INCOME JOURNAL OF ECONOMICS DEVELOPMENT
e-ISSN: 3025-3225
Volume 3 Number 2 | July 2023

The Role of Government Public Relations (Humas Pemerintah) in Establishing a Positive Government Reputation at the South Sulawesi Provincial Governor's Office

Muhammad Faisal Jufry
Politeknik LP3I Makassar
Email : muhfaisaljufry@gmail.com

Article Info

Government Public Relations
Reputation
Management Local Government

Abstract

This research aims to explore and understand the role played by Government Public Relations (Humas Pemerintah) in shaping a positive reputation for the government at the South Sulawesi Provincial Governor's Office. With the rapid development of communication and information, Government Public Relations plays a crucial role in building the image and relationships between the local government and the community. Government Public Relations is tasked with communicating government policies, programs, and achievements to the public. They must also address various communication challenges that may arise during governance, such as sensitive issues or crises. In this context, the role of Government Public Relations is vital to ensure that the information conveyed is accurate, transparent, and comprehensible to the public. Furthermore, Government Public Relations must work diligently to build public trust in the government. This can be achieved through open communication, responsiveness to feedback and concerns from the public, and involving the community in decision-making processes. By doing so, the positive reputation of the government can be strengthened and maintained. This research will delve deeper into the strategies and practices of Government Public Relations at the South Sulawesi Provincial Governor's Office in achieving these objectives. The results of this study are expected to provide valuable insights into the role of Government Public Relations in shaping a positive government image, not only at the regional level but also as a model for governments throughout Indonesia.

1. INTRODUCTION

Government public relations is the activity conducted by a group of people in an organization or institution to promote, introduce, build a positive image, and accommodate all the aspirations of the community. With the advancement of time, technology and information development are also advancing. The remarkable development of technology and information requires human resources that are truly qualified, reliable, and competent in their fields to produce something beneficial for humans and to face increasing competition. According to the Public Relations World Conference, public relations is a combination of art and science that predicts trends, anticipates consequences, advises organizational leaders, and implements activity plans as established to serve the interests of the public and the organization.

Therefore, the existence of public relations is very much needed and essential to build and maintain mutual understanding between organizations and stakeholders and the general public, with the goal involving three aspects: reputation, image, and mutual benefit relationship communication. Public relations functions to identify and evaluate public opinions related to the organization and utilize communication as a medium to provide information in line with facts, conveyed in a good and proper manner to direct public opinion towards the desired direction. Public relations serves as a bridge between companies/institutions and external publics because public relations itself becomes a trusted source of information.

Meanwhile, the definition of communication in public relations is the process from both sides, requiring attention through the eyes, ears, and mouth. This effort must be fully realized, selectively determined,

and carried out gradually over time. As one of the valuable assets in an institution, public relations holds considerable value. The author conducted fieldwork at the Public Relations and Protocol Bureau. With the opportunity in that position in accordance with the author's concentration, who chose the role of society (government public relations) in creating a positive government reputation at the South Sulawesi Provincial Governor's Office. Office administration is the implementation of administrative activities, namely writing-related matters (including finances and so on) in a company, organization, and also the state.

Essentially, office administration is the activity of recording everything that happens in an organization to be used as information for leaders. The existence of office administration is needed in the office organization. Because office administration is an essential part of office organization to support smoothness and the fulfillment of office goals. For example, the role of office administration is to provide information for company leaders. With this information, company leaders can make more accurate decisions. Because the task of office administration itself is to collect, record, arrange, send, and store documents that are considered important for the company. Smooth office work and prevent the possibility of errors in work. Office administration is concerned first and foremost with documents from the body that makes documents, the use of documents, and their maintenance for use in finding information later.

These documents may be a history of the implementation of the affairs of the body as described in financial statements, correspondence, agreements, orders, reports, and by all kinds of written and printed notes as information material for the leaders of the organization concerned or can be used by anyone who needs it. Thus, office administration is an activity related to office services that consist of the following things: Correspondence and reports: This activity is related to recording relationships or partnerships of work organizations or offices up to the preparation of matters that must be reported to superiors, Relationship management: It is related to the process of correspondence, receipt and sending of telephone and facsimile, letters, Recording and calculation: This activity is related to report data, statistical data, and others, Archiving: This is important for storing letters or documents that are considered important and related to organizational activities. Office administration essentially consists of six patterns of activities: Gathering, Recording, Managing, Arranging, Sending, and Storing.

2. LITERATURE REVIEWS

2.1 Government Public Relations

The presence of Public Relations (PR) in an institution is a functional and operational necessity. Public Relations in government is fundamentally nonprofit and should not be political in nature, as PR's performance focuses more on building and maintaining relationships between members of the institution and stakeholders. The Government Public Relations department plays a role in disseminating or promoting policies that have been established. It distributes routine information regarding policies, plans, and government performance, aiming to provide understanding to the public about regulations, legislation, and everything that affects people's lives.

Government Public Relations also has the potential to provide criticism and advice to officials regarding the information needed and gathers feedback from the public regarding institutional policies, whether they are ongoing, planned, or proposed (Kusumastuti, 2004). The foundation used as the basis for the thinking of Government Public Relations includes two basic facts. First, society has the right to know, and therefore, the government is fully responsible for providing explanations to the public. Second, there is a need for the government to obtain various suggestions and information about new issues from the public to gain participation and support from the community (Moore, 2004).

Therefore, the Public Relations strategy in maintaining a positive government image at the South Sulawesi Provincial Governor's Office must be carefully considered. This aligns with

the Regulation of the Minister of State for Administrative Reform of the Republic of Indonesia Number 30 of 2011 regarding the General Guidelines for Public Relations Governance in Government Institutions, which states that Government Public Relations is an institution or practitioner that carries out effective, efficient, and persuasive information and communication management functions to create harmonious relationships with the public through all public relations means to create a good image and reputation for the Government (Sugawara & Nikaido, 2014).

The practice of Public Relations involves thinking, planning, and devoting efforts to building and maintaining mutual understanding between institutions and the public (Ruslan, 2012). Quoting the meaning of PR from Scott Cutlip and Allan Center, the definition of PR is a planned effort aimed at influencing public opinion through good attitudes with responsible performance, based on two-way communication that satisfies both parties (Iriantara, 2004). Therefore, PR has an obligation to maintain mutually beneficial relationships (two-way communication) to create and maintain a good image of an institution to the public. PR is now an essential part of organizational management. Every organization and institution considers PR as the forefront in building public trust. The presence of PR is considered highly strategic in shaping public opinion.

In this era of information openness, with the rapid development of information media, PR is expected to be more adaptive in identifying opportunities and challenges. Thus, PR is expected to manage these opportunities and challenges to ensure the dissemination of accurate information. The fundamental difference between the functions and tasks of public relations (PR) in government institutions and non-governmental organizations (commercial institutions) is the absence of commercial elements, even though government PR also engages in publicizing, promoting, and advertising activities. Government PR places more emphasis on public services or improving public services (Masrifah, 2019).

3 RESEARCH METHODOLOGY

This research was conducted in the Makassar region, specifically at the Public Relations and Protocol Bureau of the South Sulawesi Provincial Government Secretariat. The research took place from September 1, 2022, to February 28, 2023, as part of the author's internship. This study employed a qualitative research approach with qualitative descriptive analysis as the methodology. Data collection was carried out using two primary methods: documentation and interviews. Through the documentation technique, the author gathered data from various documents, reports, and related materials available at the Public Relations and Protocol Bureau. This data included information about the activities and functions of Government Public Relations in building a positive government image in South Sulawesi Province.

Additionally, the author conducted interviews with Public Relations practitioners at the Bureau. These interviews were conducted to gain insights and experiences regarding their roles and responsibilities as Government Public Relations practitioners and their influence on public perception of the government. This research is expected to provide a deeper understanding of the contribution of Government Public Relations in shaping a positive government image at the regional level. The results of this study are anticipated to serve as a guide for Public Relations practitioners and local governments in improving communication and relationships with the public.

4. RESULTS AND DISCUSSION

4.1 Public Relations Performance of South Sulawesi Province

The performance of the Public Relations (PR) in South Sulawesi Province is primarily focused on information services provided to information users in the community. PR offers information services to the public in accordance with professional beliefs and established standards. This is done to ensure that information services have value and can meet the needs and expectations of the public.

Public information encompasses data generated, stored, managed, transmitted, and received by a public body related to administration, in line with the law and public interests. Public bodies include executive, legislative, and judicial institutions with core responsibilities in state administration.

The performance of the South Sulawesi Provincial Government's PR includes various activities. Firstly, they cover and publish information through internal media owned by the PR department, such as Kareba Magazine, the sulselprov.go.id website, and provincial government media. Additionally, outdoor media like billboards, news, and photos are published in slide form. Secondly, PR collaborates with external media, whether print, electronic, or online, to cover and publish information.

This collaboration often involves renting page space and presenting government activities in various forms, such as advertorials, service advertisements, banners, news, special reports, live broadcasts, or delayed broadcasts for specific events. Media collaboration is essential to communicate news that may not be considered timely by the media but needs to be conveyed to the public. Thirdly, PR engages in collaborations with expert teams related to government political issues. These teams are utilized to counter and rectify emerging issues that may be detrimental to the government's image. Fourthly, PR conducts photo exhibitions showcasing the activities of the Governor and the government.

Fifthly, PR carries out public awareness campaigns regarding programs and achievements accomplished by each Regional Working Unit (SKKPD). These campaigns target both local and national media in Makassar. Additionally, PR collaborates with non-governmental organizations (NGOs) to shape a positive image of the Governor and the government regarding their achievements, with the aim of diverting attention from emerging issues that may be critical to the government. However, PR in South Sulawesi still faces challenges in carrying out its duties. These challenges are primarily related to issues in the structure and organization of PR, cultural aspects, politics, supporting work infrastructure, and human resources that do not entirely align with the required competencies. Additionally, the position of PR has not yet reached its full potential.

4.2 Strategy Goals and Objectives

In the context of governance, Public Relations (PR) plays a vital role in shaping and maintaining the government's image in the eyes of the public. In South Sulawesi Province, the Government Public Relations serves as a bridge between the local government and the community, with the primary goal of creating a positive image of the government among the people. One aspect of the Government Public Relations' performance is providing quality information services to the public. This service involves not only disseminating up-to-date information about policies, programs, and government achievements but also requires a deep understanding of professional standards and beliefs that must be applied in every interaction with the public. This is essential to ensure that information services have high value and can meet the needs and expectations of the public.

The public information provided by government PR relates to the responsibilities and duties of public bodies in accordance with the law and impacts the public interest. Public bodies encompass executive, legislative, and judicial institutions responsible for the state's administration. Therefore, PR must ensure that the information conveyed to the public complies with legal standards and serves the public interest. In carrying out its duties, the PR of the South Sulawesi Provincial Government has implemented various forms of performance. This includes coverage and publication through internal media such as Kareba Magazine, the official provincial government website, and other provincial government-owned media.

Additionally, PR collaborates with external media, including print, electronic, and online, to ensure government information

reaches the public. This collaboration includes the use of print media space, creating service advertisements, banners, news articles, special reports, live broadcasts, and delays required for government activities. Collaboration with external media is a crucial element in ensuring that information considered important by the government reaches the public. Furthermore, the PR of the South Sulawesi Provincial Government also collaborates with expert teams related to political government issues. This team is utilized to respond to and clarify emerging issues that could harm the government's image.

Additionally, PR is active in organizing photo exhibitions that visualize the activities of the Governor and the government. Moreover, they conduct public awareness campaigns about the programs and achievements of each Regional Apparatus Work Unit (SKKPD) in front of local and national media in Makassar. PR also collaborates with non-governmental organizations (NGOs) to build a positive image of the Governor and the government concerning the achievements they have made, with the aim of diverting attention from negative issues that may arise. Although the PR of the South Sulawesi Provincial Government has performed its various tasks effectively, several challenges remain. Some of these challenges include issues related to the structure and organization of PR, cultural differences, political factors, job-supporting infrastructure, and human resource quality that does not fully meet the required competencies. Improvements in these various aspects will help PR perform its duties more effectively and contribute positively to the government's image in South Sulawesi Province.

4.3 Strategic Objectives

The strategic objectives of the Public Relations and Protocol Bureau are a detailed elaboration of the established goals, which are more specific and measurable. These objectives depict what will be achieved over a period of 5 (five) years and are allocated over 5 (five) annual periods through a series of programs and activities that will be further outlined in a Performance Plan (Renja). The establishment of these strategic objectives is necessary to provide focus on the development of programs, activities, and resource allocation for the organization's operations each year over a span of 5 (five) years. These objectives are fully aligned with the achievement of related strategic goals. Therefore, if all the set objectives are met, it is expected that the related strategic goals have also been achieved. Subsequently, specific activities are assigned to each objective to accomplish the related targets. The designated activities are fully supportive of achieving the associated objectives.

4.4 strategies and policies

In an effort to achieve their established objectives, the Public Relations and Protocol Bureau of South Sulawesi Province has formulated crucial strategies and policies to guide their activities. The primary strategy adopted is to provide optimal information and protocol services to various stakeholders, including the public, the private sector, Regional Working Units (SKPD), and local governments. This encompasses ensuring easy access to accurate and relevant government policy information while maintaining proper protocols in various official events and activities.

Additionally, the second strategy involves enhancing the competence of staff through training, development, and the acquisition of skills necessary to meet evolving demands in the fields of public relations and protocol. Through this approach, the Bureau aims to have a highly skilled and quality team capable of delivering improved services to the public and other stakeholders. The policies established by the Bureau are highly relevant to their strategic objectives. The first policy places a strong emphasis on increasing efforts to provide optimal information and protocol services, with continuous monitoring and evaluation of the quality of services provided. This policy also underscores the importance of responsiveness to the demands of the public

and stakeholders, ensuring that information is readily available and official events are executed effectively.

Meanwhile, the second policy focuses on efforts to enhance the quality of human resources through improved recruitment and selection processes, ongoing training, and career development for employees. The Bureau is committed to having competent and knowledgeable staff in the fields of public relations and protocol. By adopting these strategies and policies, the Public Relations and Protocol Bureau of South Sulawesi Province aims to more effectively achieve their strategic objectives. They are dedicated to providing better services to the public and collaborating with various stakeholders in building a positive image of the government in the South Sulawesi Province. By following this strategic plan, the Bureau hopes to make a positive contribution to the development and progress of their region in the coming five years.

5 CLOSING

5.1 Conclusion

a. The Public Relations and Protocol Bureau plays a crucial role in maintaining the communication mechanisms between local government and the community and other stakeholders, ensuring that policies and development programs are more targeted. Effective communication will enhance the effectiveness of policies and development outcomes in line with the rapid development and dynamics of society. The significant role and influence of mass media in this era of information technology demand that the government harness the potential of mass media to the fullest extent, becoming an effective partner in two-way communication and portraying the local government positively. Considering the development of government implementation and regional development as illustrated above, the Public Relations and Protocol Bureau expands its responsibilities to enhance and maintain the communication and information system between the local government and the community and other stakeholders, improve the favorable perception of the provincial government among the public, especially in terms of transparent, good governance that can be held accountable.
b. Office administration encompasses the management of administrative activities, including written affairs (including financial matters, and so forth) within a company, organization, and even a country. Essentially, administrative office work involves recording everything that occurs within an organization to be used as reference material for leadership. Office administration is crucial in office organizations. Thus, office administration involves activities related to office services, which consist of the following aspects: Correspondence and reporting: This activity involves recording relationships or working partnerships within the organization or office, leading up to the preparation of matters to be reported to leadership. Relationship management: This involves processes related to correspondence, receiving and sending telephone calls, facsimiles, and letters. Recording and calculations: This activity deals with data for reports, statistical data, and more. Archiving. Office administration, essentially, is a service task related to tangible information in six activity patterns: Gathering, Recording, Managing, Facilitating, Sending, and Storing..

5.2 Suggestion

a. The facilities provided should be more adequate, considering that the Public Relations (Humas) team needs to quickly post government activities so that they can be read by the public through the Kehumasan Setda Sulawesi Selatan Facebook account.
b. In news production, it is advisable for all staff of the Public Relations of the South Sulawesi Provincial Government to have the skills not only to create news and photos but also to create videos and edit them.
c. There should be a greater awareness of the

importance of discipline among employees, and the procurement of several office operational tools such as increasing the number of computers and printers in each department and other equipment for archiving purposes..

BIBLIOGRAPHY

Afriansyah, et. al.. (2020). Administrasi tata usaha.

Amiruddin, Amiruddin. (2017). Kinerja Pegawai Tata Usaha dengan Mutu Layanan Administrasi di Madrasah. Al-Idarah:Jurnal Kependidikan Islam.

Andhara, Rila Suci. (2019). Peran humas dalam mempublikasikan kegiatan pemerintahan melalui media sosial facebook di sekretariat daerah kampar (Doctoral Dissertation,Universitas Islam Negri Sultan Syarif Kampus Riau).

Annisa, Zulva Rizky. (2017). Pelaksanaan pelayanan tata usaha di SMK Batik 1 Surakarta.

Hakim, Aat Ruchiat, et. al. (2019). Manajemen hubungan masyarakat dalam mengembangkan Lembaga pendidiknan (studi kasus di SMK Negeri 1 Dlanggu Mojokerto). Nidhomul Haq:Jurnal Manajemen Pendidikan Islam.

Nugraha, Aat Ruchiat, et. al. (2020). Komunikasi humas pemerintahan kabupaten/kota di Jawa Barat melalui media digital Instagram. Jurnal Kajian Komunikasi. https://sulselprov.go.id/welcome/post/peranan-humas-dalam-peningkatan-citra-pemerintah (diakses tanggal 11 Juni 2023)