

## ANALYSIS OF PUBLIC RELATIONS MODEL'S UTILITY IN PUBLIC DIPLOMACY ACTIVITIES VIA TWITTER

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### Abstrak

*Tujuan dari tulisan ini adalah untuk menganalisis penggunaan model komunikasi hubungan masyarakat yang digunakan lembaga pemerintah dalam melaksanakan kegiatan diplomasi publik melalui Twitter. Metode yang digunakan adalah analisis isi kualitatif oleh Hsieh & Shannon (2005) berdasarkan empat model komunikasi hubungan masyarakat dari Grunig dengan kerangka berpikir dari Waters & Williams (2011) sebagai kategori koding awal terhadap akun Twitter @america. @america merupakan unit yang dikelola oleh kedutaan besar Amerika Serikat di Indonesia. Hasil penelitian menunjukkan akun Twitter @america telah melaksanakan komunikasi dua arah untuk berdialog dengan para followers-nya. Terbukti dengan penggunaan fasilitas yang disediakan oleh Twitter untuk melaksanakan komunikasi dua arah seperti fungsi reply, @-mention, dan retweet. Tetapi pada saat yang bersamaan akun Twitter @america masih menggunakan komunikasi satu arah dan komunikasi dua arah asimetris dalam kegiatan diplomasi publik untuk terlibat dengan para followers-nya.*

**Kata kunci:** diplomasi publik, @america, Twitter, model hubungan masyarakat

### Abstract

The purpose of this paper is to analyze public relation's model used by the government organization to conduct public diplomacy activities via Twitter. Using the method of directed qualitative content analysis by Hsieh & Shannon (2005) based on the four models of public relations by Grunig using the framework from Waters and Williams (2011) as the initial coding category towards @america's Twitter account. @america is a unit managed by American embassy in Indonesia. The result of the study showed that @america's Twitter account is working towards the implementation of two-way communication in order to engage and initiate conversation with its followers. Proved by the usage of the Twitter's tools that facilitate two-way communication such as reply, @-mention, and also retweet function. But at the same time, they are still using one way communication and two-way asymmetrical communication in their public diplomacy activities in order to initiate engagement with its followers.

**Keywords:** public diplomacy, @america, Twitter, public relations models

## Introduction

Public diplomacy is a new style of communication effort that emphasizes the importance of the use of the media in achieving support and a favourable image among the general public of other countries (Britney Harris, 2013: 18). Under the Obama administration, USA's State Department produced the latest innovation of public diplomacy agencies, called @america (Heri, 2012: 9). @america claimed as the first US Embassy agencies that conduct public diplomacy activities in Indonesia. @america also using social media such as Twitter that consider as new approach of public diplomacy in Indonesia.

To conduct public diplomacy using social media such as Twitter in Indonesia is considered precise because Indonesia is one of the countries with the most social media users in the world. As launched by *Semiocast*, Indonesia placed in fifth position as the country with the most Twitter account, with total of Twitter account close to 20 million in 2012 (*Semiocast.com*, retrieved Oct 14th 2014). Meanwhile, Jakarta placed the first position as cities with the most number of tweets, posted about 2% of the 10, 6 billion tweets worldwide (*Jakartapost.com*, retrieved at Oct 14th 2014).

Moreover, just like public relations, public diplomacy ideally strive for two-way communication model (Ardaiolo, 2010: 5). Through the web 2.0 tools, such as Twitter, it creates channel and opportunity to conduct conversation with the public and reach out further audiences. Dale also asserted that social media make it possible to connect with previously unreachable or under-engaged population (in Ardaiolo, 2010: 9).

This study will analyze the public relations model that were being utilized in order to build relationship with its public and cultivate positive image run by @america with their Twitter Account. By examine on how they manage and conduct public diplomacy activities via Twitter, it will give an overview and depiction on the implementation of this new approach on diplomacy, especially in Indonesia. Through a directed content analysis, the researchers hope to determine whether the type of

communication of their tweets is one way or two way. In-depth interview will also be conducted for better comprehension of what is their underlying purpose and also how they manage and plan strategic communication of their Twitter account.

## Literature Review

### Public Diplomacy and International Public Relations

Sam Black in his books "*Practice of Public Relations*" postulates international public relations as the planned effort to establish mutual understanding by bridging a geographical, linguistic, or cultural gap (2013: 151). According to Wilcox, international public relations are an organized effort to establish mutually beneficial relations with nations. Furthermore, Wilcox explained that generally international public relations activity is divided into two categories: one is pursued by enterprise and the other is conducted by governments (2005: 378).

In this study, the authors try to examine the international public relations activity conducted by the governments. The Public Affair Section of US Embassy Jakarta created @america to specifically work in public diplomacy area towards Indonesian people. Harris explained that public diplomacy is a term to describe the efforts by nation to win support and a favorable image among the general public of other countries, usually by way of news management and carefully planned initiatives designed to foster positive impressions (2013: 18). Since public diplomacy uses strategic communication to improve image of a nation to foreign publics, public relations aspects are often related.

Edward Murrow explained the difference between public diplomacy and traditional diplomacy is that it involves interaction not only with governments but primarily with non-governmental individuals and organizations. Furthermore, Leonard asserted that public diplomacy also involves a much broader group of people on both sides, and a broader set of interests that go beyond those of the government of the day (2002: 9). He explained public diplomacy is about building relationships,

understanding the needs of other countries, cultures and peoples, communicating our points of view, correcting misperceptions, looking for areas where we can find common cause (Leonard, 2002: 9).

### **Grunig's Four Model of Public Relations**

Jim Grunig wrote the public relations model in the book *"Manager's Guide to Excellent in Public Relations and Communication Management"* back in 1995 (Kriyantono, 2010: 297). These four models include (Butterick, 2011: 30-34):

#### **1. Press Agency/Publicity Model**

Grunig explained that this model is a one way communication model and refers to a communication strategy without the need of careful strategy and study of their targeted public (2013: 315). The flow of communication comes from the organization to the targeted audience and did not include feedback.

#### **2. Public Information Model**

This model is still using one-way communication but the distinct relies in the approach of honesty in communication. The role of public relations in an organization or company is to inform the public objectively and report it just like the journalist would be (Grunig and Hunt, 1984). In this model they use news release, guide books, and including recent media which is website (Grunig, 2011: 214). Haley Edman added that the public information model provides one-way communication but does not focus on persuasion. This model uses straightforward, relatively objective information (2012: 12).

#### **3. Two-Way Assymetrical Model**

Grunig explains two-way asymmetric model views public relations as a scientific persuasion program, where it stresses the needs of social research method in determining an effective message and persuasion (2011: 215). Nevertheless communication in this model is still one-way

communication from the organization to the target audience and trying to persuade the recipient of the message in order to perform an action. In this model, the communicators get a response from the public and then apply the theory of communication and persuasion in their findings, and then persuade the audience to accept the organization's viewpoint. So although this model sees feedback from audiences one of its important elements, the practitioners would still prefer having the targeted public to adapt to the organization's interest than the otherwise.

#### **4. Two-Way Symetrical Model**

The main character of this model is challenged companies to conduct direct dialogue with stakeholders not only persuade but also to listen, learn, and most important is to adapt the behavior of the organization as a result of the communication process. In contrast to the linear one-way communication model, this model performs two reciprocal process in which they are involved in the same position when communicating. Grunig explained that in this model, the organization and the targeted public both adapt and build mutual understanding (2012: 315).

Two-way symmetrical public relations being done with honest two-way communication, mutual giving and mutual acceptance, respect, focus on the common understanding between the parties involved in the communication. Negotiations and willingness to adapt and compromise is an important element in this process. This requires the participation of the company in public relations activities being willing to make adjustments in the operation of the company so that it can accommodate the public and their audience. Significantly, this model seems to be widely used by non-profit organizations, government agencies, and legal institutions than profit-oriented enterprise and competition. Grunig asserted that organizations mostly combine the four model altogether when in running the organization's communication activities.

They use different models to suit different situations and different programs (Grunig, 2013: 307).

### **Waters and William's Framework on Grunig's Public Relations Model**

Waters and William try to categorize the communication pattern in Twitter and associated it with the Grunig's four model of public relations, it includes (2011: 356):

#### **1. Press Agency**

Press agency is a one-way symmetrical model. Communication using press agency is intended to catch attention and interest and to convince the audience of an idea, using any means necessary. Press agency messages are often thought of as sensationalism-drawing attention and gaining acceptance through embellishment and can be equated to an organization squawking on Twitter to draw attention itself. On Twitter, press agency might be best represented by the use of exciting, attention-seeking, words and the conveyance of the full range of positive and negative emotions. These messages may take the form of overemphasized claims with no backup or references that are meant to shock and gain attention.

#### **2. Public Information**

Public information is a one-way symmetrical model that seeks to gather and release accurate material and messages. The core philosophy of this model is that public affairs practitioners have a responsibility to provide the society with accurate information. In many regards, this model represents the original focus of Twitter, which asked its users to answer the question, "What's Happening?" On Twitter, the public information model consists of the sharing of information from an organization and from other sources as well as reminding followers of upcoming events that they may choose to attend.

#### **3. Two-way asymmetrical**

In this model, feedback enters the process. Information is gathered from an organization's publics and is used to develop messages to send back to these publics. This model is easy adaptable to Twitter, for example, surveys or polls to find out public opinion on an issue could be sent out through an update. The organization could also ask for other forms of involvement so that they can learn about their stakeholders through direct involvement, and it may be represented quite simply through an update asking for feedback in a particular topic.

#### **4. Two-way symmetrical**

This model promotes a balanced dialogue between an organization and its publics to encourage an open, mutually beneficial relationship. On Twitter, this model represents legitimate conversations between an organization and its followers, attempts to resolve conflict, and various forms of recognizing others publicly by using replies and references to other Twitter account.

### **Twitter and Social Media Management**

Twitter was founded in 2006 by Jack Dorsey (@Jack), Evan Williams (@Ev) and Biz Stone (@Biz), programmers at the San Francisco podcasting company, Odeo Inc. (Picard, 2011: par. 1). Dorsey added the site allows 140 character messages, called "tweets", to be sent out to followers in a microblogging style. From its inception, Twitter focused on being a social media site that was compatible with many different devices, including cell phones-many of which were not "smart" at the time-and computers (2011: 338).

As of March 2012, more than 450 million Twitter accounts have been created, with more than 100 million in the United States, furthermore, there are 175 million tweets per day and more than one million new accounts are added every day (Infographic Labs, retrieved Oct 27 2014), and Twitter was the 20th most visited site on the Internet in 2012

(Siteanalytics/Compete.com, Retrieved Oct 14th 2014).

1. Twitter-A social media platform where users share information in 140 characters of text or less.
2. Tweet-A single 140 character messages, the action of sending a 140-character message.
3. Follower-Someone following another user on Twitter.
4. Retweet-Resharing a tweet that was originally sent by another user, crediting the original user for the tweet; this function can be performed manually by copy and pasting the tweet, with the letters RT at the beginning of the tweet, or in an automated fashion through functionality provided by the Twitter platform itself.
5. Mention-Reference of another Twitter user by @username. The user is notified of all mentions.
6. Reply- Similar to the mention, this is a @username being included in a tweet as a way to reply to the user, therefore having a conversation.
7. Hashtag-A function of Twitter that tracks tweets by topic, if the users uses a #followed by a word or short phrase. Hashtags can then be searched by other users. Example: #TodayShow.
8. Favourite-A function that allows users to catalog tweets they liked by "starring" it to indicate that the tweet is a "favourite". The original user who sent the tweet is notified, other users can see how many "favourites" a tweet received, and other users can see what a user has "favourited".

According to Susan Sweeney and Randall Craig (2011: 157), there are four phases to any social media project; planning, implementation, monitoring, and evaluation.

#### 1. Planning

The planning phase determines exactly what is being done, why, for whom, how it will be accomplished, and how it will be measured. The social media strategy must always fit within the framework of the organization's overall communication strategy. Although the unique environment

of social media might mean that the overall strategy should be extended, it shouldn't be changed.

#### a. Define Social Media Audiences

Each organization will interact with many different stakeholder groups. Sweeney and Craig (2011: 158) suggest that the tighter target can be defined, the clearer the message would be. On the other hand, if we are so narrow in the target definition, then we will not have enough critical mass. So it will be best to choose two, three, or at most four key target audiences.

#### b. Define Social Media Goals by Audiences

Once the goals are set, you will need to review the audiences. For each audience, there should be a detailed analysis (Sweeney and Craig, 2011: 158-161):

- Demographics Defining the demographics will later allow you to better match the Social Media platform to the group.
- Behaviors Analyzing Analyzing behaviors will help you identify where Social Media might fit into existing processes.
- Target Social Media Sites With a thorough understanding of each target group, the next question has to do with location. Sometimes this can be answered through market research or informal conversations.
- Messaging Sweeney and Craig suggested that we should consider what message would you want left with the participant. If we define first, we can consider the content that we would like to post and type of interaction strategy.
- Interaction Strategy Sweeney and Craig asked what precisely is the nature of the interaction that we are seeking to encourage? Typically, users follow a hierarchy of engagement. They are more likely to

tell their friends if they have first subscribed. And so on. There are seven levels of engagement from low to high;

1. Deserter- Looks once then leaves
2. Lurker- Reads but doesn't write
3. Responder- Adds comments, rates others' comments
4. Subscriber- Commits to the community; a follower
5. Broadcaster- Tells friends
6. Proponent- Continues discussion on 3rd party site
7. Advocate- Asks contacts to tell their contacts

## 2. Implementation

Once you've figured out the what, the next question is how the plan should be implemented. There are two different approaches to doing so: a gradual ramp-up and a big-bang launch.

### a. Gradual Ramp-up

Trust is built one step at a time, over time. Having others comment on your credibility, vote on the usefulness of your comments, or come to your defense in a debate confers an entirely different level of trust. Having a large number of posts does so as well, as it confirms your long-term interest and expertise in the subject under discussion, and a respect for the culture of the discussion group or blog. Gradual ramp-ups can also be used to stealthily begin a buzz about your company or organization on the ground.

### b. Big Bang Launch

Social media can be used to amplify the campaign's message, extend the message over a greater time period, and attract third-party endorsement through user engagement. Big-bang launches can also be used when traditional communication is used to drive traffic

to a time-limited social media campaign.

## 3. Monitoring and Evaluation

To have any meaningful measurement and analysis, we need to know our starting point so we can measure the results of your Social Media marketing. The basic statistics that would be useful is number of Twitter followers. The performances of social media campaigns are sometimes analyzed using metrics like traffics, links, and comments. Most objectives can be categorized into:

### a. Exposure

Search engine rank, unique visitors, increase in traffic, pay-per-click ad impressions

### b. Engagement

Page views per visitor, Time spent on site/blog/social media, Click-throughs, Repeat visitors, Comments, Messages, Reviews, Ranks, Posts, Followers, Friends

### c. Influence

Retweets, Recommendation, Bookmarks, Sent to a friend, Links to your site/blog/page

### d. Action/Result

Purchases, Leads, Contacts, Conversations, RSS subscriptions, Request to a fan/followers/friend, Savings in customer service or market research, Number of resumes submitted or number of candidates interviewed

## Method

This study will try to do further research based on Waters and William's suggestion and will narrow its focus to the public diplomacy activities that conducted by @america, US Embassy's agency, via Twitter. This study will use the qualitative content analysis, specifically directed content analysis proposed by Hsieh and Shannon (2005:6); since this study's aim is to understand and not measure the concept of resistance. Hsieh and Shannon explained that in directed content analysis, the coding begin with

predetermined codes, the data that cannot be coded are identified and analyzed later to determine if they represent a new category or a subcategory of an existing code (2005:6). This study will use the public relations theory by Grunig and Hunt in 1984 with the initial coding category from Waters and William's framework (2010) who also use the same public relation's model theory by Grunig and Hunt.

The primary data for this study is the @america's Twitter's timeline in November 2014 until December 2014. Since officially opened in December 2010, @america Twitter also have been constantly tweet and reach out to more followers. @atamerica, the name of @america official Twitter account, has produced 41.300 tweets until November 16<sup>th</sup> 2014. Up until now, @atamerica still actively posts their tweets with daily average of 15 tweets (Twittercounter.com, retrieved at Nov 16th 2014). The total amount of tweets in November and December 2014 is 1064 tweets. Other primary data is the interview transcript with the social media team who run the Twitter account on daily basis. The secondary data collected included literature study and documentation. To obtain the desired data to be analyzed, this study is using documentation study, and in-depth interview as the technique for data collection.

## **Finding and Discussion**

### **@america's Twitter Account Management**

Since its first establishment in December 2010 until now, @america Twitter account has conducted careful planning, implementation, monitoring, and also evaluation as a social media for an organization. Sweeney and Craig divided social media management into four phases which is planning, implementation, monitoring, and evaluation (2011: 157). Each of the phase also carries out several component to help out social media admin in determine whether they are on the right track or not.

For planning, the determination of @america Twitter's target audience is being synergized with the target audience of @america, which is young Indonesian people age 18-35 years old. @america Twitter's main objectives it engage with the audience (Macan Wigit, Interview, Social Media Specialist, Jan 13th). For the implementation, the gradual ramp strategies were implemented a month before the big bang launch to create awareness of Twitter's users over @america and also invite them involve and get to know more about @america. During the big bang launch, @america Twitter's account conducted live-tweets and also attract third-party endorsement from the buzzer and celebrities that being invited to the launching of @america.

In the monitoring phase, @america Twitter account has gained awareness level marked by the increase of Twitter's followers. From 500 followers in December 7th 2010, @america has gained 82.800 followers up to now. As being said before, @america Twitter's main objectives it engage with the audience and they measure the engagement from retweet, photo views, click of the links and also follower's reply to admin questions. This main objectives pretty much affect the whole activities of message and interaction strategy.

From careful examination, the author found that @america Twitter account use all of four model public relations into their interaction strategy. @america Twitter incorporate press agency model, public information model, two-way asymmetrical model, and also two-way symmetrical model to carried out their public diplomacy activities to their followers. As one of social media apps that offer interactivity and engagement with the audience, Twitter is able to facilitate this entire model of public relations in its own way.

**Table 1. Comparison between Initial Coding Category and Newly Identified Category**

Initial Coding Category	Newly Identified Category
<b>Press Agency Model</b>	<b>Press Agency Model</b>
<ol style="list-style-type: none"> <li>1. Use of emoticons to express emotion</li> <li>2. Use of words that express emotion</li> </ol>	<ol style="list-style-type: none"> <li>1. Use of words that express emotion</li> <li>2. Use of Quotes by American Figure</li> </ol>
<b>Public Information Model</b>	<b>Public Information Model</b>
<ol style="list-style-type: none"> <li>1. Providing updates and announcement from the organization by using Twitter</li> <li>2. Providing information and reports from other organizations</li> </ol>	<ol style="list-style-type: none"> <li>1. Providing updates and announcement from the organization by using Twitter               <ol style="list-style-type: none"> <li>I. Promoting Organization's events</li> <li>II. Organization's event Live-Tweet</li> </ol> </li> <li>2. Providing information and reports from other organizations</li> <li>3. Providing information about USA</li> </ol>
<b>Two-Way Asymmetrical Model</b>	<b>Two-Way Asymmetrical Model</b>
<ol style="list-style-type: none"> <li>1. Asking for specific feedback</li> <li>2. Asking for participation in a survey or a poll</li> <li>3. Asking to become involved with the agency by using Twitter</li> </ol>	<ol style="list-style-type: none"> <li>1. Asking for specific feedback</li> <li>2. Asking to become involved with the agency by using Twitter</li> </ol>
<b>Two-Way Symmetrical Model</b>	<b>Two-Way Symmetrical Model</b>
<ol style="list-style-type: none"> <li>1. Using publicly posted direct messages using Twitter's @-reply function for conversation</li> <li>2. Mentions of other Twitter users without attempting to engage in a conversation</li> <li>3. Using a conversation to resolve conflict</li> </ol>	<ol style="list-style-type: none"> <li>1. Using publicly posted direct messages using Twitter's @-reply function for conversation</li> <li>2. Mentions of other Twitter users without attempting to engage in a conversation</li> <li>3. Retweet followers regarding the organization and organization events</li> </ol>

For the press agency model, @america Twitter using this model via two categories. These categories are *use of words to express emotions* and the newly identified category, *use quotes by American figure*. The author did not identify any tweet that included in the *use of emoticon to express emotion* category. From the category of *using words to express emotions*, the author found that @america Twitter express several emotions such as appreciation, happy-for, and hope emotions. The appreciation emotions are expressed through the words of *thank you*. The happy-for emotions are expressed through the words of *selamat (congratulations)* and the hope emotions are expressed through the words of *wishing*. These emotions are included in the range of positive emotions and intent to pursuing positive publication regarding @america Twitter account.

Meanwhile, use quotes by American figure are considered as the newly identified category. This category fits the operational definition of press agency model because it is consider as one-way communication and aim to gain attention, except this category carry little bit of research from the social media admin. Consider social media's environment, especially Twitter, were different with traditional media's environment, the press agency model need to go through little adaptation in order to be applicable in Twitter. In the traditional media's environment, public relations officer has more power to give out messages that bias, distorted and without did any research regarding the audiences. It is simply because public relations officer earned the power to become the creator of message and the audience's only right is to consume it. Meanwhile in the Twitter environment, tweets take place in a shared space that does not belong to any particular user and



online medium that lend itself the most two-way communication style (Gilpin, 2010:78). In order to meet a main objective which is to gain attention of the audience, the Twitter admin need to know what other people on Twitter like to talk about, otherwise it would not attract any attention.

For public information model, @america Twitter using it via three categories. The first category is *providing updates and announcement from the organization by using Twitter*. The author found newly identified sub-category for this category, which is *promoting organization's events* and *organization's event live-tweet*. The second category is *providing information and reports from other organizations* and other newly identified category is *providing information about USA*.

As mentioned before, public information model is still one-way communication but using different approach than press agency model. This model provides objective information regarding organization's updates. In the first category, social media admin of @america Twitter account try to implement positive publicity by promoting all kinds of event that the follower can attend in @america. Not only promoting, the positive publicity also continue during the events and spare little time after the event. This one reflects in the second sub-category which is organization's event live-tweet. Based on the interview, live-tweet main objective is to inform the @america's Twitter followers who cannot attend the events. By paying attention to the @america's live-tweet these followers still get the main idea of what is actually happening at the event and gain knowledge from it (Macan Wigit, Interview, Social Media Specialist, Jan 13th 2015).

Second category is *providing information and reports from other organizations*. @america Twitter account like to post other information and reports from other organization. @america Tweets like to provide information and reports from White House Website and Twitter (@WhiteHouse), @ShareAmerica, and President Barack Obama. Based on the interview, providing information and updates of other organization aim to seek positive publicity of the

organization's alliance that works toward the same goals (Macan Wigit, Interview, Social Media Specialist, Jan 13th 2014). The accounts that mentioned above are also a government agency who works toward cultivating positive image of United States of America.

The third category is the newly identified category. @america Twitter created hashtags #FaktaAS specifically to inform their followers about all kinds of information regarding United States of America. Based on the interview, the kinds of information that they publish were being synergized with the @america three-monthly themes (Asri Widyastoro, Interview, Social Media Specialist, Jan 14th 2015). For example the theme includes facts about 50 states in USA, USA's national celebration, education in USA, etc.

@america Twitter using two-way asymmetrical model via three categories. These categories are *asking for specific feedback*, *asking for participation in a survey or a poll*, and *asking to become involved with the agency by using Twitter*. For the first category, @america Twitter put out several questions asking some specific feedback to their followers. Based on the interview, this is one of the interaction strategies to engage with the followers so that they create conversation related to United States of America and at the same time involve with the @america Twitter (Macan Wigit, Interview, Social Media Specialist, Jan 13th 2015). It could be concluding that the activity of asking specific feedback is an action to produce the support of the public.

For the second category, @america Twitter like to ask their followers to participate in a survey or a poll. This was the effort made by the organization to obtain specific information regarding what is their target audience really like. For example, they conducted a poll to ask their followers which movies they prefer to watch in @america. The third category, @america Twitter created quiz for the Twitter's followers and asked them to participate in it. This is also one of the strategy both get the Twitter user involved with @america Twitter.

@america Twitter using two-way symmetrical model via three categories. These categories are using publicly posted direct messages using Twitter's @-reply function for

conversation, mentions of other Twitters' users without attempting to engage in a conversation, and retweet followers regarding the organization and organization events. The author did not find any tweet that include in the category of using a conversation to resolve conflict.

The first category is the legitimate application of two-way symmetrical where there is a balanced dialogue between an organization and its publics to encourage an open, mutually beneficial relationship. In the Twitter environment, Twitters' users are considered having conversation if they use reply function and @username is being included in a tweet. With these interaction strategy, @america Twitter try to have conversation with their followers in order to build relationship and promote open dialogue.

The second category is *mentions of other Twitters' users without attempting to engage in a conversation*. This is another form of interaction that included in the two-way symmetrical. According to Waters and Williams two-way symmetrical model also reflect when the organization is using various forms to recognizing others publicly. @america's tweet often time incorporate the Twitter username of other organization and other people that collaborate to create events together. These are the efforts that @america Twitter account made to recognizing publicly other organization or other people's Twitter account.

The third category, *retweet followers' tweets regarding the organization and organization events*, is newly identified category. "Retweet" function is to resharing a tweet that was originally sent by another user and crediting the original user for the tweet; this function can be performed manually by copy and pasting the tweet, with the letters RT at the beginning of the tweet, or in an automated fashion through functionality provided by the Twitter platform itself (Smith, 2010). The author able to identified several tweet that include in this category. @america Twitter account often times retweet other Twitter account's tweet both from organization account and personal account. With this form of interaction, @america Twitter try to not solely focused on themselves but open to

listening and engaging with others. Kuyucu also validated this finding by stated that retweet is a form that prove an organization or a person is paying attention to the public dialogue and at the same time publicly acknowledging other people or organization's Twitter account (2014: 32).

## Conclusion

To conclude, @america Twitter in their public diplomacy activities use all four model of public relations with the same main objectives which is to engage with their followers and build relationships with their followers. Grunig mentioned about using all four models of public relations and asserted that organizations mostly combine the four model altogether when in running the organization's communication activities and use different models to suit different situations and different programs (Grunig, 2013:307).

Within this study, the author found that @america Twitter is working towards the implementation of two-way communication in order to engage and initiate conversation with its followers. Proved by @america Twitter actively using all the tools provided by the Twitter in order to implement two-way communication such as *reply* function, *@(mention)* function, and also *retweet* function. But also, at the same time, @america Twitter still using one way communication and two-way asymmetrical communication in order initiate engagement with its followers. Turned out, even though Twitter facilitate two-way communication model, the previous model still can be applied.

Edman Halley also mentioned that these four models are not mutually exclusive in nature, so some overlap naturally occurs between the models (2012:13). This is why during the identification of category sometimes tweet can be include in the category that belong to the two model of public relations at the same time. But the author decided to stick with the structural of the message including examine @username, retweet, links, and reply function to determine which tweets go to which category.

The main finding that this study offers highlights the need to understand and recognize

how public relations model being utilized in the public diplomacy activities via Twitter. Public diplomacy itself strive to practice two-way communication as its main objectives is to promote balance relationships with the public and create understanding between both the country that being represent and the foreign public. Public diplomacy 2.0 itself is consider new and need further studies for better comprehension of the concept. Secondly, the studies on public relations model utilization in public diplomacy 2.0 also need further research in order to truly understand whether the model should be adapting itself in the unique social media environment.

@america Twitter has practice its two-way symmetrical communication so far. However, there is always a room for improvement. @america should increase whether it's the quantity and also the the quality of its two-way symmetrical communication with their followers. For example, @america should always incorporate and addressed the followers who have questions to the main speaker during the live-tweet happened so the followers did not only know what is going, they can also involve in the events even from Twitter.

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