(iv) Trend researcher
(v) Product marketing and communication with consumers and stakeholders

According to Jansen et al. (2009), the majority of government and corporate businesses use Twitter to engage in public conversations and adapt their branding strategy to this new medium. According to Steven (2012), Waters and Williams (2011), and Wigand (2011), the usage of Twitter in the public sector today strives to facilitate information sharing, provide the most up-to-date status, and act as a model of discourse and collaboration among communities and stakeholders. This means that this application serves as a new channel and space for developing relationships between government stakeholders and citizens in particular (Wigand, 2010). For example, a study conducted by Cho and Park (2012) in the Ministry of South Korea demonstrated that the government's Twitter social network can function as an effective information dissemination and joint communication channel, despite some elements that impede information dissemination.

Local government's view Twitter services as a new opportunity to establish new communication channels with the public in order to collaborate on problem solving. The advantage of using Twitter is that it has the potential to promote transparency and interactivity while also delivering information on a daily basis or when something happens. A study conducted by Panagiotopoulos and Sams (2011) on the use of Twitter among 29 local authorities in London found that all of them used the application for conversational features and information dissemination in order to solve related issues, as well as to see comments from the community in order to improve or resolve the matter submitted. However, this study also identifies some areas for development, notably how local governments are expanding their online networks, such as engaging with one another and exploiting more methods for Twitter interactions to be more successful and efficient.

While the use of Twitter in the 26 Councils of Northern Ireland as a channel of communication with local government shows a significant diversity in the use of Twitter among the councilors, some of the councilors do not engage in the use of Twitter as a channel of communication with the community. Only a small number are engaged in the use of Twitter with their community. This is quite important because, based on the results of the study with the community, the community asked the council members to use the application for the purpose of conversation. Therefore, the findings of this study suggest that councilors need to find a strategy for using social networking applications to the maximum because, in this way, it can make it easier for stakeholders to engage with the people in solving issues and making decisions together (Tiago, Fiona, Valerie, & Maurice, 2014).

Facebook
Mark Zuckerberg, a Harvard University student, first introduced Facebook in 2004. At the time of Facebook's debut, only Harvard University students with a student email could register as users. After the first two weeks of being revealed to the public, 4300 pupils signed up for Facebook. The popularity of the Facebook website then spread throughout the world. The

number of registered users has grown over time, reaching 750 million in 2013 and making it the world's most popular social network when compared to other social networks (Eric, Luann, & Leigh, 2013). Because of the surge in registered users, Facebook users now access 1.6 billion accounts every day (Mohd Zaidi & Bahiyah, 2013).

Now, the popularity of Facebook has grown all over the world, including Malaysia. A survey of the most popular social networking site in Malaysia by the Malaysian Digital Association (MDA) found that the number of registered users for the social networking site Facebook was 8 million people. This makes Facebook the social site that records the greatest number of registered users in Malaysia, and this country ranks 16th in the world in the active status of Facebook use (Mohd Zaidi & Bahiyah, 2013). In 2013, the use of Facebook in Malaysia increased by 7.5 million compared to 2010, making it as many as 15.5 million users who use Facebook in Malaysia (Communications and Multimedia Commission of Malaysia, 2014). This amount indirectly reflects that Facebook is the most popular social site in Malaysia. The popularity of Facebook has attracted many researchers to research the use of this social site.

However, by the middle of 2010, more government organizations were seen to be active on social media platforms such as Facebook. The use of social media to engage with government organizations has grown in popularity over the previous two years (Syahruddin, Nik Norma, & Adnan, 2012). This is because Facebook is being utilized for more than just amusement (Tina, Marcia, & Hilary, 2013; Orrell, 2009; Roberts & Roach, 2009; Waters, Burnett, Lamm, & Lucas, 2009). This is because, at the organizational level in general, organizations must use this network to improve the efficiency and effectiveness of their service delivery in light of the contemporary technological era. The Facebook app encourages consumers to engage with groups to address current issues. This manner, the organization will have to respond to the comments on the website, which will motivate users to write again. This also demonstrates that the organization listens to and responds to complaints, as well as its ability to make timely judgments in dealing with the issues that are raised.

In Malaysia, social media networks such as Facebook are the most popular among government officials during working hours (Mohd Sobhi & Junaidi, 2015; MAMPU, 2015). It is now acknowledged as an important and accessible medium for civil servants to communicate government policy and individuals to voice their concerns (Mohd Sobhi & Junaidi, 2015; Campbell, Lambright & Wells, 2014; Perlman, 2012). In reality, Facebook has been widely employed in government agencies all around the world (Mohd Sobhi & Junaidi, 2015; Kavanaugh et.al., 2011).

At the local government level, Amy (2011) reports that in the United States, local authorities and councilors encourage their communities to use the Facebook platform to engage efficiently and channel information while saving money and time. This is because using this application can help local governments be more successful and efficient by incorporating community suggestions into decision-making processes. This is because, according to Mato, Romana, and Iva (2013), Facebook is one of the communication channels that allows local governments to distribute information and solicit public comment in a short period of time and at no cost. Next, people are indirectly involved in resolving all difficulties by contributing and cooperating.

Meanwhile, Mohd Nazri and Razli (2011) noted that the benefits of employing information technology in local government, such as Facebook, are to improve quality, customer service,

speed of service, and feedback, all of which cannot be quantified by statistics but can be achieved through the use of technology. Organizations that can fully leverage technology as a fundamental component of the service system will be able to produce and provide more efficient and effective value to customers. This will allow customers and service providers to interact during the service delivery process. Customers can communicate information with service providers during the service delivery process, which indirectly helps the company reduce its production operation costs. Furthermore, customers might assist the organization with duties during the service delivery process. This arrangement makes distribution efforts more efficient and effective, lowering expenses. This is because clients do actions that they can handle without relying on the service provider.

MySpace

The original concept for MySpace is said to have originated after the launch of the Friendster social site in 2002, and eUniversal employees saw with the establishment of the latest application that it could become a huge potential of Friendster's social network, so they decided to imitate the more popular features of Friendster. MySpace was started in late August 2003 and gained popularity in the United States by June 2006. The development of this website (infrastructure, human resources, technological expertise, financing, bandwidth, and server capacity) took only ten days prior to its launch.

The social website MySpace, for example, is an internet website focused on music (Liu, 2008). Users with MySpace accounts are more likely to share similar musical interests. At the organizational level, Myspace is used for marketing and services aimed at connecting citizens and policymakers.

Flickr

Flickr is a social network mostly focused on photo sharing. It allows you to submit images, tag them, browse them, write comments, and add annotations to them. This website was launched in February 2004, and it is still one of the most popular Web 2.0 applications today. Flickr, as an image site, provides access to more than three million photographers (Kaplan and Haenlein, 2010). The benefit for Flickr users is that it allows us to simply arrange a collection of photographs and join a group for discussion issues that might raise awareness, particularly within the community. In terms of privacy, this site provides a variety of settings that provide users flexibility over how they want to use it to secure the information presented (Educause, 2008).

Looking at the evolution of Flickr, we can see that, while the website concentrates on photographic content, it does not overlook the principle of sharing experiences and developing relationships. With today's technical breakthroughs, this website may easily create its own materials and photos, and the creative outcomes can be shared with the world. Flickr has enabled the community to engage with stakeholders in collaboration and establish common knowledge for resolving all concerns generated by the photographs displayed (Educause, 2008).

According to Dan Slee (2010), Flickr is a useful website for image sharing and a fundamental guide for the public sector to engage with the community. This is because each picture submitted is analyzed and given new and inventive opinions on how it is displayed in order to be solved. Flickr is accessible in Malaysian local government through the Ministry of Housing

and Local Government's official Flickr page (KPKT). The purpose of its implementation is to achieve a comfortable and successful existence through balanced socioeconomic development, as well as to provide a quality and sustainable living environment for all levels of Malaysian society in accordance with the National Vision. As a result, the use of Flickr at the KPKT level seeks to plan, coordinate, and implement the social agenda and human settlement through housing programs, development planning and control, municipal and landscape services, and efficient and effective fire and rescue services (Ministry of Housing & Local Government, 2011).

YouTube

The YouTube application was created in February 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim. YouTube is a video-sharing website where individuals share professional and amateur movies for educational and entertaining purposes (Lauren & Katherine, 2012). The web's material comprises personal recordings, animations, and public events. The majority of the recordings in the software are for amusement, education, persuasion, or personal/current information. In addition to posting and watching videos, users can tag others, participate in group discussions, and connect to other apps like blogs, Facebook, Twitter, and others. According to YouTube figures, as many as 65,000 videos were published and 100 million movies were seen each day in 2006 (USA Today, 2006), and on May 17, 2010, the number of videos watched soared to 2 billion per day (Lewin, 2010). This clearly demonstrates that the YouTube website is very famous among the worldwide population, and it is also utilized by the public and private sectors to generate excitement and assess while viewing comments in order to improve the quality of the service to be the best.

According to Akemi and Christoper (2014), Indonesia's newly elected government used YouTube channels to deal with bureaucracy. The study used content analysis on 495 government-related YouTube videos. The study's findings show that the government is quick to act, using the YouTube application as a strategic tool to advance institutional reforms in the government and communicate the government's transparency with the people, while also encouraging people to interact directly with government officials via the YouTube channel. In addition, we may collaborate to strengthen the government by increasing the quality of existing services. Cambridgeshire County Council, for example, has used YouTube with the goal of allowing local authorities and councilors to illustrate and explain current local issues, as well as allowing the community to upload recordings of the most pressing matters for resolution. This allows it to see the greatest comments or views from the community on the shown video. In addition to being connected via websites like Facebook and Twitter, others can share and spread the video message. Local governments and councilors can make judgments about how to address the issues that arise based on these recommendations.

In Malaysia's democratic system, for example, during elections, the role of social media is very important nowadays in attracting voters. Rashila (2012) stated that the use of YouTube and many other social media applications is no longer alternative media but has become mainstream media, especially for voters under the age of 40, which should be utilized by all political parties in order to deliver information quickly and save time, in addition to being able to see comments from various social media as a strategy for attracting voters. In the electoral democracy system in Malaysia, there is an increase in the number of people turning to YouTube to get political news, and this shows that YouTube plays an important role in the dissemination of ideas and news in Malaysia (Debra, 2013).

Vimeo

Vimeo is a video-sharing website where users may upload, share, and view videos. Vimeo is a popular video-sharing and viewing platform that is used by a variety of organizations, including the government, to share informational and promotional videos. Jake Lodwick and Zach Klein founded Vimeo in November 2004. Is the first video-sharing platform to provide high definition. Has robust privacy settings, can be downloaded independently, shared with other accounts, and read again. The problem is that it includes uncensored videos, which are not well welcomed. You may sign up to share your own videos. The majority of the recordings in the software are meant to be entertaining, informative, persuasive, personal, or timely. In addition to posting and watching videos, this social tool allows users to tag others, participate in group discussions, and link to other apps like blogs, Facebook, Twitter, and others.

Wikipedia

Wikipedia is an encyclopedia that can be edited and created collaboratively with wiki software. Wikipedia is run by the Wikimedia Foundation, which does not profit from the services it provides. In addition to the encyclopedia's purpose of imparting knowledge, Wikipedia adds material more often found in almanacs and periodicals, as well as current events. Wikipedia's content is entirely created by its users. Nobody can own the knowledge stored within it, and there are no plans to end it. The GFDL license was created to ensure that everyone understands that everyone has the right to improve any content. Wikipedia is open content, which means it can be freely used, changed, copied, and distributed. To put it simply, Wikipedia is a one-of-a-kind work that cannot be found in traditional encyclopedias. It uses a self-healing technology to overcome these obstacles. Wikipedia began as an English project on January 15, 2001, and added its first other language, French, on March 23, 2001. The Malay Wikipedia began on January 28, 2003. There has been a lot of effort put into making it multilingual, and it now contains over 18 million articles, with over 4 million of them in English. Kaplan and Haenslein (2010) discovered that Wikipedia use is increasing over time, compared to 2001, when it was only a modest quantity. Wikipedia now has 20 million users and loads over 400 million articles each year. It is currently the primary source of knowledge for many people, particularly students.

Wikipedia can be a valuable resource in the government sector for various purposes, such as research. It can provide background information and context on a wide range of topics relevant to government work, such as historical events, policy issues, and notable figures. For policy development, it can serve as a starting point for researching best practices, case studies, and academic perspectives when developing new policies or programs. Wikipedia can also be used for public information. It can be used as a reference by government entities to create public information items or websites. Government personnel can contribute to Wikipedia pages pertaining to their expertise, promoting knowledge sharing with the public and professionals. For verification and fact-checking, while Wikipedia should not be relied on as the sole source of essential information, it may be an effective tool for confirming facts and ensuring information accuracy. Wikipedia may be used to train and educate government employees on a variety of issues important to their profession. When using Wikipedia in the public sector, it is vital to critically examine the information and cross-reference it with other credible sources. Because Wikipedia is a collaborative site, articles can be altered by anybody, therefore content should always be verified before being utilized in an official capacity.

E-Government

E-government is the use of cutting-edge internet technology to improve the efficiency, effectiveness, and quality of government services (DeBenedictis, Howell, Figueroa, & Boggs, 2002). According to Burn and Robins (2003), all countries around the world are racing to implement e-government, which is based on taking advantage of the latest information technology developments to transform the government's service delivery system to the people as well as the relationship between the government and the citizens. Malaysia began developing e-government in 1997, following the establishment of the MSC. Although the goal of e-government is to deliver citizen-centered services, its design and development are more focused on agency needs. During the planning stage, the agency's objectives and needs were prioritized, particularly in terms of cost savings and service processing time, increased results, and internal process improvements. The user's preferences and needs are considered either on a generic basis or from the agency's perspective. This is evident in e-government policy and strategic papers, such as the public sector ICT strategic plan 2000-2005 and the original CRFP for e-government projects.

System development focuses on the technical and technological components of the market, as well as generic user requirements. The evaluation of e-government systems considers addressing people's needs to be a consequence of e-government implementation. The rate of e-government use and acceptance among the public remains unsatisfactory, which is something to be proud of. The number of persons who are regular users (e-users) of Malaysia's e-government system remains minimal. This occurs when various obstacles or limits prevent individuals from using this program. A number of citizens are also ignorant of the advantages of using an e-government application to connect with public service agencies rather than the traditional method of counter service or correspondence. According to Zahri (2009), some of the issues or constraints that prevent Malaysians from using e-government include ease of access and ICT infrastructure, data security and difficulty, user behavior and awareness, Internet or system performance and capabilities, and assistance and support.

In the context of local government, e-government services provide citizens with an overview and assessment of the government's overall services. Recognizing the importance of meeting the needs of people seeking more efficient and effective services, the government has determined that the use of ICT in daily operations can improve the quality of the PBT delivery system. The 2003 Public Sector ICT Strategic Plan underlined the need for ICT solutions to help improve local government service delivery. The strategy of empowering the use of ICT to increase the efficiency and effectiveness of the PBT service delivery system has resulted in a shift in the era of the PBT ICT system with the creation of the ePBT System, ePBT Online Portal, and OSC Online, empowering the PBT service delivery system to become more efficient, quick, and effective while also simplifying daily affairs for PBT and the people (Prime Minister's Department, 2011).

The Role of Social Media In Local Government Engagement

Social media has given organizations the chance to interact with the public in real time. Research has indicated that social media, especially for local governments, can foster openness, public trust, and citizen-to-citizen interaction. Therefore, Mansoor's (2021) study on the relationship between good governance practices, government responsiveness during the COVID-19 pandemic, and the provision of high-quality information on social media by government agencies on citizens' trust in the government examines these relationships. The

results show that perceived responsiveness, accountability, and transparency all components of good governance have a favorable and substantial impact on the public's trust in government.

In their study, Yuan et al. (2023) address how government social media might support digital government activities, with a particular emphasis on China's adoption of government-backed digital money. It highlights the significance of educating the public and fostering good media sentiment, in addition to the necessity of using social media to aid in the dissemination of government digital projects and policies. The results demonstrate the substantial influence that a number of factors have on individuals' digital participation, including reachability, privacy concerns, technology confidence, information quality, and government social media activity. The study uses statistical analysis to test the suggested links and also overcomes frequent approach biases. All things considered, the study delivers insightful information on what influences people' involvement in government digital projects and suggests useful strategies for government organizations to use social media to promote digital innovations.

In their research, Nguyen et al. (2024) offer a model that pinpoints critical elements influencing people's confidence in the use of social media for e-government services. Government organizations can increase citizen trust and involvement in e-government services by taking into account the model's highlighted characteristics. The significance of public trust at the administrative and operational levels is also highlighted by the study. It suggests focusing on people who have lesser dispositions toward trust and encouraging them to have more faith in the use of social media for e-government services. According to the paradigm, ability, honesty, and goodness of heart are crucial components of reliability. To earn the trust of citizens, government agencies must be honest, care about their rights, and demonstrate concern for them.

In their study on the adoption and use of social media by Indonesian local governments, Santoso et al. (2020) focused on Twitter and Facebook. They discovered that while local governments have adopted social media, the primary functions of these platforms are not being effectively utilized, particularly when it comes to public outreach. Social media is a popular tool used by governments to communicate with the public in a one-way fashion by sharing information on various government initiatives, both current and past. Furthermore, the survey showed that people prefer multimedia content that is, content with images and videos over text or links. The study's conclusions included information on the varying degrees of adoption and participation that municipal governments in Java had on Twitter and Facebook.

Arshad et al.'s (2020) study seeks to explore the impact of government entities delivering high-quality information on social media on individuals' online political engagement. The study investigates the mediating function of transparency, trust, and responsiveness in this relationship. The findings suggest that providing excellent information on social media has a significant impact on perceived transparency, trust, responsiveness, and online political engagement. The relationship between information provision and agency trust is mediated by perceived transparency. Trust in the agency and perceived responsiveness have a detrimental impact on online political involvement. According to their findings, governments around the world are paying attention to social media platforms because of their low cost of communication, broad reach, and active user base. While wealthy countries have realized the value of social media in improving government-citizen ties and public participation, developing countries continue to lag behind. Government entities must be present on social media platforms in order to alleviate individuals' mistrust of government institutions.

Summary

Based on the preceding description of the forms of social media used in local government, it is possible to conclude that the significance of these forms can contribute to an up-to-date guideline for improving the quality of local government system services in Malaysia, particularly in terms of becoming more effective and comprehensive. Local governments around the world, including Malaysia, are increasingly using social media to interact with inhabitants, exchange information, and involve the community. Local governments regularly disseminate information on platforms such as Facebook, Twitter, Instagram, and YouTube. Local governments utilize social media to provide news, updates, and information about their services, programs, and events. Local governments use social media to communicate with communities, get input, and respond to queries and concerns. By publishing information and updates on social media, local governments may increase transparency and keep residents informed about their operations and decision-making processes. Overall, social media has become an important instrument for local governments to communicate with residents, increase transparency, and engage with the community in a more direct and immediate manner. The most crucial factor, nevertheless, is the aspect of confidence in the use of social media in local government management, which emphasizes both the advantages and difficulties of its application.

Acknowledgements

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