# Government 2.0: Alternative Public Sphere and Public Policy Making Process (Region Government of Surakarta Case Study)

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# Government 2.0: Alternative Public Sphere and Public Policy Making Process (Region Government of Surakarta Case Study)

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*Abstract*— Government 2.0 is about the new tools that have been accelerated by the web 2.0 technology. The revolutions ICTs have been changing relations between the government with the citizens. The aims of this research, by case study and etnography study, are to explain why Surakarta Government does not maximise the use of social media (facebook Kota Solo) as the medium for deliberative discourse for policy making. Actually, facebook kota Solo has attracted the interest of the crowd to participate in sharing public issues, responding to government performance and making social connection as part of the social capital for a more powerful enforcement or the strengthening of public bargaining. The most important about this riset is answer the question how government should harnesses web 2.0 (Social Media) as tool colaborative with the others stakeholders to create public policy in the real meaning. Not in the false meaning. As we now, public doubtful that the public policy is for them, but the special groups, individual interest only. The good public policy is that has resulted from public participate through deliberative discourse and undeliberative discourse.

*Keywords*— *Government 2.0. web 2.0, deliverative and undeliberative discource, participation, openess, colaborative, policy making.*

## I. INTRODUCTION

There are several important questions that we can conveyed in the government sector along with the ongoing ICTs (Information, Communication and Technologies) web 2.0 based [1]–[6]. One of them, how to build the government system that open more enlarge to citizen participation. This openness intended to build better government, good governance [7], through public policy making process that truly reflect policy as their own. Not elite or group policy that still strong perceived until now. Openness and engagement of citizen in the policy making viewed as a way of improving citizen trust in government [8]. Government need citizen participation to take their legitimation.

The question then, is the openness system, the implementation of good governance based utilization of technology web 2.0, making contribution for strengthening good governance and for progress of public administration study also, especially for public policy making issue? To answer this question is not easy in the middle of fact and hope (das sollen and das sein) asymmetric of public policy implementation, between the impact and purpose of the public policy.

The revolution presence of website 2.0 that had changed website 1.0, have changed the way among people, corporate, government to communicate each other. On the government sector, through ICTs evolution and revolution, government has changed to redefine or to reform the way their work. Government must consider significance values that contained in the web 2.0 platform. The platform of web 2.0, potentially redefine government to treat citizen in a new way. Through this platform, government did not see or treat citizen as receiver passive service or target group again, but more than that to be active agent, contributor and innovator of public services.

Through values that had brought by website 2.0 technology as service, participation, collaboration, and multi information flow [9], the implementation of web 2.0, in the good governance, give user space to enrich, enlarge information that provided by government on a limited basis [8]. And the others perspective, this implementation enrich government share information which was never though before, or unthinkable. Therefore, potentially this implementation will bring to every citizen the real space to participate [10]. Besides that, believed can reconstruct a new public order in the Information, collaborative, and Citizen policy [11]

Presence of web 2.0 technology that had given big opportunity to public doing discourse has been the new prospects in the good governance. This thing has signed by the big public participation to contribute in policy making, especially public participate to region government of Surakarta to response the alternative public sphere social media. The amount of participation resulted by partnership among stakeholders. Although this partnership brought the new phenomenon participation, but public collaborative with government did not impacted to strengthen toward public policy formulation.

## II. RESEARCH METHODS

The research questions answered with using two approach research methods that is study case with cyber ethnography [12]–[15]. The case method approach more to

put on government 2.0 as phenomenon that get attention from many stakeholders, through using alternative public sphere in social media "Kota Solo" Facebook account. This method going to study government response toward public interaction dynamic in the alternative public sphere social media "Kota Solo" Facebook. Meanwhile, cyber ethnography method approach going to study or observe more close about public behaviour and their conviction from their minds through interaction mind that they had wrote or communicated [16]. Their contended that the alternative social media (facebook) are a cultural sphere where give space for interaction mutual. And through this interaction, we will achieve a certain meaning or the new meaning.

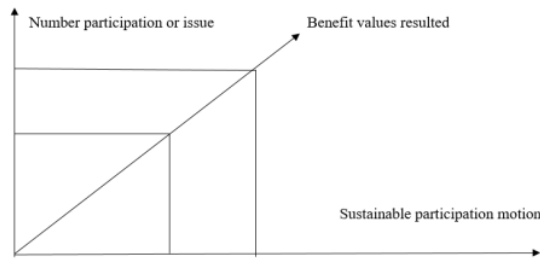## III. RESULTS AND DISCUSSION

### A. Result



Fig. 1. Momentum of the motion dynamic of public participation and intensive participation benefit values

In the graph above explain to us that the higher participation (issue) and enlarge sustainable participation will improve benefit values. It is will increase public participation and emerging the new ideas. Through this momentum, public will be getting opportunity go deep into the idea, discuss it in many perspective. In this case, sustainable participation motion need number participation or issue too. It is a linear process. In the other word, when participation growth, in the same time, dynamic issue strengthened.
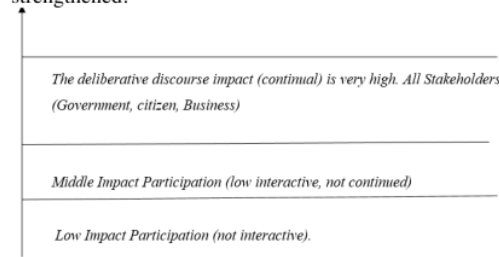


Fig. 2 Momentum Level of the impact of the participation deliberative 2.0 discourse

When stakeholders who interaction on the social media didn't show their interest, no issues shared, impact participation will be low, without discourse. And in the others perspective, when stakeholders (user public), someone, share something (issue) on the facebook wall, but discourse off, impact participation will be middle (not continued). The topic has shared will changed by the other issue. In the higher level discourse impact, stakeholder who

interact each other in the long time, continue, will create "momentum" participation. Public will interest to participate, share their issue and critic it. Through this momentum, issue will elaborate more seriously. Public will enthusiasm to stay in that forum discourse and liked to contribute for public always.
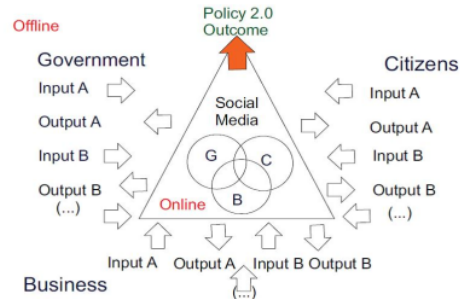


Fig. 3. Public Police 2.0 Incubation

Interaction among stakeholder public policy (Government, Citizens, Business), in long term, in the Social Media space will resulting what we said Policy 2.0. Policy 2.0 or Public Policy 2.0 is a concept that resulted from the intensive and sustainable discourse, especially deliberative discourse. Each of stakeholder contribute their issue or opinion get response or critical from each other stakeholder.

In this space, issue tested. Only the good or rational issue will hold on and get attention in discourse next. The good or rational issues are the main problem that trusted will impacted many people. So, and the end of discourse or termination deliberative process, every stakeholder come in the same perspective and making that issue as public policy (public policy 2.0).
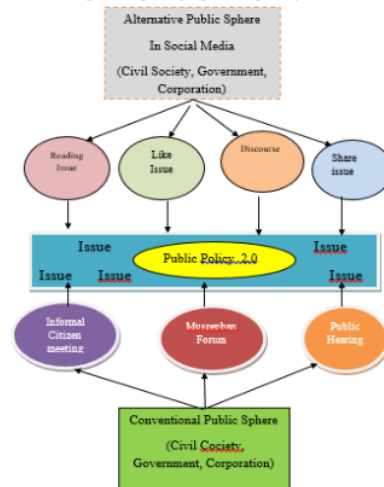


Fig. 4. Issue as Public Policy

Public policy 2.0 is something that resulted from two participate approach that is come from conventional public sphere one side, and in Social Media the other side [3], [17]–[19]. Participation from conventional public sphere is participation from public hearing, Musrenbang, informal citizen meeting. Through public hearing, public facilitated

by representative house (DPR) to deliver their issue or problems. On the other forum, citizen take in Musrenbang approach as other mechanism to discuss, share and validate social problems. Musrenbang start from personal issue and then be collective issue next. Informal citizen meeting is a social discuss mechanism between or among people in one community. They meet each other out formal sphere or forum.
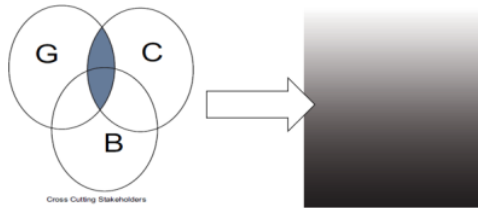


Fig. 5. Cross Cutting stakeholders model & Policy Gradation

Through this model, public policy had come from or as result long term interaction, continually, and we did not see who stakeholder that give more influence (right side). Every opinion had come in to the same space, and interaction each other. It is not same with the cross cutting stakeholder model where each stakeholder opinion sliced each other (left side).
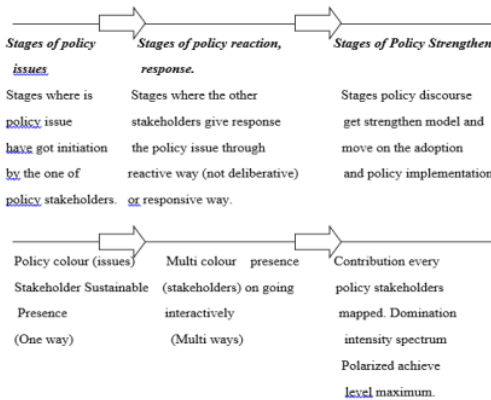


Fig. 6. Policy Gradation Stages

Stages of policy issue start first in one or several issues that have been posting in facebook government wall by one of stakeholders. In this phase, all stakeholders not give their response. Their just read it and no comment. The policy colour (issues) still single colour. Next, when all stakeholders give their response in reactive way the colour of policy (issues) seem like two colour separate each other. It show who and what their said each other. And the end of stages, contribution of all stakeholders blended in perfect way. Every stakeholder could not claim that a policy formulation theirs participate merely. Each stakeholder acknowledge all contribution without aware who have given much contribution in policy making. In this phase

interaction among stakeholder and their issues had coloured in perfect way.

## IV. CONCLUSION

The public policy 2.0 is stressing on new concept that public as concept or idea. Through this concept, public policy, get a new concept that is public policy 2.0. In this understanding, public are not a person, individual or community again. Public are ideas. The crowd of people in public sphere are crowd of idea. Public, in this condition, unconnected or relate with their geography, demography, as well as with their administration cart identity, etc. Public policy 2.0 is involvement stakeholders (public, civil society, government) who create or to coin a gradation involvement. The gradation of public policy could mean that every involvement of all stakeholders or interest group that infiltrate or leak each other and finally to result something (idea) that is "gradation policy".

Furthermore, this gradation policy strengthen participation all stakeholders. The gradation policy make possibility a policy formulation that did not again to show "size of involvement" one of policy stakeholder. The policy product resulted from the long deliberative course. A process that mixing or blended that issue or idea who did not know again who the most contribute. Therefore, claim to the public policy more strengthened (minimize reject).

The methodology implication showing how important a trial error research that requires wholeheartedly the government openness. At an early stage, the government can to open the account register room where it can adjusted with the citizen cart identity (KTP), opened for all citizen to get access for that room. But, should be emphasized that this method just a complementary from the policy making process that can expanded with invite big more the public participant, crossed the religion citizen identity (global spectrum).

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