Implementation Of Public Communication Management In Pangandaran Regency Government

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Abstract: The government, an institution that has the authority to regulate public information, has the right and obligation to serve public information for the community's satisfaction. The presence of three conditions for disseminating information marks the beginning of literacy activities, both in the conventional medium and digital platforms. Also, the emergence of negatively charged content such as utterances of hatred, abuse, radicalism, false news, and pornography is emerging as a significant threat today, both for individuals and institutions. This study uses qualitative methods with the type of descriptive study through data collection conducted by observation, interviews, and documentation studies. The data collection uses some informants, namely the leader/staff of the Public Relations Section of the Pangandaran Regency Regional Secretariat and the staff of Office of Communication, Informatics, Statistics, and Coding of Pangandaran Regency. The results show that information and communication institutions specifically government public relations of the Pangandaran Regency carried out primary tasks and functions as managers of public information related to the creation and dissemination of positive news information content about the activities of regional leaders, namely regents, vice-regents and regional secretaries. On the other hand, the Office of Communication and Information and PPID disseminates information on the development achieved by the Pangandaran district, establishing coordination with the Public Relations division in each regional technical staff (SKPD). The conclusion of the study shows that the delivery of public information within the Pangandaran regency government is still cross-sectoral and has not been well integrated into a public information management agency.

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1. Introduction

Pangandaran Regency as a tourist destination in West Java has the increasing number of visits by foreigner., which requires a variety of information regarding various potential natural resources and governance that support the tourism and cultural aspects that are being developed to obtain services that are comfortable and safe for visitors. The rapid development of the tourism and cultural sector in the Pangandaran region today will affect the pattern of information and communication in the government and community of Pangandaran district with stakeholders.   Along with the tourism potency, the cultural, agricultural, livestock, and fisheries sectors in Pangandaran Regency also have the potential to be developed in a sustainable manner that supports the progress of the economy and tourism destinations in the southern coastal areas of West Java. These goals and ideals are the motivation and inspiration of the Pangandaran Regency Government to be able to provide narrative and descriptive public information about the performance and efforts of local governments in development achievements. Public Relations Division of the Regional Secretariat, The Office of Communication and Informatics, and the PPID of Pangandaran Regency are incidentally and routinely conveyed to the community.

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Ade Suhendra stated this as the Head of Public Information Subdivision of the Regional Secretariat of Pangandaran Regency: *"... the Public Relations Section of the Regional Secretariat of Pangandaran Regency can obtain fast and valid information from the public regarding activities and events that occur through what apps group (WAG) social media with members from community leaders and village governments.... "* The role of information technology in the dissemination of information can be an advantage and disadvantage for individuals and institutions because information traffic that is so fast and massive can result in "communication disasters" if not appropriately managed by those responsible for dealing with flow of communication. This condition is similar to what was conveyed by [1] which states that the data of the globalization era in all fields can create an opening of information and communication channels that occur between the community with an institution, including government institutions.The existence of information technology makes it easier for people to obtain information about policies, programs, and activities that in the planning stage, implementation stage, or that have been done by the government. Digital communication services carried out by an institution like today demands competencies for individuals and the reputation of the institution. Thus, communication and information have an essential role in human life, society, and citizens as communication and information are the primary vehicles of everyday human activities and life [2]. For the Public Relations Section of the Regional Secretariat of Pangandaran, the existence of this digital era has mixed reception especially in terms of managing public information. It is caused by the uneven quality of the human resources in the public communication sector, and the low level of understanding in the implementation of digital communication in the Pangandaran regency government, in addition to a weak and rigid bureaucratic system. All those things have led to the position of Public

Relations in the Regional Secretariat of Pangandaran Regency's organizational structure and governance (SOTK) at the lowest level. This position caused public ignorance for the Public Relations Section of the Regional Secretariat of Pangandaran Regency. By seeing the rapid development of information technology, the future of public relations staff in government institutions is expected to immediately adapt to the environment in order to manage public information and communication systems that demand the implementation of increasingly simple, practical, effective, efficient and reciprocal communication practices. In general, the role of public relations of the Pangandaran district government is as an information service for the public and also creating synergy with the media. So according to [3] in carrying out public information services, the community hopes to get quality and satisfying information from institutions/organizations. The presence of government public relations in the Pangandaran Regency building up a hope that not only will it become a means of information dissemination, but also able to create literacy effects from the presence of good, correct and useful information. The restructuring of Pangandaran regency governance that places the position of Public Relations, which must be integrated with the Office of Communication, Information, and Statistics that are more focused on the digital literacy service for the Pangandaran community. Other elements in charge of managing information and public communication in government institutions are information and documentation management officials (PPID) found in each Regional Work Unit (SKPD) of the Pangandaran district government. PPID itself has to serve public complaints and public information disclosure related to the duties, functions, and roles of each SKPD, which technically is submitting information to the public. The role of PPID related to the mechanism of providing information, it is more emphasized on the facilitation of information and communication to SKPD in the government domain to be delivered to the wider community according to the needs requested by the applicant [4]. The presence of institutions that facilitate the flow of information in the community can provide direction that can minimize information gaps and information discrepancies in terms of development processes and government performance. Without facilitation, the fear of the lack of public information distribution that has occurred will lead to inefficiency and resulted in the loss of opportunities to gain public trust in the government [5]. In order to gain public trust in the information conveyed, the communication and information department of government institutions needs to collect data and information collaboratively with various parties before delivering it to the public. It becomes public knowledge that communication climate in a government organization continues to change and develop, where public information disclosure has become the community's need for obtaining information rights that are relevant, valid, and structured [6]. The process of gathering information carried out by the communication and information section of the Pangandaran Regency's government is still traditional, that is, using protocol and media relations. In fact, the implementation of public communication activities carried out by government institutions is aimed at fostering good relations with various publics and creating mutual understanding between institutions and stakeholders [7] and bringing public interest and positive impact on knowledge, attitudes, norms, and practices in the community [8]. The Pangandaran Regency Government has an institution that handles Public Information Openness, but in terms of implementing public communication management in order to develop citizen participation, the government still implementing in a simple basic way. The form of information provided is not yet fulfilling its potential and tends to convey the type of information that is less interesting, rigid, and tedious. Submission of public information, so far, uses more bureaucratic channels related to the implementation of development programs and policies. While for the issue of information on basic social services, it is delivered through news published in the local mass media. Based on the previous explanation described earlier, the formulation of the problem in this study is focusing on how the implementation of management of public communication in the information and communication institutions of the Pangandaran regency government in collecting, processing, and delivering or distributing public data and information to the public The benefits of the results of this study are expected to be able to confirm the role and function of local information and communication institutions that carry out the tasks of the regional government public relations. This study can be considered as feedback for all parties, especially for the regional leadership of Pangandaran Regency government with the Regional People's Representative Council to examine more closely the importance of the role and function of public information and communication institutions professionally to support local government 's policies and development.

2. Literature Review

Rahmat and Bakti explaining facts and developed an affirmation, questioning the performance of Government Public Relations so far [9]. The purpose of this research is to describe the performance of government public relations, especially the PR of the regencies and cities' governments in West Java. The results of this research indicate that: firstly, the performance of public relations government receives more reprimand than praise/appreciation for their work results; secondly, there are very few employees in the public relations department of the government with a background in formal education from communication major in university, especially from public relations. Also, employees rarely get non-formal public relations education; and thirdly, government public relations activities are more focused on routine activities in the form of providing information to the media. The research has a connection with this research as it discusses the performance of government public relations related to public communication activities. The other research related to this research is [10]. The article shows that public relations institutions must act as a bridge between various interests of the government and the people by developing listening skills through openness, dialogue and sensitivity to information from various parties in an effort solve various problems in the area. Based on the literature research above, the research on

public communication in Pangandaran Regency is attainable, as research on the new autonomy region requires standards of feasibility to deliver information carried out by the office of information and communication in the region.

3. Research Method

This research uses a qualitative descriptive method approach. The purpose of a descriptive study is to make a description, explanation or writing systematically and accurately about the facts, the characteristics, and the relationship between phenomena being investigated [11]. This research also uses a two-stage study: (1) search for primary data through direct survey/field observation, interviews, data processing, and data analysis, and (2) secondary data search and literature. Data for this study were collected from, both qualitatively and quantitatively. Primary data is obtained through direct observation and interviews with respondents who have been previously selected by using key questions. While secondary data is used to support primary data. Secondary data was obtained from various documents from the Public Relations section of the Regional Secretariat of Pangandaran Regency and the Office of Communication, Information, Coding, and Statistics as well as mass media related to research issues, with the addition of information from other research results, and writings related to research. Processing and analysis of data are adjusted to data availability and achieved objectives. In Referring to data analysis techniques from [12], activities in qualitative data analysis are carried out interactively and take place continuously until it is complete so that the data is saturated, which includes data reduction, data display, and conclusion/verification description. Thus, conclusions in qualitative research may be able to answer the formulation of the problem, but not necessarily so, because as stated earlier that the problem and problem formulation in qualitative research is still temporary and will develop after researchers are in the field with the data obtained going through a process and simplified by being categorized and described descriptively.

4. Result and Discussion

Implementation of Public Communication Information and Communication Institute of Pangandaran Regency Government According to the Indonesian Ministry of Communication and Information [13] efforts to improve government services through an integrated and reliable information system require common understanding, action, and integration of steps from all government institutions. The need for information and communication institutions is now no longer in the level of discourse or just a scientific concept but continues to be driven by the government's need to explain what the government does to the community to gain support and to explain what and how the government does to earn trust from the outside community. The issuance of Law No. 14 of 2008 concerning Public Information Disclosure and Presidential Instruction No. 9 of 2015 concerning Management of Public Communication requires every government agency to have a technical unit related to information services and the implementation of public communication activities needed by the community. The public information in

question is a government policy delivered by public officials in meetings that are open in general and disseminated through mass media and internet media [14]. The process of collecting data and information in the Pangandaran Regency government environment, in general, is carried out by coordinating with each part of the SKPD to obtain information and documented as an archive. Information that is needed by the community traditionally, such as interviews, asking data copy of official activities/programs and government performance through digital services such as e-mail. The need for information and communication services for today's society is beginning to shift to digital nature, where the effectiveness of digital information services tends to be determined by the level of user needs and the availability of accurate information, as well as speed and accuracy in services that are mainly determined by the availability of access to facilities [15]. For the conditions of the Pangandaran community itself, the importance of digital information services is still relatively received unenthusiastically. This is as stated by the Head of Information, Public Communication and Communication and Information Services Statistics, Coding & Statistics of Pangandaran Regency, which states that: *"... the low demand for public information through digital services can be seen from the fact that people often come to the related offices to get information about the services they complain about or ask to get solutions directly in person. Besides that, the community is more comfortable when they come directly to the office to get a detailed explanation and understand [the problem]... "* The results of the interview show that the development of information and communication technology does not necessarily make people enthusiastic about using it optimally. The problem occurs because people in Pangandaran Regency still lacks in facilities, access capabilities, and knowledge conversely, as Digital services are supposed to be an optimal platform for dissemination of information and communication, both of them providing information services and utilize information technology in order to educate the life of the nation [16]. Meanwhile, in the process of public data and information to be conveyed to the public, information and communication institutions within the Pangandaran Regency government are generally still has a bureaucratic problem. That is, the local government must obtain permission and must consult their superior before returning information to the people who need it. However, information that is generally related to the development carried out by the regional government, each SKPD can provide the reply under rules agreed upon between the service and the people who need information. In line with the growing development of information technology and freedom of communication, it is essential to comprehend that some local governments have not been able to utilize the technological advances in communication strategies by optimizing public services related to aspects of basic community needs [17]. The processing of data and information carried out by the Public Relations Section of the Regional Secretariat is facilitating the management in the delivery of information, accommodating all existing data from various SKPDs and communities which are then analyzed and disseminated. So, the reality is that

927

public relations department functions as a protocol, information provider, documentation, and especially in information services related to Regent and government programs. Thus, all public relations activities still depend on the activities carried out by the Regent. Whereas Diskominfo and PPID, data processing is carried out at any time related to the implementation of routine activities carried out by each SKPD which at any time can be requested by regional leaders or by the community. The processing of public information data uses a very formal way by requesting data to each SKPD to be followed up in the form of monthly and Incidental reports. Public relations work of the government in Indonesia is regulated through the Regulation of Minister of State Apparatus Utilization No: 12 / M.PAN / 08 / TAHUN 2007 which covers: (1) delivering messages & creating public opinion, (2) external internal communication to obtain mutual benefits for institutions and stakeholders, (3) implementing government management functions, (4) building the image of organizations, governments, nations and countries. Based on this legal basis, the Public Relations Section of the Regional Secretariat of Pangandaran Regency seeks to change the face of the Pangandaran Regency government to be better, not only famous by its tourism potential, but in all sectors of people's lives can be well-known throughout the archipelago. The change is necessary because the public relations work of the government is expanding, but in terms of information intake, the provision of budgets and human resources is still minimal. According to [9] based on organizational structure, public relations in the study of government institutions are still at the middle management level, as evidenced in Pangandaran regency led by a head called the head of the section, then this section oversees several subsections with different basic tasks. In general, the main tasks of the Public Relations Department in the area of government studies are organizing the formulation of policies and information processing, dissemination of information, documentation, implementation of activities and events that consist of protocol, coding, and coding equipment at the Regency level. To disseminate information in order to get support from the government officials of Pangandaran district, the Public Relations Section of Regional Secretariat has made an internal magazine as an information medium called "Kahibaran." The contents of internal media in the form of the magazine are information about Pangandaran's latest news, which is published twice a year. The internal magazine aims to be able to meet the information needs of employees and as an employee relation media within the government [18]. Also, the government public relations turned out to function more like government bureaucracy and as a funnel in conveying positive development messages to get support from the community [19]. Finally, the process of delivering information and public communication carried out by information and communication institutions in the Pangandaran Regency government can be seen in the figure below:
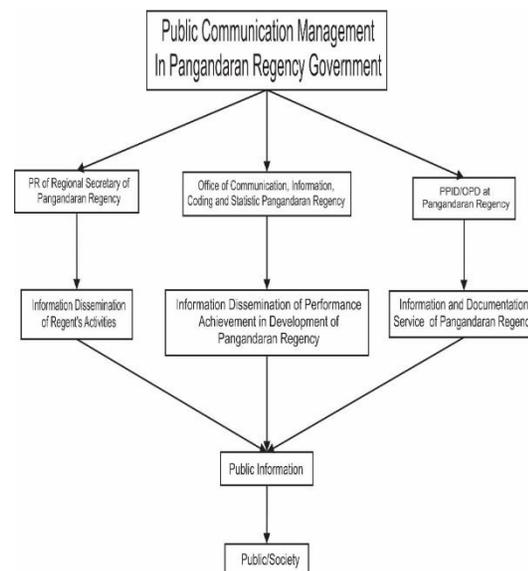
Source: *Research result, 2019*
Figure 1. *Process of Public Communication management in Pangandaran Regency Government*

Figure 1. shows the management of information and public communication in the Pangandaran district government carried out by the Public Relations Division of the Regional Secretariat, the Office of Communication and Information, Coding, & Statistics, and the PPID. The authority in managing public information by the three institutions is different. The Public Relations department of Regional Secretariat of Pangandaran Regency has to manage and deliver information related to the activities of regional leaders namely regents, vice-regents, and regional secretaries in order to carry out functions following regional leaders activities such as formalizing a development, giving remarks, and other activities. Whereas for the management of information related to the achievement of the government's development activities is carried out by the Office of Communication and Information, Coding & Statistics. However, for information relating to digital information services, there is still no information and quantitative information on the progress of development statistically as it is still joining the Central Bureau of Statistics of Ciamis Regency. The Information and Documentation Management Officer (PPID) conducts information and documentation services that are asked by the public to be forwarded and answered based on information from the communications department or Public Relations department found in each Regional Work Unit (SKPD). Out of the three institutions managing public communication, it turns out that in terms of public information delivery, it is still in a sectoral level not yet well integrated. Whereas, in a formal juridical manner regarding the duties, functions, and authority of managing public information, it has been regulated in the Regional Regulation of Pangandaran Regency No. 31 of 2016 concerning the formation and arrangement of equipment in the Pangandaran regency area which started effectively in 2017. So far, the functions of information and communication institutions in a

government institution referred to as Public Relations. Where public relations is a function of an organization or institution that has an extraordinary role in disseminating positive information and its implementation is highly dependent on the vision and mission from the top management. Public relations has a role in delivering public communication and information based on the ability to establish relationships, convey ideas, and delivering messages. The development of government policies, turns Public Relations functions, roles, and performance "narrowed" and must be integrated with other institutions.

5. Conclusion

Management of public communication in the Pangandaran district government is carried out by three information and communication institutions, namely the Public Relations Departement of the Regional Secretariat, the Office of Communication Information Coding and Statistic, and the PPID. In carrying out the delivery of information and public communication, the three institutions carry out the stages of data collection, data processing, and delivery of public information data that are mutually coordinated and cross-sectoral by using conventional and semi-digital communication media to the public. However, the enthusiasm of public information disclosure not yet followed by the enthusiasm of the community. The amount of responses in conveying the need for public information is not sufficient, forcing the pattern of public information delivery regarding policy and achievement of development in the Pangandaran Regency by government institutions, to use conventional information delivery mechanisms such as face-to-face meetings, press conferences, and socialization/publication by using local mass media. The suggestions and recommendations for Pangandaran Regency Government in increasing the public information and communication institution optimization, is to be able to improve their technology capabilities and skills through training, mentoring, and technical guidance. Also, in terms of information technology infrastructure in each SKPD Pangandaran Regency government, it needs to be improved in order to establish reciprocal communication between the community and the government.

6. Limitations and Study Forward

This research has been carried out based on scientific rules and procedures. However, there are still some limitations in the disclosure of the results of the research, including: 1. In order for future researchers to obtain a good research model supported by stronger theory, it is recommended for further research to increase references that would be able to support and reveal the problems of research topics. 2. The informants of research should be expanded to get better results, especially towards a variety of regional leaders.

Acknowledgments

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