# NETNOGRAPHY ANALYSIS: DIGITAL SOCIETY'S PERCEPTION OF THE INFLUENCE OF LOCAL REVENUE ON THE DEVELOPMENT OF PALU CITY

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**ABSTRACT**

The study aims to determine perceptions among the people of Palu city on Intagram@palu.kota posts related to news uploads and people's perceptions in the comments column regarding the development of the Palu City Region, social media which are the most frequently visited pages, namely Instagram@palu.kota, and Tiktok@Info Palu. In depth, we conducted this research to analyze the impact of uploads in the social media platform on Public Perceptions related to the Regional Development of Palu City with a qualitative approach with the netnography method because this method makes it easier for the author to analyze the perceptions or comments of the digital community on social media as a source of data for this research. We made this research to understand how much influence the level of concern of the digital community of Palu City to find out the utilization and use of PAD funds in the development of Palu City through content analysis interactions in online media forums related to the issue of Palu City Development. The results showed that users of social media forums including Instagram and tiktok are increasingly varied in giving comments both containing positive or negative assessments to the Palu City Regional government in Regional Development, especially in the Public area.The conclusion of this article is that a better understanding of the perceptions of digital communities can help the government in designing policies that are more effectively accepted by digital communities by involving them in the dialogue and decision-making forums of the Palu City Regional government so that they can run more effectively and sustainably.This research also contributes to the literature on netnography and digital community participation in the context of Regional Development.

## Introduction

The APBD of Palu City reflects the contribution of revenue to the Regional Government, which shows that the ability to implement regional autonomy is quite good. In order for PAD to make a greater contribution to the APBD of the Palu City Government. The Local Government of Palu City must take various steps, including increasing local tax revenues, local levies, BUMD profits, and revenue from agencies and other sources, including revenue from non-tax revenue sharing, adjusted to the potential and conditions available.(Mulyadi Soamole, 2013)

The digital age has changed the way people voice their aspirations and opinions on local government policies. Social media and digital platforms have become dynamic spaces for public discussion on PAD management and its impact on the development of Palu City. Social media is now present and influences the way people communicate. With today's easy access to the internet, communication is no longer limited by distance, space, or time. In this digital era, we can now obtain the latest information using only smartphones and social media. Today's society, which is also dominated by Gen Z and Gen Alpa, discusses all the latest issues that are being discussed by the people of Palu City. The ease of internet access makes communication limitless in distance and time. Nowadays, through smartphones and social media, we can easily get more up-to-date information. The digital era allows us to access the latest information only with smartphone devices and social media platforms.

Regional Original Revenue (PAD) is a crucial component in financing the development of Palu City, with a contribution of 35% of the total APBD in 2024. Along with the digital transformation of society, perceptions and discussions about PAD management are increasingly intensive in the digital space. This phenomenon creates a new landscape in understanding public expectations of regional financial management. From 2016 to 2018, the realization of Palu City's regional revenue was almost in accordance with the predetermined plan with a ratio between 96.74% - 99.75%, then the revenue ratio in 2016 and 2020 realization exceeded the plan, namely 101.16% and 105.94%.(Bappeda (RKPD), 2023)

Previous research related to "Netnography Analysis: Digital Society's Perception of the Influence of Local Revenue on Development in local governments has been carried out by several researchers. Kurniawan, D., & Syahputra, M. (2021) cited by (Kasmita et al., 2024) explained the netnography approach to analyze how the people of Yogyakarta City perceive development policies through discussions in online forums and social media. The main findings show that digital media plays an important role in voicing the aspirations of citizens, especially related to infrastructure development and green spaces. In line with this research, (Ramadani, T., 2020) explains that this research explores the role of digital communities in environmental preservation in Bandung City. Netnography analysis shows that environmental campaigns through social media increase public awareness, but direct involvement in real action still needs strengthening.

Several studies on Netnography Studies have been conducted with various research objects. Research with the title of netnographic research on the United Nations Environment campaign running the Beat Plastic Pollution campaign on Instagram with a netnographic approach and online data collection through observation. In this study, researchers applied the netnography method to study the beat plastic pollution action of the United Nations environment on Instagram, with online data collection. The data collection in this study was conducted online through online observation, using netnographic methods to examine on Instagram, the United Nations Environment organized activities against plastic pollution. This study utilizes a netnographic approach and online data collection through online observation to examine United Nations Environment's Beat Plastic Pollution campaign promoted through Instagram.(Annisa Serra, 2019; Yusuf, 2025)

There is also research with the title "The Role of Social Media in Guarding Environmental Issues (Netnography Study on @pandemictalks Instagram Account) In this study, the Netnography methodology and qualitative descriptive approach were used. This

research examines @pandemictalks Instagram posts that raise the issue of air pollution. Data analysis uses the netnography method by observing the text and visual images presented. Based on the posts presented, researchers will identify signs that indicate a message for the public regarding air pollution.(Amalia Rizky Fatonah, 2023)

Referring to the theory and background explanation above, the author wishes to explore more deeply about "Netnography Analysis: Digital Society's Perception of the Influence of Local Revenue on the Development of Palu City" by specifically analyzing public perceptions on social media platforms about the Regional Development of Palu City.

## Method

This is a qualitative study that applies the netnography method. In a book titled Netnography: Doing Ethnographic Research online, Robert V Kozinets discusses it to express his opinion. (Muntu et al., 2021)

Netnography is a study that decides on the understanding of cyberspace where individuals interact and can create certain cultures and systems of society. So the research approach taken is in this observational approach, the researcher not only becomes part of the virtual community but also shows active participation. (Muntu et al., 2021) This research uses a qualitative approach because this research uses the netnography method to describe the phenomenon under study without including numerical or statistical data, which allows in-depth exploration of people's digital perceptions and interactions.

Netnography has several advantages in research methodology, one of the main principles being to be unobtrusive and undisturbed while conducting in-depth research or on the smallest aspects of the internet world. Understanding the type of content that should be posted on social media is crucial to increasing user engagement. It is important to consider appropriate timing as well as the right type of visuals in this process.(Annisa, 2019)

Research Locus and Period Digital platforms related to Palu City Period: January-June 2025 Coverage Social media, online forums, news portals. This research uses a netnography approach with the steps of Data Source Selection Collecting data from social media platforms such as Tiktok, Instagram, and local news sites.

Sampling Selects comments, posts, or discussions relevant to PAD and the development of Palu City within a certain time span.Qualitative Data Analysis Identifies key themes with the content analysis method, which includes mapping sentiments and perceptions towards PAD.Platforms Analyzed Instagram@palu.kota , Instagram@bapendapalu Palu hashtag #kotapalu #pembangunanpalu Instagram@infopalu, Instagram@palu.kota, tik tok:@ Info Palu Kota.Secondary information that became data sources in this study included previous research results, books, journals, articles, and relevant internet sites.

## Results and Discussion

This article aims to provide information about how influential news posts related to the Regional Development of Palu City on social media for the community, seen from enthusiastic public comments in the comments column. The social media account Instagram@palu.kota is managed by the Palu City Media Center Team at the Palu City

Communication and Information Agency. The posts related to Public Services in the Transportation Sector include Transpalu Bus on upload Instagram@palu.kota 30 september 2024, Public Services in the field of public service infrastructure include Revitalization of Lasoso Park in the West Palu region of Palu City upload Instagram@palu.kota 31 may 2025, National Park Jln. Hasanuddin which is the Icon of Palu City upload Instagram@palu.kota 31 may 2025, Membere Park located on Jln.Tekukur kel. Lasoani which is now one of the attractions of the Palu City Community uploaded Instagram@palu.kota December 20, 2024, vatulemo field which is an amusement park for the people of Palu city which provides open space space, sports and streetfood baruga uploaded tiktok @Info Palu uploaded November 29, 2024. The posts uploaded on social media platforms related to the Digitalization System that has been developed by the Palu City Regional Government to facilitate the public in accessing information and ease of use, the website owned by the Palu City government managed by the Palu City Communication and Information Office https://sangupalu.palukota.go.id this application provides online services in managing population administration, complaint services, assistance services and services at urban village and sub-district offices, at the Palu City Environmental Service website https://pakagali.com The Palu City community has easy access to the PAKAGALI application. This application is intended to check the status of waste retribution that has been paid by the people of Palu City, while to make payments for Palu City Waste Retribution on the website https://pakagali.com > payment.
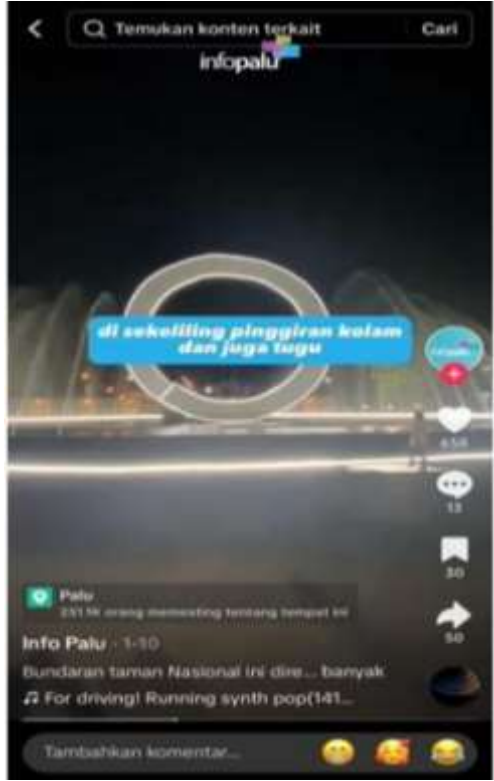
Table 1. Showed that the post uploaded by the account Instagram@palu.kota September 30, 2024 is in the form of uploading a Transpalu Bus Route notification. This upload aims to inform the Digital Community that from the PAD they pay through regional taxes and regional revenues, the utilization will be returned to the community. Not a few of the digital community comments both from Tiktok and Instagram online media describe the diverse perceptions of the community, some are negative but not a few are also positive comments that support the local government of Palu City. With the existence of this public transportation, it is hoped that the community can take advantage of it and reduce the use of private vehicles so that they can jointly prevent polluted air caused by pollution from vehicle emulsions. This solution is the solution given and is considered the most realistic so that it can be widely accepted by the community. Considering that in 2024 Palu City is listed as an Adipura Recipient City, therefore let us jointly oversee the use of Palu City PAD Funds, both the digital community of Palu city and the local government of Palu city in particular, work hard and commit together in creating a clean, healthy and livable environment.

Table 1. *Coding of Netnography Analysis*

| CAPTION | POSTINGAN |
|---|---|
| Data Source: Instagran Account @Palu.Kota Comment: This is a solution for friends who go from the airport to the center of Palu City to continue ordering Ojol, without the need to walk outside the airport<br><br>Data Source: Instagram Account @Nuraanaini There is no route from Tavanjuka to Pengawu<br><br>Data Source: Instagram Account @Yhultik Palu City is getting more advanced, Next Mudik I want to try using the bus to go home<br><br>Data Source: Instagram Account @Zuherbajuber Transpalu buses started operating on Tuesday, October 1, 2024 in 4 corridors. All services of the Transpalu Bus will be free of charge until December 31, 2024. | palu.kota dan dishubpalu Palu<br><br>RUTE BUS TRANSPALU<br><br>♡ ◯ 212 ▽  🔖<br>Disukai oleh je_romp dan lainnya<br>palu.kota Bus TransPalu akan mulai beroperasi pada Selasa, 1 Oktober 2024 di 4 koridor... selengkapnya<br>30 September |

The post uploaded on the Tiktok@infopalu account on January 10, 2024 uploaded one of the Parks in Palu City which is sourced from other local revenue, namely CSR with Alfamidi is a minimarket chain operated by this Company in Indonesia. Since its establishment in 2007, the Company has developed various store formats including Alfamidi, Alfamidi Super, and Midi Fresh. The distribution of Alfamidi outlets in Palu city has reached 34 outlets spread in strategic places and the number continues to grow. Therefore, through this post, the account owner intends to provide information to the digital community in Palu City that the development sourced from Palu City's Original Revenue can be enjoyed and utilized by the Digital Community of Palu City.

Table 2. *Coding of Netnography Analysis*

| CAPTION | POSTINGAN |
|---|---|
| Upload data source: tiktok @Info Palu<br><br>Comment: Success nagaya ke<br><br>Data source: Tiktok account @Ida Hopefully we can all maintain its beauty and cleanliness<br><br>Data source: Tiktok account @Madim This National park roundabout was inaugurated by the mayor of Palu in January 2023. Until now, improvements continue to be made in this park, one of which is by adding LED lighting accents to the monument and its colorful fountains. What do you think? |  |

The table 3, shows the post uploaded by the Instagram account @dlhkotapalu June 4, 2024 is an announcement of the PAKAGALI application for waste retribution payments. This application was created by DLH Kota Palu to make it easier for the public to make waste retribution payments from anywhere and using any payment method. Since its launch on March 24, 2024, this application has been accessed by around 46 thousand residents of Palu City. In terms of the number of users reaching around 270 thousand people, compared to the population of Palu City, people have started to use the PAKAGALI application even though some still choose to pay non-cash at the sub-district office. From the use of this application, the Palu City Government expects better Digital Community Participation in contributing to the Palu City Region to build together the Palu City Region that we love.

Table 3. *Coding of Netnography Analysis*

| CAPTION | POSTINGAN |
|---|---|
| Data Source: Instagran account @dlhkotapalu Comments: Online waste retribution payment in PAKAGALI is now available. <br><br> Data Source: Instagram account @bambang.alhabsyi.abudju Please map the allocation of funds for each village in the application, according to the domicile address or KTP address. <br><br> Data Source: Instagram account @ayuindahagus Good night sir, Please sir, have paid for the garbage, but the garbage has never been picked up, it has rotted poor lamat btn graha nambo block D6 petobo. |  |

## Conclusion

This study aims to explore the impact of digital on social media to get reactions from audiences, with very high levels of engagement indicating negative sentiments towards PAD management, the level of public understanding of PAD sources is still limited, with 60% of respondents only familiar with local taxes and levies, there is a gap between public expectations and the realization of development carried out Digital society demands increased transparency in PAD management, lack of access to information and program socialization is a major complaint, a more open and accessible reporting system is needed.

The findings of this study have practical and theoretical implications. Practically, the study suggests that government social media managers need to be more careful in choosing content to be published, by considering the various risks and potential problems that may arise from certain posts. Furthermore, this study recommends to the Local Government of Palu City that the regulations and policies implemented become more thorough in relation to this, modernizing the PAD management system through digitalization and increasing digital publications is a priority. Conceptually, this study enriches the understanding of the netnography approach in the context of public services.

Based on the results of this study, it is suggested that government social media managers, especially Instagram@palu.kota, choose content to be posted more carefully by

paying attention to negative sentiments among the risks and impacts that may arise. To address this issue, it is suggested that the Local Government of Palu City establish stricter regulations and policies regarding the creation of promotional content, especially in supporting the implementation of e-payments and integrated databases in order to avoid controversies that could have an impact on public perception, to understand audience dynamics in more detail the netnography approach in this case study needs to be further developed.

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