



Public Communication Strategies in Sustainable Development Goals

Inka Nusamuda Pratama¹, Darmansyah¹, Azwar Subandi¹, Adil Hassan Ibrahim²

¹Universitas Muhammadiyah Mataram, Nusa Tenggara Barat. 83115, Indonesia

²University of Bahri-Sudan

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CORRESPONDENCE

Name: Inka Nusamuda Pratama

E-mail: inka.nusamuda@ummat.ac.id

A B S T R A C T

Policy communication is essential in building ideal governance. This research examines the public communication strategy carried out by Zulkieflimansyah as Governor of West Nusa Tenggara via his Twitter social media account (@bangzul_ntb) in formulating inclusive policies oriented towards Sustainable Development Goals with three sub-themes, namely healthy living, poverty alleviation and improving the quality of education. This research uses qualitative methods with the Qualitative Data Analysis (QDA) Miner approach used in the content, network, and cloud analysis using Nvivo 12 Plus software. The research results show that the Healthy Life context highlights progress in health policy and generates awareness regarding the positive correlation between health and economic growth. In efforts to eradicate poverty, concrete actions such as implementing inclusive programs and emphasizing local economic empowerment are conveyed via social media. Meanwhile, in the field of Improving the Quality of Education, Zulkieflimansyah guarantees access, improved facilities, scholarships, and the use of innovative technology. Its approach involving community participation forms an inclusive framework for enhancing the quality of education. Therefore, the strategic policies implemented by Zulkieflimansyah via his personal Twitter account reflect a holistic and sustainable approach to achieving inclusive goals and sustainable economic development.

INTRODUCTION

Achieving the Sustainable Development Goals (SDGs) in West Nusa Tenggara Province is significantly relevant to sustainable development at the regional level. This achievement reflects the local government's efforts and commitment to improving the community's quality of life, protecting the environment, and achieving sustainable development goals. By describing SDGs achievements in NTB, it can be identified to what extent the implementation of various programs and policies has positively impacted multiple aspects of people's lives, including health, education, and the economy. In general, the achievement of SDGs in NTB is quite good. In 2023, of the total 218 indicators available, 154 indicators, or 71%, have been achieved.

The following are some of the SDG's achievements in NTB that are worth noting (NTB Satu Data, 2022): The poverty rate in NTB continues to decline yearly. 2023 the poverty rate in NTB will be 12.19%, down from 14.79% in 2022. The school enrollment rate (APS) in NTB also continues to increase. In 2023, the APS for SD/MI levels will reach 100%, SMP/MTs will reach 98.49%, and SMA/SMK/MA will reach 92.47%. The maternal and child mortality rates in NTB also continue to decline. In 2023, the maternal mortality rate will reach 220 per 100,000 live births, down from 240 per 100,000 live births in 2022. The infant mortality rate will also reach 22 per 1,000 live births, down from 25 per 1,000 live births in 2022. NTB is one of the largest rice-producing provinces in Indonesia. In 2023, rice production in NTB will reach 1.2 million tonnes or a surplus of 210,000 tonnes. NTB has a variety of natural riches, from forests and seas to mountains. The NTB government continues to strive to preserve the environment, one of which is by carrying out reforestation and conservation.

However, several SDGs indicators still need to be improved in NTB. Some of these indicators include the extreme poverty rate in NTB, which is still relatively high, namely 4.1% in 2023. The multidimensional poverty rate in NTB is also relatively high, namely 19.6% in 2023. There is still a gender gap in several fields in NTB, such as education and employment. Several areas in NTB still need access to adequate clean water. Air pollution is still a problem in several regions of NTB.

The NTB government continues to strive to increase the achievement of SDGs in all fields. Some strategies implemented include the following: The NTB government continues increasing SDG development. In 2024, the budget for SDG development in NTB will reach IDR 1.5 trillion. The NTB government continues to improve collaboration between stakeholders, both government, private sector, and society, to achieve the SDGs. The NTB government continues encouraging community participation in efforts to achieve the SDGs. The community is involved in planning, implementing, and evaluating the development of SDGs.

The continuous efforts made by the government and society in NTB Province are an essential indicator of commitment to achieving the Sustainable Development Goals. Transforming society towards sustainable development requires synergy between the government sector, private sector, non-governmental organizations, and civil society. The NTB government has implemented development policies focusing on various SDG dimensions, including economic, social, and environmental aspects. This includes overcoming poverty, improving access to education and health, and strengthening ecological resilience.

The gap analysis in this research examines the public communication strategy carried out by Zulkieflimansyah as Governor of West Nusa Tenggara via his Twitter social media account in formulating inclusive policies oriented towards

Sustainable Development Goals. The research focused on three subthemes: healthy living, poverty alleviation, and improving the quality of education.

Sustainable development has become a universal priority on the global agenda (Bexell & Jönsson, 2017). This big agenda was initiated by the United Nations (UN) and is known as Sustainable Development Goals (SDGs) or sustainable development targets and goals (Ferranti, 2018). The United Nations considers the SDGs agenda to be aimed at transforming the world into a more inclusive, open, competitive, and equal (United Nations, 2015). They are guaranteeing that no one or anyone is left behind. Therefore inclusiveness and equality are needed, achieved through universal principles and integrated harmonization (Beynaghi et al., 2016). These principles are fundamental to sustainable development planning and involve various elements of actors and actions (Rosa et al., 2019). The involvement of multiple aspects of actors in the UN plan makes this topic a focus of interest to achieve equal peace and prosperity throughout the world. Therefore, the SDGs agenda must be implemented well and evenly throughout all countries (Campbell, 2017).

The SDGs agenda includes 17 sustainable development goals, indicating that collaboration among various actors is necessary to achieve the goals of each sustainable development item (Hassani et al., 2021). Apart from the state, non-state actors also need to be involved in implementing the concept of sustainable development down to the grassroots level (Wankel, 2021). In the context of SDGs implementation, the hierarchical line starts from the central government to regional governments (UN, 2015). Therefore, local governments in Indonesia need to actively participate in achieving all SDGs goals through concrete actions (Pouliot, 2020). Indonesia has committed to implementing the sustainable development agenda promoted by the United Nations (United Nations, 2019). As can be seen from the adjustments to President Joko Widodo's development priority agenda, which shows Indonesia's seriousness in achieving sustainable development goals (Sekar Panuluh & Fitri, 2015).



Figure 1. 17 Sustainable Development Goals (SDGs) Objectives

Source: Ministry of National Development Planning, 2020.

After successfully passing through the economic contraction caused by the Covid-19 pandemic, the risk of the Indonesian economy turning to global economic turbulence caused by increasing global inflation due to supply disruptions caused by the pandemic and the Russian-Ukrainian war, accompanied by tight monetary policy in developed countries. Based on data from the Central Statistics Agency (BPS), the Indonesian economy grew strongly in the second quarter of 2022 amidst the risk of a weakening global economy and increasing inflationary pressures (Atmaja, Hanung Eka; Novitaningtyas, 2021). This increase is reflected in economic growth in the second quarter of 2022, which reached 5.44 percent (YoY), much higher than the previous quarter's achievement of 5.01 percent (YoY). The acceleration in economic performance is supported by continued domestic demand, especially household consumption, and high export performance. The improvement in the national economy is also reflected in the growth of most business sectors and all regions. Indonesia's economic progress is projected to continue, and increased mobility, funding sources, and business activities support it. However, the impact of the global economic slowdown on export performance and the potential for holding back household consumption due to rising inflation must be anticipated (Kemendagri, 2020).

The economic condition of West Nusa Tenggara (NTB) Province in 2020 contracted by 0.64% (yoy), decreasing from 2019, which grew by 3.85% (yoy). On the expenditure side, all components experienced contraction or slowdown in growth except the Foreign Exports component. In terms of business fields (LU), all LU experienced contraction or slowed growth due to the COVID-19 pandemic except for Mining LU. Every quarter, in quarter IV-2020, the NTB economy experienced a contraction of 3.03% (yoy), a decrease compared to quarter III-2020 which contracted by 1.00% (yoy). On the expenditure side, the decline came from a decline in the performance of Household Consumption, Foreign Imports and PMTB. Meanwhile, on the LU side, the decline mainly came from a decrease in the performance of the Transportation and Warehousing LU, Accommodation and Food and Drink Provision LU, and Construction LU (Kemendagri, 2020).

The economy of NTB Province in the second quarter of 2021 is estimated to grow higher than in the first quarter of 2021. From the expenditure side, the estimated increase is mainly driven by improvements in the performance of Household Consumption, Gross Domestic Fixed Capital Formation (PMTB), and Government Consumption. Meanwhile, from the LU side, the improvement in the economy was mainly supported by improved performance in the Wholesale and Retail Trade LU, Construction LU, and Transportation LU. For 2021, the NTB economy is predicted to grow higher than in 2020, mainly driven by improved performance in almost all LU (Kemendagri, 2020).

Table 1. Economic Prospect Data in West Nusa Tenggara 2018-2020

Indicator	2018				2019				2020			
	Tw I	Tw II	Tw III	Tw IV	Tw I	Tw II	Tw III	Tw IV	Tw I	Tw II	Tw III	Tw IV
GDP growth (yoy%)	0.04	-133	-13.88	-1.20	1.71	2.06	6.36	5.38	2.99	-1.26	-1.00	(3.03)
GRDP Growth without Mining Sector (yoy%)	4.58	6.73	-0.21	2.07	2.29	4.15	6.23	6.16	0.04	-7.80	-6.58	(5.97)
Inflation Rate per year (yoy%)	-	-	-	-	2.75	2.89	2.12	1.36	1.63	(0.17)	0.84	0.60
Third Party Funds (Rp Billion)	25,324	25,644	27,505	28,874	30,449	30,208	30,006	3,111	30,457	30,893	32,361	33,363.52
Bank Location Credit (Rp Billion)	40,650	44,083	48,048	48,548	52,274	53,973	55,258	57,736	61,973	64,500	67,793	67,478.14
Gross NPL (%)	1.42	1.42	1.45	1.23	1.30	1.35	1.36	1.06	1.06	1.12	1.02	1.03

Source: Derived from Bank Indonesia, 2021

The role of social media as a means of mass communication in advancing information technology and wireless internet today is vital for interaction and communication between communities (Kemendagri, 2020). Along with the availability of practical communication devices such as wifi, gadgets, mobile phones based on internet services and the proliferation of social media sites such as Facebook, Twitter, Instagram, Path, and so on, this has resulted in every posting of information from individuals, press institutions, government and so on can be accessed quickly and easily (Hastrida, 2021). This causes every event in an area to become widely known, meaningful, and exciting discussion material, primarily related to public service issues, development conditions, social and political issues, and government policies (Pratama et al., 2023). Government institutions, even certain regional heads such as the Governor of West Nusa Tenggara Province, currently have official Twitter accounts to communicate and distribute information to their citizens (Maharani & Djuwita, 2020).

Social media has now become a medium for creativity, not only for communication. Many people have achieved popularity through social media. Some are famous for their work in writing or tweets; others have talents in photography, videography, and many more that are earned through social media (Puspita, 2016). Social media such as Facebook, Twitter, and Instagram have also become very profitable business tools and media for business people, where social media is used as a medium for the promotion and sales of goods or services through cyberspace (Saputra et al., 2019). Based on data obtained from Stat Counter, the use of various social media spread throughout the world is as follows:

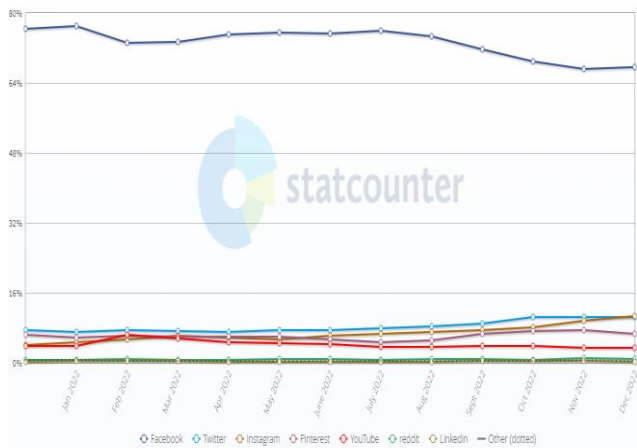


Figure 2. Data on the Use of Various Social Media Around the World December 2021- December 2022

Source: Processed from Stat counter, 2022

The data above shows that Facebook has the highest social media usage, with a percentage of 67.75%. Instagram with a percentage of 10.54%. Followed by Twitter at 10.29%, then Pinterest at 6.59%, YouTube at 3.31%, and Reddit at 0.78%. This data shows it is the sixth most widely used social media platform in the world. Today's life cannot be separated from the existence of social media; its usefulness is needed, and this has even become a primary need for humanity.

The expansion of social media has also penetrated every level of society in Indonesia. In Indonesia alone, according to data from Stat Counter, the use of various social media is as follows:

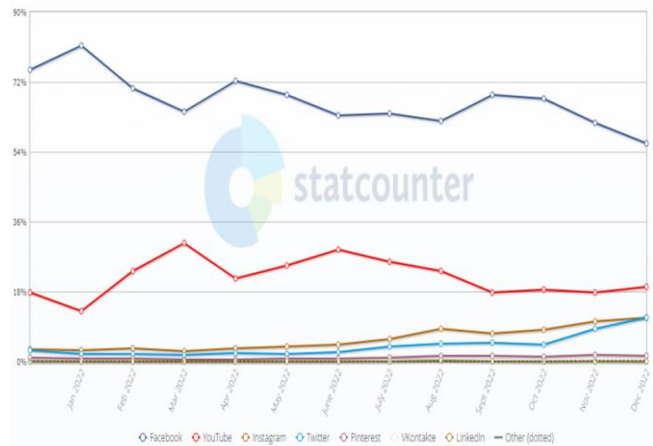


Figure 3. Data on the Use of Various Social Media in Indonesia December 2021- December 2022

Source: Processed from Stat counter, 2022

From the data above, it can be seen that Facebook, with a percentage of 56.12%, is still the highest compared to other social media, even though there is a decline in users in the graph. YouTube occupies the second largest platform in Indonesia at 19.22%, with graphics that tend to fluctuate. This is followed by Instagram at 11.4% and Twitter at 11.37%, which has experienced a more consistent increase in the last year. Then, Pinterest had a percentage of 1.53%, and finally, LinkedIn had 0.12%. This indicates that Twitter is an effective platform for policymakers to build effective policy communication with the public.

From this data, the level of social media usage is increasing daily. This forces each individual to be more competent in using it so that later, it is a good use of time and material. Because we cannot deny that social media has reached various people's lives. Even in politics and government, social media has become a means of change and urban development as well as a fast and effective means of people's aspirations, as was done by the

Governor of West Nusa Tenggara, whose presence has brought a spirit of change and creativity, namely Zulkiflimansyah. A native son of Sumbawa who is involved in politics and government and currently serves as Governor of West Nusa Tenggara for 2019-2022.

Zulkifliemansyah is very popular in cyberspace because of his very creative policies and programs inviting all the people of West Nusa Tenggara, especially young people, to participate in maintaining and rebuilding the entire infrastructure of the NTB Province to be as beautiful and beautiful as possible with the help of social media as a second communication tool. Direction between a leader and his people. So that the same goal can be achieved and is in harmony with all NTB residents so that NTB can become more advanced, Zulkiflimansyah, as a public official, is well aware of the many benefits of implementing communication communities with their environment through digital technology called social media. Therefore, he always invites the people of NTB to work together to develop the province of his birth through these communication facilities so that there is a solid unity between the government and the people of NTB in facing and resolving various kinds of problems that plague the NTB Province (Hasanah et al., 2023).

This research will examine Zulkieflimansyah's communication activities as Governor of West Nusa Tenggara via Twitter social media in formulating inclusive policies that relate directly to the people of West Nusa Tenggara. This is inseparable from the global problems currently being faced; recession is a problem that policymakers must find a solution for.

METHOD

Twitter social media has become a tool to build network communication between users (Anwar, 2017). Communication that is carried out continuously builds various narratives from users through the tweets produced. Consequently, this research uses a qualitative methodology to investigate how the Government has used Twitter to improve the community's economy based on Sustainable Development Goals. Using a qualitative approach, the information analysis on Twitter social media was carried out using a structured method (Siagian et al., 2020). This structured Qualitative Data Analysis (QDA) mining method focuses on content, network, and cloud. Media. (Long et al., 2015) explains that QDA describes, classifies, and connects phenomena with researchers' concepts.

Social media data has different types and sizes from data in general. For this reason, analytical tools are needed to explore social media data (Husnusyifa, 2019). In this research, we used Nvivo 12 Plus as our analysis tool (Putri & Romli, 2021). Describes Nvivo 12 Plus as software that can help researchers process and understand qualitative data better. Data Collection and Data Processing Nvivo 12 Plus is a software application for computer-assisted qualitative data analysis (CAQDA) (Sotiriadou et al., 2014). In conducting data analysis, Nvivo 12 Plus uses word frequency features, group analysis, and text analysis of research data (Suparto & Habibullah, 2021).

This research utilized Google N-capture, a tool developed by QSR International, to collect data. The resulting data can then be further processed with Nvivo 12 Plus. This study chose the official Twitter account, the personal account of the Governor of West Nusa Tenggara, which is updated regularly. Governor Zulkieflimansyah NTB's personal Twitter account @bangzul_ntb is the data source for this research. This study

chose one account by considering the function of the policy maker actor and its credibility as the number one person in West Nusa Tenggara.

The analysis software in this study uses Nvivo 12 Plus. Nvivo 12 plus as a qualitative analysis tool. The qualitative approach provides an exploration and description of the personal official Twitter account of the Governor of West Nusa Tenggara Zulkieflimansyah @bangzul_ntb, using descriptives to provide information and explain data efficiently. This research data is primarily obtained from interviews and data from Twitter social media content.

The focus of this research is the Twitter social media account. Nvivo 12 plus in this research is cluster analysis, word cloud analysis, and content analysis. Using Nvivo as an analysis tool has five stages: (1) capturing data, (2) importing data, (3) coding data, (4) classifying data, and (5) displaying data. The data that has been displayed was submitted using qualitative data analysis methods. The data used by researchers is data that displays hashtags, mentions, hierarchy charts, and word clouds. The data is then processed using Microsoft Excel tools to get results displayed in percentage form.

RESULTS AND DISCUSSION

The use of social media can increase public participation in political and policy processes. In policy communication, Twitter can disseminate policy information and build two-way interactions with the public.

First, the use of social media can increase public participation in political and policy processes. The use of social media can help improve public involvement and attachment to political issues and public policy. With social media, people can more easily connect and interact with the government or public institutions to provide input and responses to implemented policies.

Second, Twitter can be used to disseminate policy information and build two-way interactions with the public. In policy communication, Twitter can share clear and accurate policy information with the public quickly and easily. Besides that, Twitter can also be used to build two-way interactions with the public so that the government or public institutions can better understand people's needs and aspirations.

1. Account Profile



Figure 4. Account Profile Display

Source: Twitter data processed by the Author.

Zulkieflimansyah is a politician who serves as Governor of West Nusa Tenggara. Apart from being active in carrying out his duties as governor, Zulkieflimansyah also has a Twitter account with the username @bangzul_ntb, which he created in July 2018. His Twitter account has 9,558 followers, and he only follows 44 other accounts.

Through his Twitter account, Zulkieflimansyah conveys information on government policies in West Nusa Tenggara to the wider community. He uses the Twitter platform as a means to expand the reach of his messages and get feedback from the public. Using Twitter, Zulkieflimansyah can reach a broader and more diverse public so that his messages and policies can be more effective and relevant to society's needs. This can also increase public participation in political and policy processes in West Nusa Tenggara.

Overall, the existence of Zulkieflimansyah's Twitter account (@bangzul_ntb) can strengthen policy communication between the government and society in West Nusa Tenggara and increase public participation in the political and development process in the region. By utilizing information and communication technology such as Twitter, leaders can more easily and quickly contact the public and listen to their aspirations. Apart from that, the existence of social media accounts can also increase the government's transparency and accountability in carrying out its duties.

2. Tweet Intensity Per Year

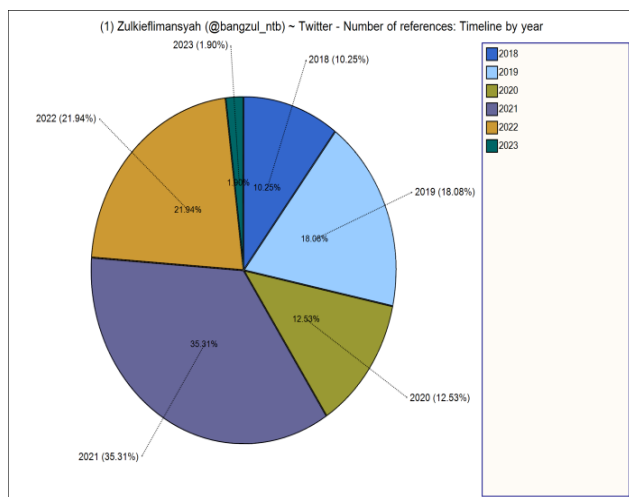


Figure 5. Tweet and Retweet Intensity
Source: Processed using Nvivo 12 Plus by the Author

This data shows the percentage of account activity from the Twitter account @bangzul_ntb from 2018 to 2023. In 2018, the percentage of account activity was 10.25%, while in 2019, the percentage increased to 18.08%. However, in 2020, the percentage of account activity decreased to 12.53%. In 2021, the account activity percentage jumped sharply to 35.31%, becoming the highest of all recorded years. In 2022, the account activity percentage decreased to 21.94% but is still relatively high. In 2023, the percentage of account activity will still be 1.90%. This data shows that in 2021, the Twitter account @bangzul_ntb was very active, and in 2023, which is ongoing, account activity is still low.

3. Tweet and Retweet Intensity

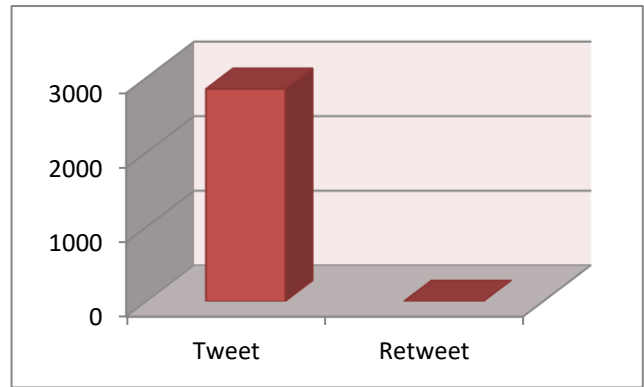


Figure 6. Tweet and Retweet Intensity
Source: Processed using Nvivo 12 Plus by the Author

This data shows that the number of tweets produced by this account reached 2,847, while the number of retweets was only two times. This shows that the Twitter account @bangzul_ntb is quite active in sending tweets but could be more active in retweeting.

From the many tweets, it can be concluded that the owner of the Twitter account @bangzul_ntb is consistent and diligent in conveying information related to government policies and activities in West Nusa Tenggara via his Twitter account. This Twitter account can be a source of accurate and up-to-date information for people who want to know about the latest developments in the area.

However, the relatively small number of retweets may indicate that the @bangzul_ntb Twitter account may need to be more active in expanding the reach of the message it conveys through retweets. This can reduce the potential for broader dissemination of information, so you can consider being more active in retweeting content relevant to the topic or activity being discussed.

This data shows that the Twitter account @bangzul_ntb is quite active in conveying information and government policies in West Nusa Tenggara via the Twitter platform but still has the potential to increase participation and interaction with the community through retweets and dialogue.

4. Hashtag Intensity

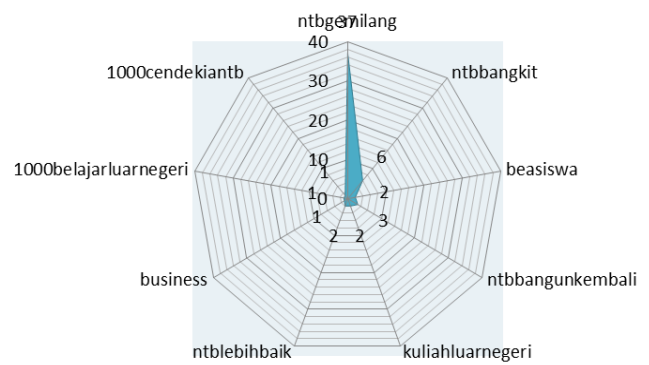


Figure 7. Hashtag Intensity
Source: Processed using Nvivo 12 Plus by the Author

This research focuses on three sub-themes of the Sustainable Development Goals: Healthy Lives, Poverty, and Quality Education. In this research, the Twitter account @bangzul_ntb was chosen as the object of analysis to see the intensity of the discussion of the three sub-themes. The analysis results show that of the three sub-themes selected, Quality Education is the sub-theme most frequently discussed by the @bangzul_ntb account. This indicates that the account discusses many topics related to education, such as obtaining quality education and the importance of education. The Healthy Life sub-theme is the second sub-theme often addressed by the @bangzul_ntb account, and it includes tips for maintaining health, healthy eating patterns, and exercise.

Meanwhile, the sub-theme Poverty is the least discussed by the @bangzul_ntb account. However, several discussions remain regarding the issue of Poverty in West Nusa Tenggara Province. In conclusion, in this analysis, the sub-theme Quality Education is the topic most frequently discussed by the @bangzul_ntb account, followed by Healthy Life and the issue of Poverty, which still needs to be addressed.

Zulkieflimansyah Inclusive Policy

In formulating inclusive policies as a step towards improving the community's economy based on Sustainable Development Goals (SDGs), Zulkieflimansyah as Governor of West Nusa Tenggara highlighted his strategic role in implementing concrete public communication policies through his personal Twitter social media account. The implementation of effective public communication strategies involving the sub-themes of Healthy Lives, Poverty Alleviation and Improving the Quality of Education in the SDGs is the main focus in efforts to realize comprehensive inclusive policies.

1. Healthy Life

Zulkieflimansyah adopted various forms of concrete public communication policies to support the formulation of inclusive policies for Healthy Living. In this context, Twitter's social media accounts are the primary tool for conveying information, educating, and mobilizing community participation regarding efforts to achieve the SDGs. Providing information related to the progress of policy implementation, development achievements, and new initiatives to improve public health is an integral part of this strategy.

The concrete form of strategic policy implemented by Zulkieflimansyah via Twitter social media can be identified in several aspects. First, Zulkieflimansyah adopted a transparent and informative approach to conveying development progress and achievements related to inclusive policies in the Healthy Life sector. Through his tweets, he provides detailed information regarding project developments, new initiatives, and public health indicators that are the focus of his attention.

Furthermore, its strategic policies are reflected in public education efforts through social media. Zulkieflimansyah uses the Twitter platform to better understand the importance of health in economic development. It systematically communicates the positive relationship between improved health and economic growth, creating public awareness of the importance of health in achieving sustainable development goals.

Not only that, Zulkieflimansyah also adopted an interactive strategy with the public via social media. Direct responses to questions, input, and aspirations from the public are the

hallmarks of its public communication policies. By involving active participation from the public, it encourages direct involvement in formulating inclusive policies, strengthening the connection between government and citizens in achieving sustainable development goals.

Thus, Zulkieflimansyah's strategic policy is reflected in the use of social media Twitter as the primary tool for carrying out transparent, educational, and interactive public communications, especially in the context of implementing inclusive policies to improve the community's economy with a focus on the Healthy Life sub-theme.

2. Poverty Alleviation

The form of strategic policy carried out by Zulkieflimansyah in the context of poverty alleviation as a form of inclusive policy can be identified through several concrete initiatives. The Governor of West Nusa Tenggara presents inclusive poverty management programs, focusing on vulnerable segments of society that require more significant support. These initiatives could include social assistance programs, skills training, and expanded access to health services for economically disadvantaged groups.

Furthermore, Zulkieflimansyah, via his personal Twitter social media, actively conveys information and understanding regarding concrete steps taken to overcome the root causes of poverty. He highlighted inclusive policies that involve direct community participation in these programs' planning and implementation process. This strategy aims to create a better understanding among the community regarding the specific steps taken by the government to reduce poverty levels.

In his strategic efforts, Zulkieflimansyah also emphasized that local economic empowerment is an integral part. This initiative can involve developing the micro, small, and medium enterprise (MSME) sector, increasing accessibility to markets, and supporting creative economy programs that directly benefit the broader community.

These strategic policy forms reflect Zulkieflimansyah's commitment to designing and implementing inclusive policies that are holistic and sustainable in efforts to eradicate poverty. Through this approach, it is hoped that positive impacts will be seen in improving the economic conditions and welfare of the people in West Nusa Tenggara.

3. Improving the Quality of Education

The real form of the strategic policy implemented by Zulkieflimansyah in the context of Improving the Quality of Education as an inclusive policy for improving the community's economy can be seen through a series of concrete initiatives. The Governor of West Nusa Tenggara implements inclusive education programs, paying special attention to access to education for marginalized community groups. This initiative includes improving educational facilities and infrastructure, providing overseas scholarships for the best sons and daughters of West Nusa Tenggara, as well as guidance and encouragement programs for students experiencing economic difficulties.

Apart from that, Zulkieflimansyah communicates policies via social media and Twitter by providing the latest information regarding concrete steps taken to improve the quality of education. Through his tweets, he conveyed policy details such as improving the quality of teachers and using innovative educational technology to improve the quality of learning.

As part of strategic policy, the Governor supports the active involvement of the community in the planning and evaluation process of education policies. Encourage the participation of parents, teachers, and local communities to create a framework that supports improving the quality of education and creates a long-term positive impact on the community's economy.

The importance of economic empowerment through education can be reflected in its strategic policies, which promote a close relationship between improving education quality and increasing graduates' financial opportunities. This could involve collaboration with the industrial sector and companies to ensure education is relevant to labor market needs, as well as facilitating skills training programs to increase the competitiveness of the local workforce. Thus, Zulkieflimansyah's strategic policy in Improving the Quality of Education as an inclusive policy in improving the community's economy can include various concrete initiatives designed to support access, quality, and relevance of education in sustainable economic development.

8. Subtheme Intensity Percentage

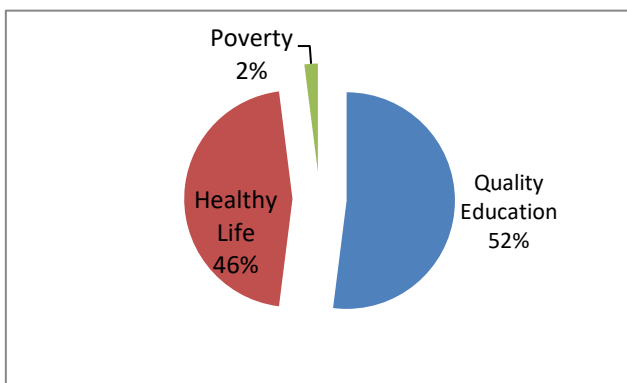


Figure 11. Percentage of Subtheme Intensity
Source: Processed using Nvivo 12 Plus by the Author

Sub-theme intensity percentage data from the Twitter account @bangzul_ntb shows that the Healthy Life sub-theme has the highest intensity, with a percentage of 51%. This indicates that the account discusses many health-related topics, including tips for maintaining health, healthy eating patterns, exercise, etc. Meanwhile, the poverty subtheme has a very low intensity, with only a percentage of 2%. This shows that these accounts rarely discuss topics related to poverty or socio-economic problems. Meanwhile, the Quality Education sub-theme has relatively high intensity, with a percentage of 58%. This shows that the account often discusses topics related to education, whether it is about how to get quality education, scholarships abroad, the importance of education, or news related to the world of education. In conclusion, the Twitter account @bangzul_ntb more often discusses health topics and quality education than poverty.

CONCLUSION

In formulating inclusive policies to improve the community's economy based on the Sustainable Development Goals (SDGs), the Governor of West Nusa Tenggara, Zulkieflimansyah, played a strategic role by implementing concrete public communication policies through his personal Twitter social media account. The main focus on the sub-themes

of Healthy Lives, Poverty Alleviation, and Improving the Quality of Education in the SDGs shows commitment to realizing comprehensive, inclusive policies. In the Healthy Life aspect, Zulkieflimansyah implements transparent and informative policies via Twitter social media, highlighting policy progress, development achievements, and new initiatives in the health sector. Its educational strategy creates awareness of the positive relationship between health and economic growth. In Poverty Alleviation, he implemented inclusive programs, conveyed concrete steps through social media, and emphasized local economic empowerment. In Improving the Quality of Education, Zulkieflimansyah ensures access to education, improves facilities and scholarships, and uses innovative technology.

Its community-engaged approach creates an inclusive framework for improving the quality of education. Thus, Zulkieflimansyah's strategic policies reflect a holistic and sustainable approach to achieving inclusive goals and sustainable economic development.

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