

Role Of Public Relations Of The Regional Secretariats In Building The Image Of Bekasi District Government In The Public Eyes

Lukmanul Hakim, Astrid Haryanti

Abstract: This study aims to analyze and be able to find out the Role of Regional Secretariat Public Relations in Building the Image of Bekasi District Government in the Public Eye. Efforts made by the Public Relations Secretariat of the Bekasi District Government through various types of publications, genres of community approaches, managing documentation, and obstacles that exist in carrying out public relations tasks. The research method used is descriptive qualitative to obtain valid data according to the results Data collection techniques in the form of semi-structured interviews, observations made since the internship, and documentation. The results of this study show that the Role of the Regional Secretariat Public Relations in Building the Image of the Bekasi District Government in the Public Eye through the operational standards of government public relations.

Index Terms: Government Public Relations, Image of Bekasi Regency Government, Role of Public Relations Regional Secretariat,

1 INTRODUCTION

During the new order of government, public relations at the ministerial / departmental and institutional level began to take place. One of the benchmarks is the establishment of institutions in charge of public relations in their respective environments. It is no longer illuminating the nomenclature designation. One reason is that government information and communication institutions are no longer seen as an institution of indoctrination and propaganda as happened in the previous government (Soeprawoto, 2018). Especially as a new regime, the new order desperately needs efforts to gain support from the wider community. Therefore, the concept of two-way communication seems to be put forward. Given the complexity of the public relations task in its movements within the same framework, it is deemed necessary to establish an institution that can coordinate, integrate and synchronize government public relations activities. As a result, in the inter-public consultation meeting, ministries and institutions have had the results of forming government public relations shelter coordination institutions. Then the government public relations coordination agency is called the Coordination Agency (BAKOR) (Soeprawoto, 2018). Referring to the opinion of Grunig & Hunt, and Dozier (Putra, 2008), that the role of public relations is categorized into two roles, namely, as a managerial role (public relations manager) and technical role (public relations technician). The fundamental thing that distinguishes these two roles is the involvement of public relations practitioners in the decision-making process at the corporate level, technicians do not participate in management decision-making. While management is involved in the decision making process. Now government public relations is more innovative in delivering messages to the public.

In this digital era, public relations emphasizes the value of delivering information based on fast and accurate information. Local government public relations are also required to do so because the people inside also use digital technology to obtain information. In the context of the Bekasi district government public relations that will be used as research material. Being interesting to study because in it there are many innovations and advances in conveying information. In 2017 the Bekasi district government public relations began its steps to reactivate its digital media. Whereas the local government public relations in the area close to the Bekasi regency government has not been maximized to use digital media as a forum to convey information to the public related to the purpose of effective information delivery. Areas such as Karawang regency, Bekasi City, and Bogor Regency are areas directly adjacent to Bekasi regency. Therefore innovation in delivering the innovations carried out by government public relations in this case is the Bekasi district government is very interesting and a lot of knowledge can be taken from the results of public relations implementation that is more digital. Bekasi District Public Relations has also received two awards from PR Indonesia in the category of the best profile videos coupled with public relations in Semarang and West Java public relations. Bekasi District Public Relations was also elected as the most popular media district government, along with 15 other districts in Indonesia [1]. Not only that, Bekasi district public relations also became the first winner in the internet information service nominees in the category of provinces / cities / districts in the 2017 Public Relations Anugrah Media event held by Bakohumas Kemenkominfo (gobekasi.pojoksatu.id). Based on this phenomenon, what becomes the problem of the research is how the Role of Public Relations of the Regional Secretariat in Building the Image of Bekasi District Government in the Public Eye.

1.1 Research Questions

From the description of the background, the problem formulation of the research are:

- What is the Role of Public Relations of the Regional Government of Bekasi District Government in an effort to manage the image of the Bekasi District Government?
- What internal factors influence the positive image of the Bekasi district government?

- Lukmanul Hakim, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480
- Astrid Haryanti, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480, E-mail: aharyanti@binus.edu

- What are the obstacles to Secretariat Public Relations in forming a positive image of the Bekasi District Government?

1.2 Research Purposes

- To find out the role of Public Relations of the Regional Secretariat of Bekasi District Government in an effort to manage the image of the Bekasi District Government?
- To find out what role influences the positive image of the Bekasi District Government.

1.3 Research Benefits

1.3.1. Academic Benefits

- Become additional information for further research related to government public relations
- To increase public relations knowledge which plays an important role in each agency
- To make a comparison of research that has been done before.

1.3.2. Practical Benefits

- To be a medium for evaluation in the performance process of the Public Relations Secretariat Bekasi District Government in order to form a positive image in the public eye.
- Running the role of public relations of the Regional Secretariat of the Bekasi District Government to establish a good relationship between public relations Bekasi Regional Government Secretariat with media people as well as directly with the community.
- Increasing innovation in carrying out roles as a source of information and documentation at the Bekasi District Government Public Relations Public Relations.

1.3.3. Practical Benefits

- This research can be useful for people who want to know the scope of performance of the Bekasi Regional Secretariat of Public Relations.
- Knowing government public relations that was previously less open and now it is open and we can know the source of public information.
- Become an additional community reference, for comparison between local government public relations.

2 RESEARCH METHOD

According to [2] Qualitative research is a research method that is based on the philosophy of postpositivism, used to assess the condition of natural objects where the researcher is a key instrument, purposive sampling of data sources, collection techniques with triangulation, inductive / qualitative data analysis, and research results qualitative emphasizes more meaning than generalization. Thus, qualitative research is based on postpositivism and is carried out in natural conditions and the data collected is more qualitative. Non-statistic or non-mathematical research mechanism, where the size of the value used in this study is not numbers and emphasizes more meaning than generalization. In this study, we will explain in full how the role of the Public Relations Secretariat in forming a positive image of the Bekasi District Government in the public eye.

2.1 Data Collection Technique

Primary data

In this study using primary data, in the research process, the main data sources are collected through written records or through video recording equipment or audio tape including taking photos or films. According to [3] the primary data is the recording of the main data sources through interviews or observing roles and is the result of a joint effort from seeing, listening and asking questions. Thus, primary data is a technique of collecting data by using data collection through written records and recording devices to be used when interviewing with speakers. In this study, the interview will be used to find out how the role of the Public Relations Secretariat is actually in forming a positive image of the Bekasi district government in the public eye

Interview

Interview according to [3] in the Qualitative Research Methodology book is a conversation with a certain extent, which involves two parties, namely the interviewer who asks questions and interviewees who provide answers to those questions.

Informant

Informants according to [3] are people who are used to provide information about the situation and background conditions of the study. He must have a lot of experience in research settings.

Observation

According to Kaelan (2012), observation is a careful surveillance or sighting. According to him surveillance or sighting is the most important data collection technique in research. Therefore many theories and sciences in history were discovered through observation. In any study, including qualitative, observation as a technique of collecting data is divided into several forms. According to [4] observations can be classified into participant observation and un-structured observation. Any form used in a study depends on the characteristics of the material object of the study. This study uses participatory observation techniques, because this study underwent and were directly involved in activities to build a positive image of the Bekasi district government with the Public Relations & Protocol Section of the Bekasi District Government Secretariat.

Secondary Data

According to Sujarweni (2014) secondary data is data obtained from records, books, magazines, financial statements of company publications, government reports, articles, books as theories, magazines and so forth. Data obtained from secondary data does not need to be processed again. In this study, the secondary data used are documents from the Public Relations & Protocol Section of the Bekasi District Government Secretariat.

Documentation

According to Rachmat Kriyanto (2010), that documentation is an instrument of data collection that is often used in various methods of data collection. Observation methods, questionnaires or interviews are often supplemented by documentation tracking activities. The goal is to get

information that supports data analysis and interpretation.

Data Analysis Technique

According to Mudihardjo in Sujarweni (2014) data analysis is an activity to organize, sort, classify, code or mark, and categorize it to acquire findings that are based on the focus or problem to be answered. Whereas according to Patton quoted by Moleong in his book *Qualitative Research Methodology*, data analysis is the process of arranging the sequence of data, organizing it into a pattern, category, and a basic description. He distinguishes it from interpretation, which gives a significant meaning to the analysis, explains the pattern of description, and looks for relationships between the dimensions of the description. [5]:

- Data Reduction
Namely the process of focusing and extracting raw data into meaningful information. Suryana (2010).
- Data Presentation
Organize and present data in the form of narratives, tables, and matrices
- Conclude Data
Taking the essence of the data presentation that has been organized in the form of short and dense sentence statements that contain a broad understanding.

2.2 Data Validity Technique

Triangulation

Triangulation seeks to check the correctness of the data and compare it with data obtained with other sources, in various phases of field research, at different times and with different methods.

3 RESULT AND DISCUSSION

Public Relations Regional Secretariat of Bekasi District Government has a role as a giving contributor to the head of the Bekasi district government. Also the district secretariat of the Bekasi district government conducts information to the public. In this case the district secretariat of the Bekasi district government conducted a way for Bekasi regency to see its positive image in the eyes of the public. It was said as a contributor to the advice of the top leaders because the public relations secretariat of the Bekasi district government itself was also a funnel or information center and could bridge the needs felt by the community to be conveyed to the leadership. Instead of the results of the performance and programs for the community, it was also delivered through Public Relations. Not only that government public relations must also have a goal of forming a positive image in the eyes of the public. In the end when the positive image is already in the community, there will be public trust in the government that manages the area. Government public relations must also always think, create and innovate. By presenting accurate, precise and interesting information and being easily accessible to the public, the public trust in the government will be stronger. Many internal factors can be used as a way to improve or shape the image of an organization itself. In the Public Relations secretariat of the Bekasi district government use many of this methods. Among them is by opening public services in this case is the information service that becomes the opening point that public relations is a trusted source of information regarding Bekasi district. Inviting the Bekasi regency community to implement a development program. The public relations secretariat of the

Bekasi regency government also considers internal aspects. As an ingredient to form a positive image in the community, among others is by having reliable human resources in the world of public relations and being able to work well and increase the enthusiasm to work and serve the community better. From the results of the research conducted, the public secretariat of the Bekasi district government secretariat. Whereas the internal factors that influence the positive image of the Bekasi district government are by providing community services or information services. Instill trust in the community and invite the community to participate in implementing development programs in various fields such as social, economic, legal, and political. Always open and honest in providing services and dedication from the government apparatus itself. So in providing information must be open and in accordance with the facts. The factor of human resources is also important in influencing the image of the Bekasi district government. With quality resources, it will produce news with creative ideas. Furthermore, from the public relations the government itself must provide accurate information and always create two-way communication between the government and its people. In conducting observations for more than one year, there were found employees who were not able to become supporters in forming a positive image for the Bekasi district government. There are some employees who do not work according to their main tasks and functions, including those who go home before the hours go home, in this case it could be an obstacle to services or work carried out in carrying out Bekasi district government activities. Obstacles in doing a job do exist either from internal or outside parties. The public relations secretariat of the Bekasi district government usually always coordinates in making a decision and gathering information but there are only parties from the relevant regional work units who are reluctant to be invited to coordinate. Besides that, human resources are still lacking. Obstacles in doing work in the public relations department of the Bekasi district government secretariat are also related to existing equipment. Supporting facilities and infrastructure is considered important in helping the work so the results are even better. The lack of human resources is an obstacle to the delay in information provided by the Bekasi district government secretariat public relations to the public. Then there are more obstacles for government public relations that are regulations made by leaders or leadership agreements that contradict the government's desire to do more. Constraints also exist from the same as stated above that the elements of the regional apparatus organization that do not want to be open can be an obstacle, besides that there are also people who cannot be invited to cooperate in building public relations programs. From the results of the research conducted, the obstacles that exist in the regional secretariat public relations to form a positive image of the Bekasi district government are from internal and external. The external obstacles are the lack of open SKPD (regional work unit) in providing information and data so that there is difficulty in providing information to the public. Obstacles that exist are internalized, namely with limited human resources. There is another obstacle in the Bekasi district government secretariat public relations is that there are still limited equipment for job support to get maximum results so that the publication given is delayed. Support or support provided by the leadership seeks that regulations that support public relations work are also very much needed. Because if there is no regulation, the parties

that will cooperate with public relations, among others, here are the regional work units that will be difficult to provide information. Public Relations Section and secretariat protocol of the Bekasi district government. It is a part of the regional secretariat whose function is as an information center in the Bekasi district government. In the role of government public relations, Bekasi district government secretariat public relations carried out everything needed to support its role for the government and society. Provide contributions and ideas to the leadership as a strategic role of a government public relations. And provide communicative information for the community as a tactical role. And from the overall efforts that result in reciprocity from the people who get the information. The efforts made by the Bekasi district government public relations in shaping the image of the Bekasi district government are to provide the best possible information service to the community. Performance improvements continue to be made by filling in publication content as creatively and innovatively as possible in accordance with existing human resource capabilities. Presenting accurate, precise and interesting information. All of that is the main performance that must be carried out by government public relations. So that in the end it will get public trust, if the public believes in its government, a conducive life will be present which between the government and the community can work together to develop their territory. Providing information to the community about government programs and policies. Honesty is the main thing in providing that information. Public relations of the district secretariat of the Bekasi district government always strive to always be open to the community must be in accordance with the facts. Human resources are also very supportive in providing accurate, accurate and interesting information. Human resources in the public secretariat of the Bekasi district government always instill the spirit of their staff to improve performance and support public relations performance. So that the information delivered can be two-way. The above statement can be related to [6] theory of government public relations having the following public relations roles:

1. Strategic Role

Public relations or PR government agencies play an active role in the decision making process in giving donations of ideas, ideas, and creative ideas to succeed the work program of the institution concerned so as to be able to support the success of long-term national development and encourage through cooperation and support.

2. Tactical Role

Public relations or PR government agencies try to provide messages or information that is effective to the public as the target audience. The ability to carry out effective communication provides motivation, runs reciprocal communication, and makes a good image. In this case the public secretariat of the Bekasi district government carries out the role of giving donations to the leadership by giving ideas or ideas poured out with the Regent and Regional Secretary. Also in the tactical role of the public secretariat of the regional secretariat of the Bekasi district government, it always provides information to the public about the government's performance so that the community believes in the government and raises the motivation that the

government that manages its territory works well.

The above statement can also be linked to the theory according to Dimock & Koenig in Ruslan (2011) about the duties and obligations of government public relations, namely:

- Attempt to provide information or information to the public about public services, policies, and objectives to be achieved by the government in implementing the development work program.
- Able to instill confidence and trust, and invite the community in their participation to implement development programs in various fields such as: social, economic, legal, political, and maintaining national security and order stability.
- Openness and honesty in providing services and services from the relevant government apparatus need to be maintained or maintained in carrying out their respective duties and obligations consistently and professionally.

In this case the public secretariat of the Bekasi district government has carried out the duties and obligations of government public relations to do so. The task is also in the main tasks and functions of public relations secretariat of the Bekasi district government. The task is of course solely to improve service to the community. So that it will have an impact which is a positive image for the Bekasi district government. Public Relations in the latest information disclosure service innovation is to launch the "Bekasi Open" program. This program was just launched this year and previously since the establishment of public relations in Bekasi regency, there had never been a program like this. In the agenda of the "Bekasi Open" program is to conduct direct interviews with the heads of the relevant regional apparatus organizations in Bekasi regency, to determine the extent to which achievements and work are being carried out for the progress of Bekasi regency. The program also aims to further open access to information for the community using digital media platforms. Access is fast and can be opened anywhere this is an attraction for public relations to hold this program. After the "Bekasi Open" program was held, many people enthusiastically asked the speakers about various programs that existed in the relevant regional organizations. For the future planned "Bekasi Open" program will be held more often because it can provide answers for the community about the implementation of activities that exist in the Bekasi district government. Public Relations functions to generate a climate that can develop responsibility and participation of all public relations targets (Widjaja, 2010). So, a public relations practitioner needs to carry out operational strategies as follows:

1. Community Approach

In carrying out the public relations approach of Public Relations after seeing the selection of words to be loaded and also seeing the background of the community from the age, culture, education. All of that is done to provide the right information on target in accordance with the objectives of the local public relations. The purpose of local public relations in making a community approach is to make public relations as the main container in the delivery of information and news from the Bekasi district government.

2. Coordinative & Integrative Approach

Public Relations in support of the coordinative and integrative approach have public relations meetings throughout Indonesia. Regional Public Relations are always present to attend the event. The aim of public relations is to be able to see the development of public relations, especially government public relations, now there are any trends and innovations that can be applied and can be modified so that the public secretariat of the Bekasi district government can develop. For this reason, this activity is one of the local public relations work references. Public relations of the district secretariat of the Bekasi regency government are always collaborating with other regions and or with the central government. Which in the central government annually holds a Public Relations Barkor. Public Relations Baror Indonesia is usually there to develop in their respective regions. With the Public Relations Barkor. These activities will enhance the image of the Bekasi regency government. In the end the PR secretariat of the Bekasi district government could exchange experiences with one region with another.

3. Educational & Persuasive Approach

The method used for an educational approach and invites. In collaboration with reporters to provide news about the Bekasi district government that is more informative and more actual and educates the public with positive opinions. One of the things is the local public relations also held a media gathering activity. Journalists are invited to establish intimacy so that public relations as public relations officials with journalists can cooperate well. work together to build more informative news and create positive optimism.

4. Implementation of an Integrated Lighting System

Integrated lighting systems in public relations are two. There are those through social media, websites and there are also information services that are out of the public information requests through PPID (information and documentation management officials). PPID provides information through information applicants who submit applications for public information with the applicable provisions. So that information can be provided to the public who need information that is useful to the community for government transparency.

There are ways to use directly in providing information through sub-districts. When information is in the sub-district, then when there is a meeting the information can be conveyed. So for the development or development of Bekasi district. Such a system is implemented through coordination between relevant officials to deliver the information. Then to support the sustainability of public relations activities in public relations in the digital era. Public relations will be utilized like social media such as: twitter, Instagram, Youtube, Facebook, and websites, then through newspapers and in collaboration with online media. By providing creative content that can be produced for example public service advertising products, such as short videos, animations and even graphic design, motion graphics. Creative activities are made so that people can easily understand the information conveyed. The response given by

the community is also quite good and accepts that the information delivered can be effective. The impact of the positive response from the community is seen by the continued increase of followers on the official social media owned by local public relations. Then in the newspaper also local public relations also remained intense in giving news of the release results that were distributed so that the news was disseminated in the newspaper, especially the special newspaper in Bekasi district. The media used is also very helpful in disseminating information. All people can access it because there are various platforms.

4 CONCLUSION

Based on the research conducted, it can be concluded that the role of public relations in developing the image in the eyes of the public has gone well. In accordance with what is in theory and study that has ever existed before. It can be seen from the efforts that have been made by the staff in public relations who have done ways and participated in supporting public relations activities. The use of new media in digital channels such as social media has been implemented by always sending news content as a result of Bekasi district government activities. The very basic difference between government public relations and private public relations is the purpose of government public relations not on financial benefits but on public trust in the government itself. Private PR to maintain that the customer remains loyal to the product / company. In the same work, namely to build a positive image of the organization or company. Trust given by the community to the government will result in a conducive situation in the midst of society. Publications promoted by public relations are government policies and programs for the benefit of the community. While private public relations displays products / services offered to consumers. Public relations in conducting information to the public is carried out in two ways, with publication through conventional media such as print media. Some also go through new media, namely digital media. Among them through the official website that has been available since one and a half years ago. The social media that is now a place for many information estates is also a local public relations field to provide such information. Filling content using short videos, animations and even graphic design, motion graphics are done to attract the public's interest in receiving information. Outdoor media is also not left behind as a support for public relations activities carried out by local public relations. Of all types of publications have their own advantages and disadvantages. Local public relations activities are not only in the workspace. Local Public Relations also conducts activities outside that aim to improve public relations performance, the ultimate goal is to build good, correct, accurate and accessible information quality for the people of Bekasi district. The activities outside the work space are among others by participating in the BAKO HUMAS activities. The activities that were attended by various government public relations were always followed by public relations as well as to see and learn further, about what is now a better method or method of improving public relations programs in the regions. The use of technology has become a platform that is now used by government public relations. Local Public Relations also cooperates with journalists to jointly build synergies of accurate information in order to educate the public with actual news. The collaboration was built through media gathering activities and coffee morning activities. In this activity, there

were representatives of journalists who served in the Bekasi regency who had been registered on the journalists list in public relations after they were invited to take part in the event. The limited cost of making public relations is a turn or turn to invite journalists to participate in media gathering activities. In the media gathering activity, it was filled with various activities which made the familiarity between the public relations officials and the journalists. The results of this study are expected so that the general public can find out how the Role of Public Relations of the Regional Secretariat in Building the Image of the Government of Bekasi District in the Public Eye. In addition, the public can find out how a government organization can form a positive image of the organization to gain trust from its people. The public can now get far more public information disclosure. By seeing the government carry out activities or programs the aim is to prosper the community. With the opening of official digital channels, government agencies are expected to be more active in the community towards the government's performance in monitoring and giving advice. Development that is being or has been made by the government. Can be directly seen and monitored by the public directly not only through mainstream media. The use of technological tools makes it easy for people to see easily so that the government's goal of having a good intention is to work for the community to convey.

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