

The Role of Government Digital Public Relations in Providing Innovative Information to the Public

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ABSTRACT

This study aims to determine the role and activities of public relations in providing the most innovative services and information to the external public, in this case the public. This research is motivated by the rapid advancement of technology in providing information to the external public, with the rapid development of technology and social media, this helps the performance of digital public relations in shaping the perspective of the community, branding government agencies, being closer to the public and disseminating innovative information to the public. Digital PR uses various digital platforms and digital channels in providing information or publications to the public. Public relations can also monitor feedback from the public on government institutions and be responsive in responding. The purpose of this study is to determine the role of government public relations in providing services and disseminating innovative public information. This study uses the concept of digital public relations which discusses the interaction and dissemination and publication of information using digital communication and social media. This study was conducted using a qualitative approach and using the positivism paradigm. The data collected in this study were in-depth interviews and observations. The results of this study show that the role of public relations in disseminating information is to use digital channels and social media, namely Instagram, Twitter, website, Tiktok. From the results of this study is that government public relations disseminate information and publications by utilizing social media Instagram, Twitter, websites and other digital channels.

Keywords: public relations; digital; social media; government; innovative services

Peran Humas Digital Pemerintah Dalam Memberikan Informasi Inovatif Kepada Publik

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran dan kegiatan seputar kehumasan dalam memberikan pelayanan dan informasi terinovatif terhadap publik eksternal, dalam hal ini adalah masyarakat. Penelitian ini dilatar belakangi oleh semakin pesatnya kemajuan teknologi dalam memberikan informasi kepada publik eksternal, dengan pesatnya perkembangan teknologi dan media sosial hal ini membantu kinerja humas digital dalam membentuk perspective masyarakat, membranding instansi pemerintah, lebih dekat dengan publik dan menyebarkan informasi yang inovatif kepada publik. Humas digital menggunakan berbagai macam platform digital dan kanal digital dalam memberikan informasi atau publikasi kepada publik. Humas juga bisa memonitoring feedback dari masyarakat terhadap lembaga pemerintah dan tanggap dalam memberikan respon. Tujuan dari penelitian ini adalah untuk mengetahui peran humas pemerintah dalam melakukan pelayanan dan penyebaran informasi publik terinovatif. Penelitian ini menggunakan konsep Humas/public relations digital yang membahas mengenai interaksi dan penyebaran serta publikasi informasi dengan menggunakan komunikasi digital dan media sosial. Penelitian ini dilakukan dengan menggunakan pendekatan kualitatif dan

menggunakan paradigma positivisme , pengumpulan data yang dilakukan dalam penelitian ini adalah wawancara mendalam dan observasi. Hasil penelitian ini bahwa peran humas dalam melakukan penyebaran informasi adalah dengan menggunakan kanal digital dan media sosial yaitu instagram, twitter, website, tiktok. Dari hasil penelitian ini adalah bahwa humas pemerintah melakukan penyebaran informasi dan publikasi dengan memanfaatkan media sosial instagram, twitter, website dan kanal digital lainnya.

Kata kunci: *humas; digital; media sosial; pemerintah; informasi inovatif*

INTRODUCTION

Digital Public Relations is a combination of public relations strategy and SEO (Search Engine Optimization) elements such as content marketing and social media. The practice of Public Relations is one part and also an activity of public relations which is of course adapted from the use of information and communication technology for an institution. Many government agencies have also used digital public relations. This means that the performance of digital public relations in shaping the perspective of the community, branding government agencies, being closer to the public and disseminating innovative information to the public can be done through digital platforms. Currently the news media, for example, are newspapers and magazines that have websites and social media. Of course, because of the importance of disseminating digital information that is felt by every company, there must be awareness to meet the needs of media information, and proper management must be applied to implement it.

Digital public relations activities include multimedia activities which are a combination or combination of many media including text, images, graphics, sound, animation, video, interactions which are arranged into different files, namely digital files that aim to give a message to the public. According to Yosi Agustin, examples of multimedia in social media such as Twitter, Instagram, Facebook and SEO. Social media is the most widely used media by the public, public relations practitioners use social media to facilitate their work and build good relations with the public.

Social media is a media platform that focuses on the existence of users and facilitates activities and collaborations, based on this, of course social media can be seen as an online facilitator which of course can strengthen the relationship between media users as well as a social bond. Digital Public Relations activities through social media, namely conducting online publications through social media platforms carried out by government agencies. The government's digital public relations performance has been appreciated by the Indonesian Public Relations Award (AHI). AHI is an annual event organized by the Indonesian Public Relations section of the Indonesian Public Relations Group in 2021 and has entered its third year. AHI is a barometer to measure the achievement of public communication of agencies, institutions, and corporations in Indonesia. In achieving this award, of course, requires attitudes and behaviors that are beneficial to the target public stakeholders in order to create favorable opinions and images. Government public relations certainly has a strategy in maintaining the image of the

institution in obtaining innovative public information services, namely by maintaining cooperation with the media who always maintain their relationship through friendship, or by inviting the media at government press conferences and prioritizing them to get news first than other journalists.

In order to support the implementation of public relations duties and functions, there are several public relations activities that are faced and carried out routinely, namely, having the ability to build and foster mutual understanding between the policies of the leadership of the agency or institution and the internal and external public and as a service center and providing information. or news sources, either from agencies or institutions or from the public. Digital Public Relations activities of the Directorate General of Higher Education by utilizing and using social media, namely documenting every publication activity and special event events, special events within the agency or institution, both stored (documentation) in the form of print and electronic media and then collecting data and information originating from various sources, especially those relating to the interests of agencies/institutions or public opinion that develops as a research effort and needs analysis and development of future work plans and programs as well as the ability to create Public Relations products, namely news, speech writing concept, News release, pre-release, magazine and media monitoring.

Of course, to maintain this award the Government Public Relations has a strategy used in maintaining the award. Therefore, as Government Public Relations, it will always be required to be able to maintain and foster good relations between agencies and stakeholders, but sometimes the public certainly does not understand the performance of government public relations in terms of communication between government public relations and the public. Public relations must be ready to provide and create mutual understanding among the public involved in it, and public relations must provide clear information and communicate with the public to help public relations performance. For this reason, public relations are expected to be able to utilize social media in order to maintain the awards that have been achieved so that public relations can reach their stakeholders.

METHODS

The research approach in this study is qualitative. The research approach in this research is qualitative. Qualitative research is an approach by conducting research that is oriented towards a natural phenomenon. Because of this orientation, it is naturalistic and basic and natural and cannot be done in the laboratory but must go into the field to be able to collect data.

The key informants chosen to be the resource persons for this research are informants who certainly have a lot of data and can provide detailed and in-depth information, of course according to the needs of this research. The informant is a Public Relations or Public Relations officer who certainly performs the role of Digital Public Relations in providing the most innovative public services and information.

RESULT AND DISCUSSION

According to Effendy, the important targets in an activity or program from Public Relations are the public or the community, surrounding audiences, government agencies and the press and others. Which of course clearly has a connection or is expected to be related to a company or organization. With these groups, of course, a public relations officer must always maintain a communication relationship in order to foster a harmonious and good relationship, because this good relationship will certainly determine the success or failure of the goals to be achieved by a company or organization. In this case, the government's Public Relations has taken advantage of the use of social media and provided a quick response to the public or the public. Social media is an online medium, with its users being able to easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Social media has special characteristics that are not shared by other types of cyber media. There are limits to certain characteristics that are only owned by social media compared to other media. There are certain limitations and characteristics that only social media has compared to other media.

According to Nasrullah, social media has the following characteristics:

- Network (network).

The characteristic of social media is to form a network among its users. Whether in the real world, users know each other or not, the presence of social media provides a medium for users to connect through technological mechanisms.

- Information

Information becomes an important entity in social media, because social media users create representations of their identities, produce content and interact based on information

- Archive (archive)

The archive becomes a character that explains that the information has been stored and can be accessed at any time

- Interaction (interactive)

The basic character of social media is the formation of networks between users, interactions that occur in social media are formed to comment on each other, give a like or like on social media such as Facebook and Instagram.

- Social simulation (simulation of society)

Social media users are said to be digital citizens based on openness without any limitations. Interactions that occur in social media describe reality.

- Content by users (user generated content)

Content by users as a marker that social media audiences not only produce content but also consume content produced by other users.

Government Public Relations approaches the community by always being active, responsive and always updating information through social media and available digital platforms.

CONCLUSION

Based on the description of the research results and discussions that have been carried out, some conclusions can be drawn as follows. The role of government public relations in media relations activities, as a communication liaison between organizations and the media and journalists, namely by carrying out media relations activities. For this reason, government public relations cooperates with the media and journalists to disseminate information to the public, in addition to cooperating by conducting and holding press conferences with the media and journalists who want to know information and activities that attract the public in establishing relationships with media colleagues, of course, government public relations has various kinds of activities with the media and journalists, namely media gatherings or coffee mornings, which are held in a cafe with casual conversations and questions and answers, then press tours and awards or awards to the media and journalists by writing good news articles. This is a program and activity carried out by government public relations to establish relationships with the media and journalists as well as by sending pre-releases to journalists so that information can be widely disseminated to the public.

The role of public relations as a communication link between organizations and the public, namely the service and delivery of information about government that is easily digested and captured by generation Z and generation Y and of course information addressed to the public through communication media to disseminate information using social media such as facebook, twitter, Instagram, YouTube, podcasts, websites and tiktok as social media.

Public Relations has a role as a compiler of information to external parties In carrying out its duties, of course, the government's public relations will prepare the preparation of information to external parties, by conducting media monitoring and briefings and seeing issues that are certainly developing externally after that it will be seen from the tone of the news. this is included in the category of positive, negative or neutral tone and will be carried out an issue analysis and news tone analysis, and will find out the right answer to the answer to the public in its preparation, whether it's a matter of content, communication then press releases, then a communication process will be carried out, namely delivery of information results to the leadership to be taken into consideration to the leadership, to be published into the media or digital channels.

Public Relations as a positive builder and creator of the organization by providing services openly to the public. Services are openly accessible to the public with communication media used by public relations, namely social media such as Facebook, Twitter, YouTube, Tiktok, Gmacs, omni channel, Instagram, websites and podcasts.

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