



Digital Media Utilization in Government Public Relations

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Abstract. This study investigates the optimization of digital media by the Public Relations Secretariat of the South Tangerang City Local People's Representative Council (DPRD) for fostering two-way communication between the city's representatives and its citizens. Unlike commercial public relations, government public relations prioritize publications, promotions, advertising, and the enhancement of public services. Through a descriptive qualitative methodology, this research provides an in-depth analysis of the DPRD's public relations activities, revealing the current use of three social media platforms (Instagram, TikTok, and YouTube) and one online medium (the DPRD's official website). Among these, Instagram emerges as the most followed channel, indicating a preference or strategic focus on this platform. Despite the Secretariat's efforts to support the DPRD's executive and legislative roles via digital media, the optimization of these communication channels has been hindered by a lack of human resources. The study further notes the absence of a dedicated hotline for the public to directly convey their aspirations, necessitating personal contact with council members. This scenario underscores the challenges faced in maximizing digital engagement with the community and highlights the need for strategic improvements in digital public relations practices within government bodies, especially in terms of resource allocation and the establishment of more direct communication avenues.

Keywords: Government Public Relations, Digital Media Optimization, Two-Way Communication, Resource Limitation, South Tangerang City DPRD

1 Introduction

The presence of new media has made various changes in various sectors. Social media disruption makes the world smaller and borderless. The term Global Village which was coined by McLuhan seems to be an indication that the state of a globally connected medium makes the dissemination of information easier, faster and more open. The presence of social media has created various new challenges and opportunities that have never existed before. This means that social media can no longer only be considered as a means of promoting and disseminating information, both formal and informal. Every industry, including government, needs a bridge that can connect them with society. Various programs and policies that have been formulated by the government will not be implemented well if they are not socialized to the public in a safe manner. This creates an urgency for the existence of a public relations division in a company, including government agencies. The government sector itself, both in ministries and non-ministerial institutions, has established a public relations division which is generally under the auspices of the communications bureau[1]

As part of the government, the role of public relations cannot be underestimated, the position of public relations in the government structure is not only limited to structural functions

but also helps in carrying out the functions of the institution. Public Relations or commonly known as Public Relations (PR) is a part of the institution whose duties and functions are to maintain, bridge and optimize the institutions it represents. In various sources that define Public Relations, Djanalis in his book *Public Relations in Theory and Practice*, he then provides a definition of definition, Public Relations is every effort to create a harmonious life in an organization, both into the environment and out into society in a broad sense to achieve organizational goals by creating relationships between institutions, employees and society. Public Relations is widely practiced in various organizations in order to support management to achieve its goals effectively and efficiently. So, Public Relations is preventive, preventing problems from arising

The main difference between the functions and duties of public relations (public relations) in government agencies and non-government agencies is that nothing is traded or transactions take place, either in the form of goods or services offered to parties who need it commercially. Although there are government public relations parties who do the same things as commercial companies, such as carrying out publication campaigns, marketing promotions and advertising. However, this places more emphasis on the form of public services or public utilities for the benefit of public (community) services.

If we look at the history of the development of Public Relations in Indonesia, conceptually it occurred in the 1950s. The formation of Public Relations in Indonesia was born through the Presidium of PM Juanda's Cabinet which instructed that every government agency must form a Public Relations section/division. Institutionally, the Public Relations profession was recognized with the establishment of the Government Public Relations Coordinating Board (Bakohumas) on March 13 1971. Bakohumas was established based on the Decree of the Minister of Information (Menpen) No. 31/KEP/MENPEN/1971. The Minister of Pen Decree was issued in the framework of the formation of Bakohumas which was a continuation and result of deliberations between Public Relations Departments/State Institutions on December 6 1967[2]

Government public relations is formulated in State Apparatus Regulation Number PER/12/M.PAB/08/Year 200 concerning Guidelines for Public Relations within government agencies. It is stated that the vision of government public relations practitioners is the creation of government public relations human resources, as well as a conducive and dynamic climate for the smooth implementation of public relations duties. Apart from that, the position of public relations in the government is to assist in implementing good governance (good governance) to help institutions maintain interactions with the public. Information management in government is something that needs special attention, because the public has the right to freedom of information. This is stated in Law No. 14 of 2010, President Susilo Bambang Yudhoyono ratified the Law on Public Information Openness. The law requires government agencies to inform the public about the latest policies and programs. Institutions need to prioritize dialogical relationships (two-way communication) with the public. This dialogic relationship between government institutions and the public is in accordance with the two-symmetrical ways of communication put forward by Gruning and Hunt in 1955. Based on interactivity, there are four models of communication in public relations, namely press agency, public information, two-asymmetrical ways of communication. The two-symmetrical ways of communication model is a model that emphasizes an equal and two-way relationship between the organization and the public. Apart from building dialogical relations or two-way relations, government public relations is also required to be transparent, by means of publicizing programs, policies and

performance carried out by the government. This was implemented as a measure of accountability towards the community. This will help the level of public trust in the government[3].

Two-way communication is also based on the General Guidelines for Public Relations Management in Government Agencies issued by the Ministry of PAN and RB in 2011. Bureaucratic reform also requires Government Public Relations to implement a public relations model based on information transparency and accountability. The dynamics of this change need to be understood and implemented as part of the government's Public Relations function. Efforts to disseminate government information to all stakeholders become difficult for Government Public Relations officials, if access to information sources is limited by the bureaucracy. The role of government public relations as a communicator is to open access and two-way communication channels between government agencies and the public, both directly and indirectly. Public Relations is required to act as a facilitator, disseminator, catalyst, counselor and prescriber. Government public relations provides information to the public regarding government policies, programs and activities as stated in point a. Article 3 of the 2011 Minister of Home Affairs Regulation is the spirit of public relations methods at the organizational level. The government's policies, programs and activities are messages from PR activities [4]

Technological developments have become an opportunity for government public relations to carry out its functions optimally, both internal and external public relations activities. This research is important to carry out because of the strategic location of the public relations function for the sustainability of a government institution. Coupled with the dynamic development of communication technology which encourages society to become increasingly dynamic in seeking information on government policies, it is necessary to provide an appropriate platform to optimize government performance.

State of Art in this research looks at how public relations in the DPRD Institution, which has the function of making regional regulations, makes social media not only a place to disseminate information but also uses social media to optimize two-way communication between the Regional Government and the Community.

When writing research, it is certainly supported by previous studies as information and comparison material. There are several previous studies that have become State of Art in this research. First, "Understanding of Ministry of Home Affairs Public Relations Officers Regarding the Role of Government Public Relations" from Anwar Sani, Mien Hidayat, Nuryah Asri Sjafrinah in the 2020 Public Relations Professional Journal, this research is based on the birth of the 13/2011 Home Affairs Government demanding that the Ministry of Home Affairs reform and increase human resources who hold positions in public relations institutions in their environment, including instilling an understanding of the role of Government Public Relations in the Public Relations staff at the Ministry of Home Affairs. The aim of this research is to determine the understanding of Ministry of Home Affairs public relations officers regarding the role of Government Public Relations. This research uses a case study method which is classified as one object (single case study) by determining key informants, namely purposive sampling. The results of this research are that the Ministry of Home Affairs' government public relations has realized the importance of the role of public relations in a government institution and that it needs to be revitalized to optimize its role[4]

Second, a journal with the title "Dualism on the Impact of Using Tiktok Social Media in Government Public Relations" by Asti Prasetyawati. This research aims to analyze the impact

of using Tiktok in disseminating serious content carried out by government public relations in Indonesia, especially by the Coordinating Ministry for Maritime Affairs and Investment. The results of this research show that there is a dualism in the impact that Tiktok has in disseminating the Coordinating Ministry for Maritime Affairs and Fisheries' public relations content. Even though the dissemination of information via Tik Tok has the potential to reduce the original essence of the message, this also makes the information closer and easier for the public to understand[5]

Third, a journal with the title "Humad Strategy in Managing the Public Relations Saker Website Application by Bekasi City Government Public Relations" by Fakhriyah Nur Hasna and Muhammad Al Asshad Rohimakulullah. SAKER public relations is an implementation of information disclosure regarding the Bekasi City Government which is realized in digital form so that the public can access and obtain information easily. The focus of this research is on the management strategies carried out by public relations on websites using PR strategy theory which contains the stages of designing a PR strategy starting from research to evaluation. The research found that management strategies regarding publications and SAKER Public Relations targets need to be evaluated so that the goals can be achieved.[6]

The position of this research looks at how public relations in the DPRD Institution, which has the function of making regional regulations, makes social media not only a place to disseminate information but also uses social media to optimize two-way communication between the Regional Government and the Community. Researchers hope that this research can be used as material for study and evaluation of government public relations in the era of digital media disruption.

2 Research Methods

The approach in this research uses descriptive qualitative, qualitative research is methods for exploring and understanding the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems. This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively starting from specific themes to general themes and interpreting the meaning of the data.[7]Case studies involve a careful and intensive study of a person, group or institution[8]. Case studies can be in the form of a single case or multiple cases, this research only examines one institution, namely the Public Relations Secretariat of the South Tangerang City DPRD Secretariat.

Data collection using interviews, observation and documentation. Interviews were conducted with the public relations sub-division administrator of the South Tangerang City DPRD Secretariat, observations were also made observing the activities of the public relations sub-division in managing information and carrying out public relations activities on the official social media of the South Tangerang City DPRD. Meanwhile, documentation is an activity to collect various data sources to support research. Data analysis is an ongoing process throughout the research. The analysis involves both general analysis and participant-specific strategies. In this research, general data analysis is applied including; data management and preparation, initial reading of information, data coding, detailed description of codes, thematic analysis of codes, use of computer programs, presentation of data in tables.

3 Discussion

The performance of the Public Relations Bureau cannot be separated from the importance of openness of public information which is mandated by Law Number 14 of 2008 where in Chapter IV article 4 paragraph 1 states that everyone has the right to obtain public information in accordance with the provisions of the law. Article 2 states that everyone has the right to see and know public information, attend public meetings that are open to the public to obtain public information, obtain copies of public information through requests in accordance with the law, and disseminate public information in accordance with statutory regulations. Meanwhile, the objectives of Law Number 14 of 2008 in article 3 are: (1) guaranteeing citizens' rights to know plans for making public policies, public policy programs and the process of making public decisions; (2) encouraging community participation in the public policy making process; (3) increasing the active role of the community in the process of making public policies and good management of Public Agencies; (4) realizing good state administration, namely transparent, effective and efficient, accountable and accountable.

The difference between non-governmental public relations and government public relations is the commercialization of its activities, meaning that government public relations in its promotional, publication and advertising activities do not contain commercial elements but rather contain informative and public service elements. In general, John D Milette has the following main tasks;

1. Observing and studying the desires, wishes and aspirations found in society (learning about public desires and aspirations);
2. Activities of providing advice or giving suggestions to respond to what should be done by government agencies/institutions as desired by the public (advising the public about what should desire);
3. Ability to ensure satisfactory contact between public and government officials (ensuring satisfactory contact between public and government officials); And
4. Providing information and information about what an agency/government agency concerned has attempted (informing and explaining about what an agency is doing)[9].

South Tangerang City DPRD Public Relations is an instrument from the Public Relations and Protocol Sub-division of the South Tangerang City DPRD Secretariat. South Tangerang City is a division of Tangerang Regency. The new city was founded in 2008 based on law number 51 in Banten Province on November 26. A region that has a strategic position from an economic perspective because it is a region that geographically connects the Banten Province with Jakarta Province, Banten Province with West Java Province.

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4. Providing information and information about what an agency/government agency concerned has attempted (informing and explaining about what an agency is doing. The performance of the Public Relations Bureau cannot be separated from the importance of openness of public information which is mandated by Law Number 14 of 2008 where in Chapter IV article 4 paragraph 1 states that everyone has the right to obtain public information in accordance with the provisions of the law. Article 2 states that everyone has the right to see and know public information, attend public meetings that are open to the public to obtain public information, obtain copies of public information through requests in accordance with the law, and disseminate public information in accordance with statutory regulations. Meanwhile, the objectives of Law Number 14 of 2008 in article 3 are: (1) guaranteeing citizens' rights to know plans for making public policies, public policy programs and the process of making public decisions; (2) encouraging community participation in the public policy making process; (3) increasing the active role of the community in the process of making public policies and good management of Public Agencies; (4) realizing good state administration, namely transparent, effective and efficient, accountable and accountable

Based on the two way traffic of communication, there are several points of concern regarding the activities carried out by the Tangsel City DPRD Secretariat to optimize its government public relations activities, namely;

a. Interest Orientation

Based on the ideal interest orientation of government public relations in the Decree of the Minister of Communication and Information No. 03 A/SK/Meneng1/2002 which regulates the duties of government public relations as a media assistant for the government in maintaining relations with the public without the interests of either party. As a government public relations officer who is in a Government Institution which is also a Legislative Institution which is close and full of political nuances, this is of course an important note for the Public Relations subsection of the South Tangerang City DPRD Secretariat in all its activities, both external and internal, which do not have an interest orientation. From the research conducted, administratively the Public Relations of the South Tangerang City DPRD Secretariat has carried out its activities well and in a balanced manner, This means that any information released to various platforms is not biased towards one party or section. They are more active in various information on Council Equipment activities such as carrying out work visits, receiving work visits from other regions, meeting and plenary activities and talk show activities called "Let's drink coffee". This activity takes the form of a talk show with various sources ranging from community leaders, government elements and DPRD members, the contents of which discuss various issues that are currently hot in the people of South Tangerang City.

b. Informative

In substance, they simply provide information quickly, accurately and openly. It's just that they still found several things that had not been maximized by them. It is recorded that they have a web page, Instagram, Tiktok and YouTube Channel. But from research it turns out that they are more active in posting only via Instagram compared to other social media. In Instagram media itself, they have not maximized the various features offered such as the use of hashtags, reels, Instagram stories and do not pay attention to algorithms when posting information. They tend to randomly post information or content without paying attention to social media traffic. This is

understandable because they still position themselves as government public relations who have no commercial interests.

c. Convey or educate regarding legislation

In the process of conveying and educating about legislation, it is always shared through its own social media platforms and press releases with local media. There was a note found when researching that the Public Relations sub-section of the South Tangerang City DPRD Secretariat did not provide information when the legislative process was formulated, only providing information when the legislation had been finalized/ratified.

d. Become a forum for community aspirations

Observations made by researchers both through interviews and observations have not found that there is a special hotline for the community when they want to give their aspirations. So far, people who have aspirations will directly contact DPRD members in their respective electoral districts directly.

Of course, this is a note of how the role of DPRD public relations is not only as a place for various information but must also be a forum for connecting aspirations between DPRD members and the residents of South Tangerang City.

a. Inviting the public to participate and be informative in conveying ideas, thoughts or complaints.

Because we do not yet have a special platform to become a forum for community aspirations, of course the Public Relations activities of the Tangel City DPRD Secretariat in an effort to invite the community to be participatory and informative in conveying ideas, ideas and complaints have not been able to accommodate them well. As we know, social media has features for various likes and comments, the Tangel City DPRD Secretariat has never placed any restrictions on comments so that the public can freely express likes or comments on information posted on social media.



Figure 1. South Tangerang City DPDR Secretariat social media

From various social media owned by the South Tangerang City DPRD (Instagram, Tiktok, Youtube and Web). Instagram is a social media that has more followers and content than other

social media. Meanwhile, at first glance, if you look at the content between one social media and another, there is no difference.

b.Helping to make government programs a success

Then, has the South Tangerang City DPRD Secretariat Public Relations helped make the government's program a success? So far, from the research that has been carried out, various Secretariat Public Relations activities on social media have helped the South Tangerang City DPRD with various information related to the executive and legislative functions and roles of DPRD members. Of course, new public relations products require special human resources who are given direct responsibility so that the website or social media can run optimally. Like the concept put forward, PRD practitioners need to master various kinds of new media to be able to carry out management and realize it according to plan. The importance of public relations duties in this case was also emphasized by Jhon E. It is felt that the process of content creation and distribution can be further maximized by standardizing and specializing human resources who specifically handle one social media. Currently, there are only 2 human resources who take care of all social media, which is certainly one of the factors that is not maximizing the use of social media.

4 Conclusion

The Public Relations Secretariat of the South Tangerang City DPRD has performed its duties and functions well enough to assist the role of Tangsel City DPRD members in carrying out their executive and legislative functions. To support digital media optimization activities in creating two-way communication between the people of South Tangerang City and members of the DPRD. In a new way, the South Tangerang City DPRD Secretariat Public Relations already has various social media channels, but due to limited resources they have only focused on two social media, namely Instagram and YouTube. It is a shame that until now there is no special hotline to accommodate people's aspirations, so people who want to express their aspirations still need to personally contact the Council members in their electoral district.

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