



Pangkep District Government Communication Strategy in Increasing Honorary Employee Loyalty in the Regional Office Environment

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Abstract. The existence of honorary employees in Pangkep Regency plays an important role in supporting government performance. This study aims to analyze the communication strategies used by local governments in increasing the loyalty of honorary employees. The method used is descriptive qualitative research, which includes observation, interviews, and documentation. The results of the study indicate that effective communication strategies, including discussion forums and information transparency, contribute to increasing the engagement of honorary employees. In addition, open two-way communication between leaders and honorary employees has been shown to improve working relationships and trust. Although there are challenges in accessing information and program consistency, recommendations for evaluating and improving communication methods are expected to increase the loyalty of honorary employees and their impact on public service performance in Pangkep Regency.

Keywords: Communication Strategy, Loyalty, Honorary Employee

1 Introduction

The existence of honorary employees is an inseparable part of the Pangkep district government structure. Honorary employees are a regional government structure that plays an important role in facilitating the performance of employees and policy makers in the Pangkep Regency regional office. Policy makers in government agencies cannot work alone in achieving their vision and mission, but must be supported by several indicators that will determine their success in achieving them. The active role of honorary employees as part of the government structure is one indicator in achieving the goals that have been set.

Honorary employees have a primary role in every government activity, because they are the actors in realizing the goals of the government system. Government goals will be easier to achieve if employees are placed in positions that match their abilities. However, competence and ability alone are not enough to improve the performance of honorary employees, it also takes precision in placing employees according to their competence and abilities. The Pangkep Regency Government in carrying out its activities must have certain goals to be achieved, to achieve or realize these goals the government must be clever in choosing the right strategy to improve the performance

of honorary employees in Pangkep Regency.

Therefore, a strategy is needed to do something. The success or failure of a plan basically depends on the strategy used by a particular party; an effective strategy will affect. They often help carry out employee duties and also provide public services, but welfare, recognition, and career development are often problems. As a result, an effective strategy is essential to creating a supportive and motivating work environment.

Strategy is an overall approach related to the implementation of ideas, planning and execution of an activity over time. In this context, the researcher concluded that the most appropriate strategy to be used is a communication strategy because communication is the basis of all activities, especially activities in the scope of government. Communication in principle is the activity of exchanging ideas or activities or ideas for conveying ideas or messages of meaning from one party to another with the aim of mutual agreement on the ideas or messages conveyed. Communication is a part that is also in human life filled with communication, both family members, friends, neighbors, colleagues and with oneself. Through communication, humans can exchange information, develop themselves and various other benefits [1].

Based on the researcher's pre-observation when conducting a visit to the regional office of Pangkep Regency, the researcher observed many interactions between permanent employees and honorary employees in the government scope. Therefore, the researcher is interested in conducting a study on the Communication Strategy of the Pangkep Regency Government in Increasing the Loyalty of Honorary Employees in the Regional Office Environment.

2 Methodology

The method and type of research used in this study is qualitative with a descriptive approach. Qualitative methods are methods that provide explanations related to phenomena that occur at the present time to describe systematically, factually and accurately the facts or nature and relationship between the phenomenon and the researched[2]. The purpose of this study is to gain a better understanding of how the communication approach used by local governments affects the loyalty of honorary employees. The data sources for this study were obtained from research informants selected through field research, starting by selecting one or two individuals as data sources. If the data provided is incomplete, the researcher looks for other people who are considered more expert and understand to complete the previous informant data to obtain clearer and more accurate information.

In this study, observation, interviews, and documentation were used to collect data. In practice, researchers use observation participants, which means that participants observe directly and actively mingle with the information sources observed through the five senses. Thus, researchers can truly understand the conditions, behavior, interactions, or changes in the information sources being studied [3]. Researchers also

use unstructured interviews to collect the information they need from informants. Not only that, documentation is also used as a supporting source in this study, which includes notes about a person and a group of people, events or incidents from social situations and conditions related to the research subject [4]. This documentation can be used as an accurate source to reflect the actual situation or evidence and conditions, and can be analyzed repeatedly without changing anything that has been done[5].

3 Results and Discussion

There is always a strategy to achieve the goals of an institution. In terms of communication, strategy is very important, so that the communication process can run smoothly and provide results as expected. This can be seen from the conditions in the field when researchers conducted observations. Researchers saw how communication between permanent employees (ASN) and honorary employees at the Pangkep Regency Government. This can be seen when the leader or head of the section gave direction to employees and was reinforced by one of the statements from Mrs. Nia who explained that the reason communication was very effective was because of the routine implementation of daily briefings and weekly meetings[6].

The leader or head of the section is also very open to criticism, making it easier for the communication process to run and making honorary employees feel that they have a role in their work scope. One of the honorary employees who had worked for about 6 years in the regional secretary's room explained that in his office he was very open to any information, and if a problem occurred, the leader immediately communicated with employees such as holding a discussion forum, honorary employees were very involved in any activity[7]. Strengthened again by the statement of Mrs. Sukma, a fresh graduate who has just been involved as an honorary employee since 6 months ago, explaining that the leadership is very open to all employees and occasionally they carry out refreshing activities such as eating together at a restaurant or attending another employee's wedding[8].

The researcher saw that there was a good communication process, the leadership was very open to all elements in the scope of the Pangkep Regency regional office. All processes that occurred were supported by the results of observations and interviews conducted by researchers with several honorary employees in the field. The heads of the sections also greatly appreciate the employees, including honorary employees, so that they feel involved by several honorary employees who initially had misunderstandings so that various communication can run conductively every day.

4 Conclusion

The results of the study indicate that the Pangkep Regency government has used various communication strategies. These strategies include running discussion forums, providing transparency of information, and holding training and award programs. These strategies aim to encourage honorary employees to be more involved, enable them to realize their dreams, and reward them for their contributions to the government.

Additional findings indicate that open two-way communication between leaders and honorary employees can improve working relationships and increase mutual trust. Competency development programs and a positive work culture increase employee loyalty. However, problems still exist, such as expanding access to information and running programs consistently. According to this study, the Pangkep Regency government must improve and evaluate existing communication methods periodically. By using more open and responsive communication methods, it is hoped that the loyalty of honorary employees will increase, which will have a positive impact on performance and public services in Pangkep Regency.

References

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- [8] Results of the researcher's interview with Mrs. Sukma on October 18, 2024, at the regional head of Pangkep district.

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