

Dissemination Of Public Information Through Online Media: Study on the Vision and Mission of the Mayor of Palu Hadianto Rasyid

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ARTICLE INFO

Article history:

Received Sep 25, 2022
Revised Oct 09, 2022
Accepted Oct 19, 2022

Keywords:

Dissemination;
Government Public
Relations;
Online Media;
Public Communication.

ABSTRACT

The service and management of public communication within the scope of government is one of the important principles that must be implemented by the Regional Government. Based on the Law-No. 14 of 2008 related to public information, the dissemination to the Palu City Government was carried out by the IKP (public communication information) which is a sub-section of the Palu City Communications and Information Office, as well as the involvement of the Palu City media center where both of them act as government officials. This research method is descriptive qualitative with a case study approach, and the use of data collection techniques of observation, documentation and in-depth interviews using purposive sampling technique. The dissemination was carried out through 4 online media platforms, namely websites, instagram, facebook and YouTube. Three of the four platforms use the name "Palu City Communication and Information Office" as the account name for social media that IKP manages including instagram, facebook and youtube, and only websites that use the name "palukota" in public communication activities.

ABSTRAK

Pelayanan dan pengelolaan komunikasi publik dalam lingkup pemerintahan merupakan salah satu prinsip penting yang wajib dilaksanakan oleh Pemerintah Daerah. Berdasarkan Undang-Undang No. 14 tahun 2008 terkait keterbukaan informasi publik maka pelaksanaan diseminasi informasi pada Pemerintah Kota Palu dilaksanakan oleh IKP (Informasi dan Komunikasi Publik) yang merupakan sub bagian pada Diskominfo Kota Palu, serta keterlibatan *media center* Kota Palu dimana keduanya berperan sebagai humas pemerintahan. Metode penelitian ini kualitatif deskriptif dengan pendekatan studi kasus, dan menggunakan teknik pengumpulan data observasi, dokumentasi dan wawancara mendalam menggunakan teknik *purposive sampling*. Pelaksanaan diseminasi dilaksanakan melalui 4 *platform* media online yaitu *website*, *instagram*, *facebook* dan *youtube*. Tiga dari empat *platform* tersebut menggunakan nama "Dinas Komunikasi dan Informatika Kota Palu" sebagai nama akun dari media sosial yang IKP kelola diantaranya *instagram*, *facebook* dan *youtube*, dan hanya *website* yang menggunakan nama "palukota" dalam aktifitas komunikasi publik.

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I. INTRODUCTION

The Palu City Government is currently led by Hadianto Rasyid and Reny A Lamadjido carrying the slogan "Palu is Steady on the Move" which includes the vision and mission in it. It also includes

53 work program points including the economic, social, population, infrastructure, bureaucracy, finance, basic services and environmental sectors. Government agencies are institutions that are mandated to provide information to the public (community). In accordance with the regulations stipulated in Law no. 14 of 2008 regarding the disclosure of public information. In relation to the implementation of the disclosure of information, the Palu City government through related agencies carries out the management of public communications or a dissemination activity. Dissemination itself can be interpreted as an effort to convey information to the public in order to obtain information and then change attitudes or behavior in accordance with applicable norms. This activity is generally carried out by public relations practitioners within the scope of government, for the Palu City government currently public relations in the implementation of dissemination is carried out by IKP (Public Information and Communication) which is a sub-section of the Palu City Communication and Information Office (Diskominfo) and the media center. Based on this, the subject of this research is the IKP and the Media Center as the executor of the dissemination carried out. The determination of the subject is done by purposive sampling technique where there are special criteria that the researchers set, one of which is being directly involved in the dissemination process through online media.

Public relations activities to date have followed the development of existing technology. The government is also required to establish good relations with the public, both internally and externally. This is also what IKP and the Media Center do. In their dissemination activities, this party utilizes online media as a means of implementing public communication, especially for the people of Palu City. The breadth of the targets and the different backgrounds of individuals make dissemination activities a challenge. Referring to the dissemination concept proposed by Leewuis Cees, there are aspects that must be met during the dissemination. So that the implementation of the vision-mission dissemination containing government activities will be linked based on the concept of dissemination and findings in the field. In line with the research conducted by Adelia Masrifah Cahyani with the research title "Surabaya City Government Public Relations Communication Strategy Through Social Media". Indeed, in the context of communication related to public space, of course, its implementation requires a series of processes to be carried out and then become a determinant of the success of the implementation of the communication. Not much different, in this study, the public relations officer who acts as a communicator has its own strategy in implementing communication to the public through social media. So in this study, we will look at the dissemination activities carried out by IKP and the Media Center through online media associated with the concept of dissemination.

Dissemination can be defined as information dissemination activities carried out through various types of media such as meetings, socialization, online media, magazines, radio and so on. Basically, the essence of dissemination is "tell" (information) or at least with this information the audience can change attitudes (attitude). Based on this meaning, it is known that in disseminating information, the public should pay attention to the principles of management and design of communication elements properly so that messages can be conveyed effectively. Therefore, communication planning becomes very important role. This planning is basically the process of making an operational plan because it involves implementing a program to achieve a predetermined goal. One of the goals of communication is in disseminating a policy and gaining understanding from the community.

The basic concept of information dissemination is not only faced with the problem of how to provide and convey information. Furthermore, every communication and information person needs to have the spirit and idealism of "intellectual productivity" that arises among the wider community, so that the impact of the information disseminated is. The study of information sources can be used as information mapping material in the information process as a unified system, which includes collection, thought, action, and information dissemination decisions. Through this process, it should be noted that information is only useful if what is presented can be integrated with the knowledge and needs of the community (Wulandari, 2013).

In the context of public information dissemination, the principle of communication is the achievement of a common interest, namely how the interests of the government and society meet. In the opinion of Cess Leewuis 2006 in (Arifin 2016) describes that there are several steps that must be considered in the process of dissemination, including:

1. Define and understand goals
2. Identify the core message to be communicated
3. Understand the target audience, who is involved, who is influenced, who is interested, what information they need, how they react, what their interests are
4. Determine the most effective media
5. Motivate the audience to provide feedback or input
6. Frequency of message delivery
7. Taking into account the negative or positive impacts

According to Scott M. Cutlip, Allen H. Center and Glen M. Broom (Herlina, 2015), defines that public relations is a management function that assesses public attitudes, identifies policies and procedures of a person or organization for the public interest, and carries out a program of activities to achieve understanding, understanding, and support from the public. There are also public relations goals to be achieved referring to the main goals of the organization, because public relations is basically formed to support the activities and operations of the organization. Public relations objectives can be grouped as Performance Objectives, Support of Customer Market Objectives and considerations for companies to implement strategies (Anggarda, 2020).

Public relations is an integral part of all activities. Ian Phillipson's opinion in (Somantri and Putri, 2021), explains that the objectives of Public Relations in the scope of organizations or government institutions are as follows:

1. Build an image and identity of a government institution
2. Creating goodwill for the audience
3. Promote and improve self-image personally and institutionally
4. Get good coverage by the press
5. Acceptance by the local community
6. Change the way other people think about the company or institution.

In government agencies themselves, public relations is a very important part in the development of a government, especially when delivering information and providing developments on the situation that occurs within the government itself. Government public relations is also a major aspect in delivering government programs and performance (Herawati and Eka, 2019).

In line with the explanation above, in the theory put forward by Scott M. Cutlip and Allen H. Center said public relations is a management function that assesses public attitudes, identifies policies and procedures of a person or organization for the public interest, and plans and conducts a program of activities to achieve goals. understanding, understanding, and support from the public (Ruslan, 2016). In the planning process in this case the strategy that is carried out, a government public relations officer must be observant to see the situation and conditions faced. Starting from the planning stage to the implementation process.

New media or new media is a term used for various communication technologies with digitalization and their wide availability for personal use as a means of communication (McQuail, 2011: 148). New media emerge from various old media innovations that are no longer relevant to today's technological developments. Old media such as television, films, magazines, and books do not just die, but proceed and adapt in the form of new media such as Instagram, YouTube, Twitter, websites, Facebook and many more. The new media emphasizes the combined media content format and the unity of data, both text, sound, images, and so on in digital format. The distribution system is via the internet network. In today's era the internet network greatly facilitates people in accessing new forms of communication media. New media covers various aspects. First, as entertainment, information, and media consumption patterns. Second, new media is a new way of representing the

world as a virtual society. Third, is a new form of relationship between users and media technology. Fourth, it is a new experience of a new person's image, identity and community. Fifth, is the conception of the body's biological relationship with media technology. And lastly, it covers media culture, industry, economy, access, ownership, control, and regulation.

Rogers in Anis Hamidati describes three main characteristics that mark the presence of new communication technologies, namely interactivity, de-massification, and asynchronous. Interactivity is the ability of a new communication system (usually containing a computer as a component) to talk back to its users (Hamidati, 2011: 7). The presence of the internet is a reference that currently new media is the option most in demand by some people in the social environment.

The Internet itself is defined as an open global communication network that connects thousands of computer networks. Individually, the network of 17 components is managed by government agencies or organizations. It is also part of the new media which is able to display content or information interactively, the audience is enabled to respond to any information easily (Gafar, 2008).

II. RESEARCH METHOD

This study uses a qualitative research type. Qualitative research is a research method used to reveal problems in the working life of government, private, and community organizations so that it can be used as a policy to be implemented for the sake of mutual welfare (Utama, 2018). In this regard, it is also explained that qualitative research can be used if you want to see and reveal a situation or an object in its context (Yusuf, 2017).

The type of research used in this study uses descriptive qualitative analysis, which describes all the data and facts that have been collected in the form of sentences or arguments based on the data generated in the field (Sugiyono, 2013). This study does not test the hypothesis or does not use a hypothesis, but only describes the information as it is in accordance with the variables studied (Mardalis, 2006). This type of research is used to describe certain phenomena in more detail related to the dissemination of the vision and mission of the Palu City Government through internet media. The basis of the research used is case study research. It was also explained that the qualitative research method is a research method based on the philosophy of postpositivism, used to research on natural objects, where the researcher is the key instrument, the sampling of data sources is done purposively, the data analysis is inductive/qualitative, and the results of qualitative research are more emphasize meaning rather than generalization (Sugiyono, 2013).

The research subjects in this study were selected by purposive sampling. Information will be collected starting from the informants who are considered the most competent with the problem to be studied and will be continued with supporting informants.

There are also criteria for informants in this study are:

1. Willing to be a research informant
2. The field of management of public information and communication (IKP),
3. Directly involved in managing Diskominfo social media accounts and websites.
4. The media center section of the Mayor of Palu.
5. Responsible for the management of social media Instagram Palu.kota.

Based on these criteria, the researchers determined that the informants in this study were divided into two parts, namely Diskominfo in the IKP (Public Information and Communication) section as the person in charge of managing the Palukota.go.id, Instagram and Facebook websites and the Media Center section which was responsible for managing the Palu Instagram. .city.

The data analysis technique used in this research is the qualitative data analysis of the Miles and Huberman model which includes a systematic testing technique of something to determine its parts, the relationship between studies, and their relationship to the whole. As quoted from Imam Gunawan in (Utama, 2018), that in theory Miles and Huberman put forward three stages that must be done in analyzing qualitative data.

III. RESULT AND DISCUSSION

The analysis of the implementation of dissemination by IKP and the media center through online media obtains empirical findings. There are several basic aspects that can be known, by relating the research findings to the dissemination concept proposed by Leeuwis Cess. From the observations made by researchers in the field, there are not a few government organizations in Indonesia that function as public relations media for public communication. This also happened in the IKP field of the Communication and Information Technology Office of Palu City, even though they carried the names of IKP and Diskominfo but they still carried out their duties and functions as government public relations which served as a medium of communication between the government and the public. This is in line with the results of interviews from IKP's public relations staff, Mr. Andi Chandra Panyiwu Tonralipu, who stated that:

"Because at first the public relations department was in the protocol section, which always accompanied the regional head in every agenda. But since 2021 there has been a nomenclature, where there has been a change in the public relations department and has been transferred to Diskominfo, more precisely under the auspices of the IKP. So at the secretariat 43 regions no longer have public relations and there is only the Protocol and communication section of the leadership." (Chandra, 10/06/22)

It has been clearly stated that with the occurrence of the nomination, the IKP since 2021 until now is a government apparatus that has the duties and functions as government public relations where one of the main tasks of this field is to disseminate information to the public, especially the people of Palu City. Since being inaugurated in February 2020, there have been several changes to the government structure, both in the regional secretariat and related OPDs, including the number that occurred in the public relations department of the Palu City government. In addition, there is also one part of the government apparatus that has more or less the same duties and functions as the IKP section of the Palu City Communications and Information Office. Media center or within the scope of the government referred to as a team of experts, is a field that was formed in 2022 which consists of 8 people who are united based on the capacity or expertise that is really needed in it. Similar to the IKP in this section, they have a main function, namely as a medium of public communication by utilizing social media. More details are explained through the results of an interview from Mr. Fahrudin Hi. Lolo as the person in charge of the Media center:

"This team was formed with the aim of being able to become a medium so that all information related to government can be conveyed to the people of Palu City. So that this media center is indeed formed based on the capacity of experts in their fields such as editing, copy writing, journalists and so on. It was formed to provide valid information in this regard through data, performance, programs. And the most important thing is that the information must be one-to-one or in accordance with what the government is doing. Besides that, we can also neutralize hoaxes, in the sense that some information is confusing and the source is not clear, so that's where we, the media center, issue accurate information." (Fahrudin, 21/06/22).

The implementation of information dissemination carried out by the media center involves fewer experts than the IKP section of the Palu City Communications and Information Office. Even so, the IKP and the media center have the same duties and functions, but the media center is further specified in terms of job duties and responsibilities based on the expertise of each section. As quoted through interviews in the IKP's public relations section, it states that the relationship between the Diskominfo and the media center is that they both manage government online media as a means of public communication. Diskominfo, which officially has the main task of managing public information, has also been known to the public as an agency that regulates all matters relating to public communication. He continued that while carrying out this task, no one violated the rules because the main goal and vision were of course the same, namely to inform immediately activities or information related to the city government, especially in realizing the vision and mission that had been carried out.

1. Media Management by IKP and Media Center

In the implementation of information dissemination in the IKP and media centers, many platforms are used. Media management in each field has its own differences such as what media they use when disseminating information. This is in line with the results of an interview from Mrs. 45 Fanty as the head of the Palu City Communications and Information Office who stated that:

"The forms of dissemination that we carry out are various, some indirectly, such as the use of online media websites, facebook, youtube and twitter and some directly, namely through the halo-halo operational car." (Fanty, 13/06/22)

The same thing was also conveyed by Mr. Chandra as a public relations staff who through his interview said that:

"IKP publishes all activities of the Palu City government, not only through one platform but also other media such as facebook (fanpage), twitter, youtube and twitter. Since the beginning of the formation of Diskominfo in 2017, some of these online media have been run, but some are in the name of Diskominfo of Palu City because that is the authority of this party." (Chandra, 10/06/22)

Based on the interview above, it can be seen that Diskominfo as a government apparatus uses online media in the form of websites, facebook, youtube and twitter in the implementation of information dissemination. In addition, there is also a halo-halo operational car service that is intended for people who are still limited in technology. Based on the results of these interviews and observations on the online media platforms mentioned, it proves that of the four platforms used, only the palukota.go.id website uses the name "Palu Kota" and on other accounts it uses the name "Diskominfo Palu Kota". Even though the content of the four media is the same, of course there are differences between the four platforms.

Each platform used by the Palu City government certainly has the same ultimate goal, how every news can be consumed by the public. Each field has members who are competent in their fields such as journalists, editors, etc. So that in media management, each field plays a role according to their capacity. There is also content that is quite interesting for the public, namely posts related to "Palu City Government in a Week" where the media center routinely posts all city government activities every week. In addition, there is also a complaint service addressed to the entire community of Palu City. The technical complaint is that people access the website and then make complaints on the available pages. Hadianto Rasyid as the Mayor of Palu will immediately answer the complaint on his personal Instagram account.



Figure 1. Palu City government posts in a week

Utilizing more than one platform will make the process of disseminating information easier, although different, the content displayed on each platform is more or less the same because basically each platform is tasked with disseminating information related to the Palu City government. The public may not know and access the website, but because the content displayed on Facebook is content that is also shared on the website, the intensity of people who can receive this information is even greater. In line with the results of interviews conducted with Mr. Chandra as IKP staff in the community relations section, namely:

“The main purpose of making social media that can be said to be very close to the community is of course so that all the people of Palu City receive all information from the city government which is in line with the vision and mission. So it is hoped that if there are people who do not follow Palu.koya's Instagram, they will be able to receive the same information through other government platforms such as websites, Facebook, etc.” (Chandra, 10/06/22).



Figure 2. Similarity of news content on website platforms, Facebook and Instagram.

Public communication services carried out by the IKP and the media center, especially on the website, cover all OPDs in Palu City, such as when an agency wants to inform about a new policy that will be applied to the entire community of Palu City, the agency submits articles in the form of press release and will be published through various managed platforms. Through the analysis carried out, the following are the technical management of online media carried out by IKP and the media center until the information reaches the publication stage:

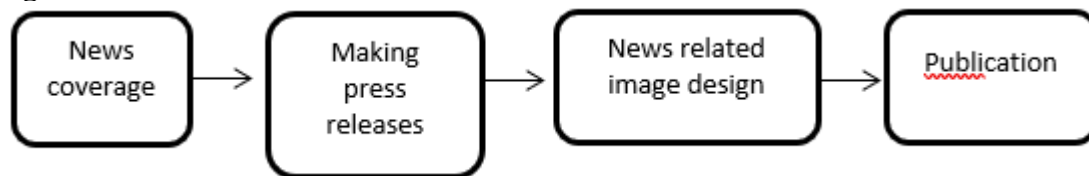


Figure 3. The flow of article publication through online media

2. Relation to the Concept of Dissemination

Referring to the results and discussion in this study, the researchers looked at the phenomena that occurred in the field using the concept of dissemination by Leeuwis Cees. The implication of this dissemination concept is that researchers are in the stage of determining and understanding the objectives of the IKP and the media center to carry out activities according to their respective duties and responsibilities. There is an understanding related to dissemination activities where since the beginning of the campaign period an introduction process has been carried out regarding the vision and mission of the slogan "Palu Steady Moving" which contains 53 work programs. So that the message that will be conveyed is no longer in the form of points from the vision-mission but has been contained in work programs as a follow-up activity during the term of office. As explained in an interview that took place with one of the IKP staff, he mentioned that every leader has the same goals, namely wanting to advance Palu City, but they are distinguished by their vision and mission or what are the main targets. So as a media manager, IKP only follows and continues to run the platform management as it should. Significantly what has changed is the appearance or pages available on social media, especially websites.

It is also related to the point of the concept of dissemination, namely understanding the target audience, which in this study is the people of Palu City. with the condition of people with different backgrounds and there are still people who have difficulty accessing the internet, the selection of forms of communication is carried out into two types. Namely direct communication through the halo-halo operational car and indirect communication which utilizes online media. However, from the observations made, the researcher saw that the understanding of the target audience was only at that stage, while the dissemination concept explained that there was an advanced stage of understanding the audience, namely how they reacted and what their interests were. It is also related

to the stage of motivating the audience to respond. The researcher saw that the responses or comments given by the community through social media were not followed up and ended just like that. Not a few questions or comments that come in are not responded to so that the public does not provide feedback.

At the media selection stage, IKP and the media center both use more than one platform with the same information being conveyed. Researchers see that there is a flow that is carried out when spreading news through social media and there is a special schedule in the publication stage. Through the interview stage, Mr. Chandra as IKP staff said that the media which is very close to the community is Facebook so that the dissemination process is maximized on that media even though other media are still operating as they should. For the media center, the management is focused on Instagram because it is considered to have become the life style of the community where people of course access or use Instagram every day. Determination of the most effective media is seen from how much response the community gives, in the form of likes comments and the spread of the news. The results of the analysis show that the implementation of the dissemination carried out by IKP and the media center based on the points of the dissemination concept there are still parts that are not implemented optimally.

IV. CONCLUSION

Based on the results of the discussion that has been stated from the results of the study, it can be concluded that in the implementation of information dissemination, the Palu City government disseminates through the IKP and the media center as government apparatus with the authority to manage public information. Dissemination carried out by IKP and the media center through more than one platform, including: website, instagram, facebook and youtube. Although there are many platforms, the content or articles submitted are the same because the purpose of the dissemination is to provide information transparency for the city government and the people of Palu City. The platforms whose management has been maximized to date are Instagram and Facebook, looking at the background of the people of Palu City who access these platforms almost every day.

Based on the dissemination concept used, all stages of the concept were carried out even though at certain stages it was not carried out optimally. At the stage of understanding the target audience, IKP and the media center do not really respond to comments or responses given by the community so that the relationship between online media managers and the community is not communicative. The core message that will be communicated is not a crucial thing because basically the message to be conveyed is related to 75 government activities so that all activities carried out will be automatically disseminated through online media. The whole series of technical dissemination processes do not stop at the publication stage, the public still has the right to provide comments. Especially in the Mayor's report service, where all public complaints will be forwarded to the Mayor or related agencies. The management of public communication that is carried out using many platforms is a fairly effective strategy, but because of the many platforms being managed, the available human resources are very limited. In addition, the factor that is the reason why there are platforms that are less effective is that the response given by the community is not so significant.

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