

POETIC STYLE TWEETS FROM PT KERETA API INDONESIA'S X ACCOUNT @Kai121 AS A SOCIAL MEDIA BRANDING STRATEGY IN THE DIGITAL ERA

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Abstract: In an effort to reach a wider audience in the digital era, PT KAI Indonesia uses several social media with a different focus and style. Meanwhile, PT KAI's X (Twitter) account uses poetic style posts that are not related to railways. This difference in style seems to have an influence on the number of followers that each platform has managed to gather, where the PT. KAI's X account has the highest followers than other social media accounts with 1,238,637 followers. Poetic sentences from the PT. KAI's account always gets a higher response from netizens compared to informative posts with a stiff and standard language style. In fact, the posts are often re-uploaded by netizens on other personal social media platforms such as TikTok and Instagram, and receive reactions in the form of likes, shares and comments in quite significant numbers. For this reason, this research discusses PT KAI's social media branding strategy in the digital era with a focus on the poetic style tweets of PT KAI's X account @kai121. The method used is a qualitative-descriptive approach with content analysis techniques assisted by the Nvivo 12 application for analyzing computer-based qualitative data. This research analyzes content uploaded by the @kai121 account, during the period 1 December - 31 December 2023. The results show that poetic content related to love, sadness and life motivation received a high response from users. @kai121's tweet expresses feelings of sadness, hope and support in facing separation and life's journey. The tweet received a good response and shows consistency in the content uploaded.

Keywords: Digital Marketing, Digital Branding, Marketing Communication, Public Relations, PT KAI

1. Introduction

PT Kereta Api Indonesia or abbreviated as PT KAI is a State-Owned Enterprise (BUMN) whose main product is public transportation services by train. The services provided by PT Kereta Api Indonesia include passenger and freight transportation. Currently, PT Kereta Api Indonesia (Persero) has seven subsidiaries/business groups, namely KAI Services (2003), KAI Bandara (2006), KAI Commuter (2008), KAI Wisata (2009), KAI Logistik (2009), KAI Properti (2009), and PT Pilar Sinergi BUMN Indonesia (2015). During its journey, PT KAI has won various awards, some of which are BEST OF THE BEST in the Communication category in the BUMN Corporate Communications & Sustainability Summit 2022, the Most Popular Non-Tbk BUMN in Print and Online Media in 2022 in the PR Indonesia Awards (PRIA), and Champion 1 in the Media Relations Management category in the BUMN Corporate Communication and Sustainability Summit (BCOMSS) 2023.

In an effort to reach a wider audience in the digital era, PT KAI Indonesia uses several social media such as Instagram, Facebook, X, and also YouTube. Each media has content with a different focus and style. Instagram and Facebook to distribute informative content related to trains, and the YouTube platform for producing 2-16 minute video content and several short films with various themes. While media X (formerly known as Twitter), the posts that dominate

are poetic-style tweets that are often unrelated to the world of trains. This is also a differentiator and makes it unique compared to other social media accounts owned by PT. KAI. The difference in style seems to have an effect on the number of followers that have been collected by each platform, where the X PT KAI account has 1,238,637 followers, Instagram 1,152,460 followers, Facebook 265,000 followers, and YouTube 105,000 subscribers. The poetic tweets of the X PT. Kereta Api Indonesia account also always get a higher response from netizens compared to informative uploads with a stiff and standard language style. In fact, KAI account uploads are often re-uploaded by netizens on other personal social media platforms such as TikTok and Instagram, and receive reactions in the form of likes, shares, and comments in quite significant numbers.

The popularity of KAI's tweets on various media is also inseparable from the fact that Indonesian society is one of the countries with the largest internet users in the world. Based on data from Datareportal, as many as 212.9 million Indonesians have internet access. This means that everyone has at least 1 mobile device. Not only that, the percentage of social media use is also quite high, which is 60.4% of the total population. This indicates that as many as 3 out of 5 people in Indonesia are social media users. One of the social media that is widely used by the public is X. According to the We Are Social report in April 2023 quoted from the katadata.co.id page, Indonesia is ranked 6th as the country with the largest number of X users in the world, which is 14.75 million people. This figure is certainly quite significant, making X media one of the social media platforms with a fairly wide reach for implementing social media branding strategies.

For this reason, this study aims to explore and describe how poetic-style uploads from PT KAI Indonesia's X social media account reach audiences to carry out social media branding in the digital era by looking at the most widely used themes, engagement obtained, and their comparison with informative uploads related to KAI activities.

2. Literature Review

Social Media Branding

As one of the leading functions in building and maintaining the existence of a company or agency in the eyes of the public, public relations plays a very important role and must always follow various dynamic world developments. Rhenald Kasali (2003) stated that the field of public relations is a broad field that includes relations with various stakeholders. Regarding public relations itself, there are many definitions developed by experts, one of which comes from the CIPR (Chartered Institute of Public Relations) in Nurlaela Arief (2019: 9) which states that public relations is the result of a reputation from what you say, you do and what others say about you. Discipline in maintaining reputation with the aim of gaining understanding and support and influencing opinions and actions.

Digital Public Relations is a Public Relations activity that uses online digital media to manage and improve the reputation and understanding of an organization. In the era of Public Relations 4.0, the online platforms used are quite varied, ranging from websites, YouTube channels, social media (eg Facebook, Twitter, Instagram) to podcasts. The content on online platforms is also considered more interactive and diverse, highlighting audio, visual, or both aspects. Many private and government institutions as well as profit and non-profit organizations use this type of online content and platforms as a medium for carrying out Public Relations activities (Permatasari et al., 2021).

As one of the public relations activities, increasing brand awareness (branding) is something that requires a strategy. Social media is an important part of branding because they help build and manage brands, interact with customers, and expand customer reach (Nasrullah in Manullang et al., 2023). Social media provides an opportunity to introduce new brands to a wider audience. By creating an attractive brand page and publishing relevant and interesting content, a business or agency can increase brand awareness among social media users.

According to Gupta (Adiyani et al., 2022), social media helps companies create visibility for their brands, products, and services, and create brand awareness. The hardest job is learning how to use social media platforms, the way they want consumers to use them and not the way companies want to use them. Today, consumers are becoming more careful with their spending. Social media is not only about marketing and selling products and services. But social media is also a platform where companies can create emotional connections through providing exceptional customer service and conversations, and creating rich customer experiences.

Social media allows a brand to reach a wide geographic audience. Features such as paid advertising and the use of the right hashtags allow businesses to reach a more specific audience and generate relevant consumer interest. One of the things that is quite important to do is to maintain consistency in language style, visuals, and messages on a social media platform so that it leaves a strong impression and can be recognized by the audience. Ultimately, understanding the dynamics and needs of social media platforms allows brands to optimize their brand awareness efforts and achieve their desired business goals. The more unique and different, the greater the chance of being able to successfully do branding.

Social Media X (Twitter)

X is a social media that allows its users to upload text, images, and videos. Previously called Twitter until it was changed to X by Elon Musk after making an acquisition. Reported from britannica.com, X (formerly Twitter (2006-2023)) is an online social media platform and microblogging service that delivers short messages of up to 280 characters. These services influenced the formation of politics and culture in the early 21st century. Twitter's successor, X Corporation, is a wholly owned subsidiary of X Holdings, which is owned by South African-born American entrepreneur Elon Musk.

3. Method

This research method uses a qualitative-descriptive approach, while the analysis technique used is content analysis assisted by software used to analyze computer-based qualitative data, namely the Nvivo 12 application. This application helps researchers see words that often appear in KAI uploads by displaying a visualization called Wordcloud. The larger the font size, the more often the words appear in KAI's tweets. Object-specific content analysis on social media was put forward by Parker, Saundage and Lee. Explaining that qualitative content analysis provides richer insights into the perspective of feelings, concluding meaning explicitly and implicitly through five stages, namely Defining the Research Objective and Unit of Analysis, Selecting the Content, Analyzing the Content, Interpretation of the Content, and Drawing Conclusions (Parker, Saundage and Lee in Anashrullah and Arianto, 2023). The content uploads analyzed were during the period from December 1, 2023 to December 31, 2023.

4. Result and Discussion

Joining the X platform since March 2012, the @kai121 account has collected 1,243,173 followers as of January 10, 2024. This figure is quite significant compared to the number of followers of other official PT KAI social media accounts.



Figure 1: X Account @kai121
Source: X Account @kai121, 2024

Since the account was created, PT KAI has generated 1.2 million uploads. Not many accounts are followed by @kai121, only 22 accounts, the majority of which are related to PT KAI, such as the Ministry of Transportation, Directorate General of Railways, Ministry of SOEs, and so on. The profile section lists the customer service number. The research and content analysis process for @kai121 is carried out in several stages, namely as follows:

Defining the Research Objective and Unit of Analysis Stage

This stage is carried out by determining the objectives and units of analysis in the research. The X account @kai121 during the period of December 1-December 31, 2023 uploaded 67 contents consisting of poetic words, promotional content, and press releases. This is also evidence that PT Kereta Api Indonesia is quite active in using the X platform as one of its official social media. Of the 67 uploads, 27 of them are poetic content related to love, sadness and life motivational sentences.

Based on the Wordcloud results obtained from N-Vivo 12 by entering 27 poetic sentence posts, it was found that the most frequently used words excluding conjunctions were the words "you, me, happy, and love". In the data, the size of the font indicates the frequency of how often the word is used. The larger the size, the more often the word appears. Conversely, the smaller the font size, the less often the word is used in @kai121's poetic tweets.



Figure 2: Wordcloud of account X @kai121

Source: Processed with N-Vivo 12, 2024

Selecting the Content Stage

At the selecting the content stage, the researcher selects the content to be analyzed. The selected content is 5 poetic sentence contents with the highest like, comment, and re-tweet responses from user X. The selection of poetic style content is based on data showing that these uploads always succeed in getting higher responses compared to other @kai121 uploads.

No.	Tanggal	Cuitan	Like	Comment	Re-tweet
1.	8/12/23	Semangat terus ya! Aku yakin, kamu mampu berjuang dari segala hal yang melelahkan. Kamu juga gak perlu menjadi luar biasa untuk memulai semuanya, tapi kamu hanya perlu memulai untuk menjadi sesuatu yang sangat luar biasa.	1.806	61	441
2.	13/12/23	Jika sesuatu yang berantakan aja bisa dirapikan lagi. Mungkin gak ya yang udah pergi akan datang kembali?	1.749	91	395
3.	7/12/23	Kamu yang jauh di sana, namun begitu dekat kurasa. Jarak hanyalah pembatas raga saja. Biarlah waktu menjadi penentu, atas pertemuan aku dan kamu.	1.614	71	382
4.	27/12/23	"Jangan lupa bahagia di sana, ya!" Pesan terakhir yang kamu sampaikan kepadaku. Sederhana tapi penuh makna. Tidak pernah kulupa, meski sekarang sudah bukan siapa-siapa.	1.569	124	378
5.	6/12/23	Kau anggap aku tempat singgah sementara, dan kau pergi setelah ada yang lebih baik di sana. Tak adakah sedikit saja niat dihatimu untuk menetap. Bahkan harapku kelak kita akan tinggal satu atap. Melangkah bersama tiada takut gelap. Karena bagiku, engkaulah cahaya di tengah malam yang pekat.	1.563	85	342

Figure 3: Most popular poetic content uploads in December 2023

Source: Processed by researchers, 2024

The table above shows the 5 most popular poetic contents of @kai121 uploaded in December. The number of likes on all five of them seems to consistently touch the number above 1,500

with re-tweets and comments that are also quite busy. This is different from the uploads of other @kai121 accounts which only managed to collect the most responses on the 12.12 promo content with a total of 2,306 likes. The second position of the most popular non-poetic uploads in December 2023 @kai121 is information about the extraordinary stop as a result of the Christmas holiday traffic jam which managed to get 1,375 likes. Followed by information about Executive & luxury generation facilities with 440 likes, information on handling railway lines affected by landslides with 405 likes, and information content on railway lines that are UNESCO world heritage with 400 likes.

No.	Tanggal	Cuitan	Like	Comment	Re-tweet
1.	10/12/23	Promo 12.12 naik kereta api cuma bayar 80% aja!	2.306	513	1.342
2.	24/12/23	KAI Update! KAI memberlakukan Berhenti Luar Biasa (BLB), sebagai langkah antisipasi dan untuk membantu masyarakat yang mengalami kesulitan akses menuju Stasiun Yogyakarta malam ini, dampak kemacetan dan kepadatan lalu lintas terkait libur Natal.	1.375	122	758
3.	13/12/23	Naik kereta lebih nyaman dengan Eksekutif & Luxury New Generation	440	69	173
4.	6/12/23	Penanganan terus dilakukan di Jalur KA yang terdampak longsor di lintas Karanggandul-Karang Sari karena curah hujan tinggi, perjalanan KA masih dialihkan memutar.	405	280	142
5.	4/12/23	Jalur KA yang jadi warisan dunia UNESCO, ada di Indonesia	400	45	101

Figure 4: Most popular non-poetic content uploads in December 2023

Source: Processed by researchers, 2024

Both tables show quite significant differences. Thus, the researcher decided to analyze the 5 most popular contents uploaded in December 2023 to see how the contents are more closely.

Analyzing the Content Stage

At this stage, the researcher analyzes the selected content, which is as follows:



Figure 5: Poetic content upload @kai121

Source: account X @kai121, 2024

Tweet @kai121, “Keep up the spirit! I’m sure you are able to fight through all the tiring things. You don’t need to be extraordinary to start everything, but you just need to start to become something extraordinary”. The content above became the most popular poetic content uploaded in December, number 1, generating 1,814 likes, 441 re-tweets, and 61 comments. The addition of a photo of a KAI uniformed officer emphasizes the brand carried by the post. The poetic sentences used also seem to correlate to provide encouragement to all life fighters who in this post are represented by KAI officers who appear to be carrying out their activities. This content was uploaded in the morning, using the hashtags #JumatBerkah and #KAI121. The hashtag is also a way to expand the reach of the post without forgetting to bring the brand name, namely #KAI121.

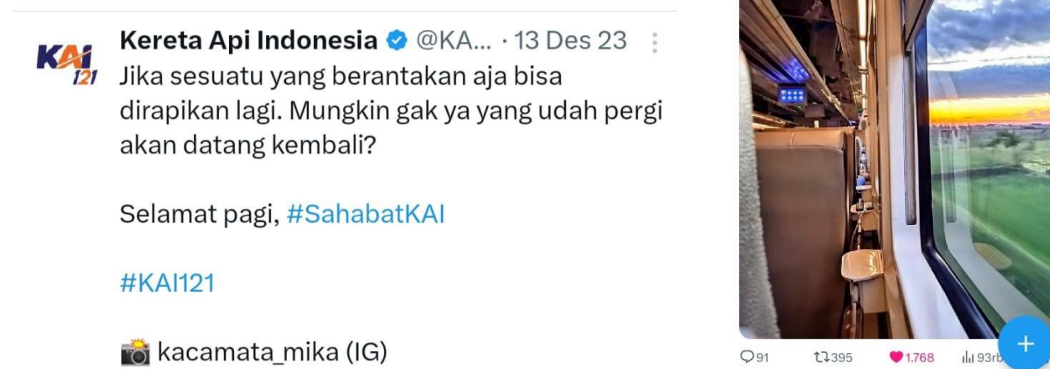


Figure 6: Poetic content upload @kai121
Source: account X @kai121, 2024

Tweet @kai121, "If something messy can be tidied up again. Maybe those who have left will come back?"

This upload received 1,768 likes, 395 re-tweets, and 91 comments. The photo used is a portrait from the passenger seat showing a green panorama visible from the window and a golden yellow sky. This tweet was also uploaded in the morning with the hashtags #SahabatKAI and #KAI121. The photo used was taken by netizens which was then re-uploaded by @kai121 by including the Instagram username of the photo owner. This is also a form of appreciation for the photo owner which can then have a positive impact on the impression that the photo owner will have about KAI. If in the first most popular upload the poetic sentence used contains an impression of motivation and inspiration, then in the second most popular upload it tends to have an impression of sadness and anxiety due to being left by someone important.

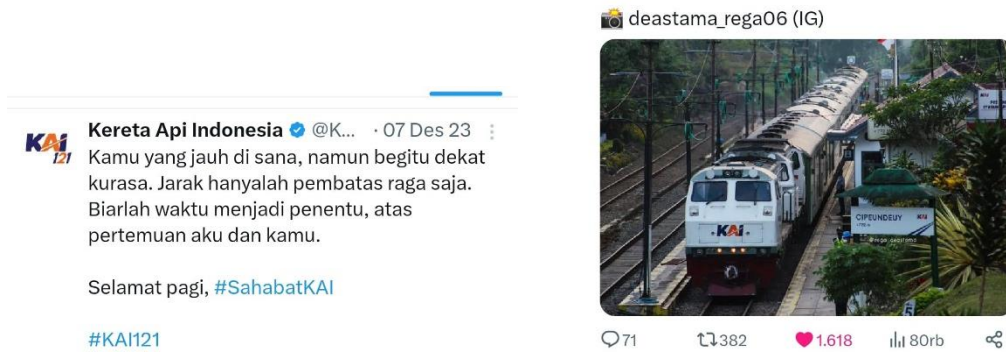


Figure 7: Poetic content upload @kai121
Source: account X @kai121, 2024

Tweet @kai121, "You who are far away, but so close I think. Distance is just a physical barrier. Let time be the determinant, for the meeting of me and you". This upload also uses the hashtag #SahabatKAI #KAI121 and was uploaded in the morning. The likes obtained were 1,618, comments 71, and re-tweets 382. The photo used is a picture of a train operating on the tracks. In this tweet, the impression that can be captured from the poetic sentence is about distance being a barrier to meeting someone.

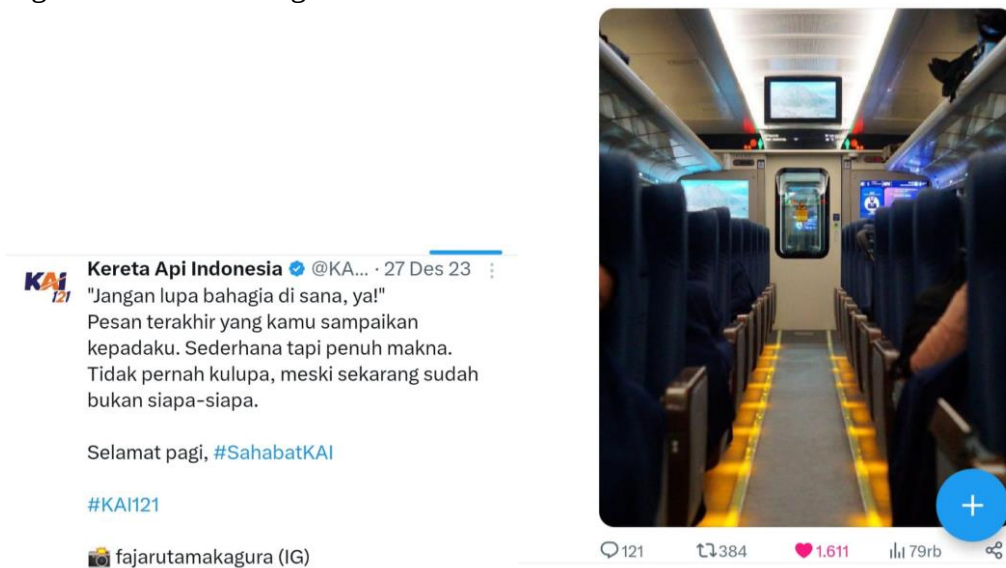


Figure 8: Poetic content upload @kai121
Source: account X @kai121, 2024

Tweet @kai121, "Don't forget to be happy there, okay!" The last message you gave me. Simple but meaningful. I never forget it, even though I'm no one now". Using a portrait of the inside of a train, KAI's upload on December 27, 2023, raised diction that seemed to be aimed at a loved one who had become a stranger again. The responses that were successfully collected were 1,611 likes, 121 comments, and 384 re-tweets. Not to forget, the hashtags #SahabatKAI and #KAI121 were also included.



Figure 9: Poetic content upload @kai121
Source: account X @kai121, 2024

Tweet @kai121, “You consider me a temporary stopover, and you leave after there is someone better there. Is there not the slightest intention in your heart to stay. Even I hope that one day we will live under one roof. Walking together without fear of the dark. Because for me, you are the light in the middle of a dark night”. This tweet was published in the morning and received 1,571 likes, 342 re-tweets and 84 comments. The photo used is a camera shot of a train crossing the green scenery on the side and right of the rails. Still with the same hashtag, #SahabatKAI #KAI121 with poetic sentences that give the impression of sadness and confusion as a result of being left by someone who prefers someone else.

Interpretation of the Content Stage

In the first most popular poetic tweet uploaded on December 8, 2023, KAI used sentences that conveyed support and motivation to people who were struggling and feeling tired in their lives. He reminded that starting something doesn't have to be extraordinary. However, you only need to start first to create something extraordinary. The choice of the words "I" and "you" indicates informal and non-standard language, which tends to represent a more familiar language to the audience. Anyone who reads it can feel connected, or maybe even share the post with those closest to them. As positive affirmations are a collection of simple positive expressions that can increase a person's self-confidence and make their thoughts positive when facing something (Apriliani in Mayliyan and Budiarto, 2022). Research by Mayliyan and Budiarto also concluded that positive affirmation therapy is effective in reducing depression, anxiety, and stress because positive affirmations help respond to threats and allow them to accept failure and information that can change attitudes and behavior.

Meanwhile, in the second most popular tweet uploaded on December 13, 2023, @kai121 expressed his hope to meet again with someone who has passed away. This sentence will attract the attention of people who still hope to return to their ex-lover, a loved one who has passed away, or for people who have not met the person they admired anymore. In this case, the context used is sadness about a loved one. Then the third most popular tweet was uploaded on December 7, 2023, expressing a sense of closeness despite the distance separating them, such as in long-distance relationships, be it with lovers, parents, friends, or other close people. Impressing a passionate desire to meet, but leaving the fate of the meeting to time. This can attract the attention of people who are in the same phase. In a long-distance relationship, the

thing that is always awaited is a meeting, so it is not uncommon for people to compete to have that opportunity. Although not infrequently busyness becomes an obstacle. So that in the end they surrender to time.

The next tweet expresses a sense of loss and longing for someone who has left and become a stranger, while the last message conveyed by that person still leaves an impression on the recipient. This poetic sentence uploaded on December 27, 2023 will attract the attention of people who have just separated from their partners and are trying to forget and let go of all memories of that person. This kind of tweet represents someone's feelings when facing the reality that the relationship they have built has failed. Then the tweet uploaded on December 6, 2023, the message conveyed was about sadness and anxiety due to separation from someone important. Not much different from the previous upload, the meaning conveyed was about the failure of a relationship and the loss of a loved one. This will also attract the attention of people who are experiencing this situation.

Based on the five selected tweets, the themes in @kai121's tweets include sadness and anxiety due to separation from someone important, the hope of reuniting with someone who has left, a feeling of closeness even though distance separates, a sense of loss and longing, and a message of encouragement and support to continue fighting in life. The tweets also reflect feelings of loss, longing, hope, and support in dealing with separation and the journey of life.

The tweets represent what is commonly felt by humans. Unlike other ordinary content, uploads of poetic sentences seem to be more popular with netizens. With that many responses, by not forgetting to include KAI's identity in the form of photos and the hashtag #KAI121, people who read it will also remember that the sentence comes from KAI's upload. This is where brand awareness comes into play. Consistency is shown by always uploading content in the morning with the same format, almost every day.

5. Conclusions

This study shows that the use of poetic-style tweets by the @kai121 PT Kereta Api Indonesia account is able to reflect common themes felt by humans, such as feelings of sadness, loss, hope, and support in facing separation and life's journey. This poetic content also managed to get a good response from netizens, showing consistency in the uploaded content, and being able to make the audience feel connected through the use of informal and more familiar language. This shows that PT Kereta Api Indonesia's social media branding strategy using poetic-style tweets is able to create high engagement from users and reflects success in reaching audiences with emotional and relevant messages.

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