

The Role of Public Relations in Disseminating Government Programs Through Social Media

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ABSTRACT: The objectives to be achieved in this research are to: (1) analyze the role of Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency (2) identify the obstacles faced by Public Relations and Protocol in disseminating Government programs through social media in The Regional Secretariat of Hulu Sungai Utara Regency and (3) provide solutions to overcome the obstacles faced by Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency. This study used descriptive qualitative method. The data obtained from the informants in this study were: Head of the Public Relations and Protocol Section of the Hulu Sungai Utara Regency (Informant), Head of the Documentation and Publication Subdivision at the Public Relations and Protocol Section of the Regional Secretariat of Hulu Sungai Utara Regency (Key Informant), Staff of the Public Relations and Protocol of the Regional Secretariat of the North Hulu Sungai Regency. Data collection techniques are Interview, Observation and Documentation. The research data were analyzed descriptively qualitatively. The results of the study show (1) The role of public relations and protocols in the socialization activities of the Hulu Sungai Utara Regency Government, (2) Constraints faced Public Relations in disseminating Government Programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency (3) solutions to overcome obstacles faced by public relations in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency.

Keywords: Disseminating Government Programs, Social Media, Public Relation, Role Of Public Relation.

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INTRODUCTION

Currently there is no organization that does not need public relations, thus public relations is a form of communication that applies to all types of organizations, both commercial or profit-seeking or non-commercial companies that not looking for profit. It doesn't matter whether the organization is in the government or private sector.

It is recognized that public relations is now increasingly being recognized in people's lives, especially in various companies and agencies that have a direct interest in public relations, even now the public relations division is considered a necessity that must exist in an organization in order to build relationships with the community and stakeholders (stakeholders).).

The main duties and obligations of public relations are to act as communicators to assist success in implementing Government development programs, have the ability to build positive relationships, work concepts that are well planned, to be able to create a good image for the institutions they represent. And build positive public opinion.

The Public Relations and Protocol Section of the Hulu Sungai Utara Regency was born in the era of globalization in line with the development of technology and information, therefore public relations for the government is very important and strategic. Mainly associated with the formation of the image of the North Hulu Sungai Regency Government. Public relations is basically a method of communication to create a positive image of all partners (institutions, organizations, communities and stakeholders). Therefore, to build and form a positive image, the Public Relations and Protocol Section of the Hulu Sungai Utara Regency Secretariat must implement the right strategy, so that the desired positive image can be achieved and fulfilled.

The Public Relations and Protocol Section of the Hulu Sungai Utara Regency Regional Secretariat, in accordance with the main tasks and functions, has a very important role in the administration of the Hulu Sungai Utara Regency Government, where each task and authority has an image impact and a harmonious relationship between the Government and the community. Various information related to policies and development issues that are developing, both from the Provincial, City/Regency and Central Government environments, in the end must be something that must be conveyed clearly to the community. Here we can understand how important the role of the public relations department is.

Seeing such a large role, the Public Relations and Protocol Section of the Regional Secretariat of Hulu Sungai Utara Regency annually designs and implements various performances or activities that are expected to be a real

contribution to the role of public relations to the community, as for the achievement of public relations performance in several activities, namely:

1. Capacity building of government institutions
2. Planning reports and evaluation
3. of the telematics and informatics development program, namely the publication and improvement of press cooperation, media publishing for the Hulu Sungai Utara Regency Government and the development of communication and information networks.
4. Management of public opinion, this activity facilitates the reach of imaging data on the success of the development program of the North Hulu Sungai Regency.

The Public Relations and Protocol Section at the Regional Secretariat of Hulu Sungai Utara Regency generally consists of:

1. Protocol

Sub-Section This sub-section has the main task of assisting the Head of Section in implementing policy formulation in the protocol sector.

2. Administration Sub-Section The leadership

This sub-section has the main task of assisting the Head of the Division in carrying out management and administrative services.

3. Documentation and Publication

Sub-Section This sub-section has the main task of assisting the Head of Section in carrying out tasks in the field of coverage and documentation and publication.

Of the three Sub-Sections mentioned above. It is the Documentation and Publication Sub-Section that has a direct influence in providing information about the activities and programs and activities of the Hulu Sungai Utara District Government, because the details of the tasks of the Sub-Section start from documenting to the information stage, both printed and electronic.

With social media, communication in several directions can be built quickly and all information provided is also quickly responded to, either positive or otherwise. In addition, incorrect information is sometimes preceded by various purposes and reasons, as happened to the Hulu Sungai Utara Regency Government in April 2020, where at that time there was a policy not to congregate or engage in activities involving many people or associations during the Covid pandemic. -19 and at that time the Regional Government held an Official Inauguration activity in the yard of the Hulu Sungai Utara Regent's Office, even though at that time the Government had followed the proper health

protocol, it still appeared on social media that the Government received unfavorable accusations from this activity.

The purpose of having public relations or public relations in an institution, including the Regional Secretariat of Hulu Sungai Utara Regency is to create harmonious relations or create public opinion both internally and externally, therefore, in terms of providing information to the public, public relations has the task of introducing ideas -Ideas from institutional policies to the wider community as well as opening up the possibility of innovation. Public relations also plays a role in disseminating information regarding the activities and participation of institutional leaders in daily social life and the delivery of public relations information can be in the form of oral, written, or visual information to the internal and external public of the organization.

Therefore, in carrying out their duties, a person in charge of public relations has a function to maintain, develop, maintain reciprocal or reciprocal communication that is derived in dealing with problems that arise and minimize the emergence of problems. All the duties and roles of these functions essentially help establish and maintain communication by maintaining a good name with the public, assisting in solving management problems that are currently occurring within the organization and forming a positive public or community image or image in providing a positive response to community activities in the Hulu Regency area. North River.

Based on this description, the authors deem it necessary to conduct research on "**The Role of Public Relations in Disseminating Government Programs Through Social Media at the Regional Secretariat of Hulu Sungai Utara Regency.**"

PROBLEM FORMULATION

Based on the background of the problems that have been stated, the formulation of the research problem is:

1. What is the role of Protocol Public Relations in socialize Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency.?
2. What are the obstacles faced by Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency?
3. What is the solution to overcome the obstacles faced by Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency?

RESEARCH OBJECTIVES

The objectives of this research are:

1. To analyze the role of Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency.
2. To identify the obstacles faced by Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency.
3. To provide solutions to overcome the obstacles faced by Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency.

LITERATURE REVIEW

Theoretical Foundation for Understanding Public

Relations Public relations is a management function that evaluates public opinion, attitudes and behavior, identifies policies and procedures of an individual or an organization with public interest and plans and implements action programs to gain public understanding and support (Frazer, 2014 :6)

According to Uchjana (2016:24). Public Relations is a management function that assesses public attitudes, identifies the policies and procedures of a person or organization in the public interest, and plans and conducts a program of activities to gain understanding, understanding and support from the public. Public relations helps an organization and its publics to adapt mutually beneficially. Public relations is an organization's effort to gain the cooperation of a group of people. Public relations helps organizations interact effectively and communicate with key publics. Public relations is an ongoing process of management's efforts to gain goodwill and understanding from its customers, employees and the general public inward by conducting self-analysis and improvement, out by asking questions.

Public Relations

Activities Public relations activities are two-way communication between the Government and the public, which aims to foster mutual understanding, mutual trust and mutual assistance/cooperation. The role of public relations in the management of an organization is seen by the existence of several main public relations activities, namely:

1. Evaluating public attitudes or opinions;
2. Identify the policies and procedures of the organization or organization with its public interest;

3. Plan and carry out public relations activities.

The purpose of public relations activities is an effort so that the public is aware, deliberately, planned and continuously understands and knows the activities carried out by the institution. In addition, public relations is a mediator who is between the leadership of the organization and its public, both in an effort to foster internal and external public relations as the public knows the policy plans, work program activities and business plans of an organization/institution based on circumstances, expectations and in accordance with the wishes of the target public.

The main activity of public relations in representing the top management of an institution or organization is a form of activity *Two Ways Communications* is the hallmark of the function and role of public relations. This is because one of the tasks of public relations is to act as *a source of information* and a *channel of information*.

Public Relations Government

Public relations in government is a forum that has the main function and task as a disseminator of information and a mouthpiece from the government to increase public participation in development activities. In addition, public relations also has a role to constantly research, analyze and filter all criticisms, responses, attitudes and opinions as well as reactions that come from the community for the smooth running of policy programs from the Government.

Referring to Cutlip's opinion (2012:43) that the role of public relations has four main roles, namely:

1. Communication Engineering is a practitioner who performs this role providing communication science expertise from journalism (writing), editing, creating audiovisual messages needed to carry out public relations programs.
2. Expert Formulation (*expert prescriber*) this role as an expert. Public relations practitioners conduct research and determine public relations issues, develop programs and are responsible for program implementation.
3. facilitator (*Communication Facilitator*) in this role, public relations practitioners act as parties who provide and maintain a continuous and sustainable communication channel for the organization and its publics. These practitioners act as *liaisons, interpreters and mediators*.
4. Problem solving process facilitator in this role, public relations assists other departments in the organization in dealing with the public relations problems they face.

The Role of Public Relations and Government Programs

Public Relations is an activity of communication and interpretation, as well as communications and ideas from an institution to the public, and the communication of information, ideas, and opinions from the public to the institution in an honest effort to foster common interests. so as to create a harmonious conformity of the institution with the community. That is a reciprocal activity between the institution and the public. Not only carrying out activities for the public outside the institution, but also the public carrying out activities for the institution, so that there is a common understanding in achieving common interests. In the communication process, public relations not only conveys information, but also receives information from the public. The reciprocal nature is not only giving, but also receiving.

In essence, this role must be played by a public bureaucratic administrator, so that employee performance can be further improved. According to Ambar Teguh Sulistiyani (2013: 93-94) are:

1. Role as a motivator

Basically, the role of influencing and motivating is a role that is difficult to distinguish. But the role of influencing is how to instill an administrator's influence so that his subordinates want to follow him.

2. Role as facilitator

An administrator must be able to exert influence on the staff or community he serves, so that the staff or community he serves are willing to cooperate in realizing an activity program, and this is actually easy for public bureaucratic administrators because the authority of superiors is very high. But if you rely solely on authority, it will also not have a significant effect on the staff or the community you serve. Administrators can modify the powers and characteristics of an administrator.

3. Role as a mediator

The role as a mediator in interpersonal roles in relation to his position as administrator in an organization, is as a figure or firm that is quite appreciated. Administrators must display good and correct behavior, such as a high work ethic, discipline, and other positive attitudes. Or in our national administration, we are known as "ingmadya mangun karso, ingraso sungtulodo, Tut wuri handayani". That administrators must position themselves as guides, empowerers, and motivators for the staff or the community they serve.

4. The role of communicators

The most dominant element in the overall communication process to achieve effectiveness are communicators, namely those who compose and deliver messages or general statements to the audience. Communicators have a role in determining whether or not the messages conveyed are effective.

The communicator according to Cangar is "the party who sends the message to the audience" (2002:89). Meanwhile, according to Effendy, a communicator is "a person or group of people who convey their thoughts or feelings to others" (1998:14). Therefore, the communicator is commonly referred to as the sender, source, *source*, or *encoder*.

5. Role of the negotiator

According to the Big Indonesian Dictionary (KBBI), the definition of negotiation is more directed to the business process, namely negotiation is defined as a bargaining process by negotiating in order to reach a mutual agreement between one party (group or organization) and another party (group) or other organizations).

The end of a negotiation is the word "agree" on something that has been mutually agreed upon. Negotiation (English: Negotiation) is a method used to make an agreement that is mutually agreed upon between groups or individuals after a debate/difference.

SOCIAL

Media Social media is a medium for social interaction, using communication techniques that are very easy and scalable. Boyd explained that social media is a collection of software that allows individuals and communities to gather, share, communicate and in certain cases collaborate or play with each other. Social media has power on (UGC) or interaction of content generated by users, not by editors or as in mass media agencies.

Social media is a manifestation of the development of internet-based technology, which makes it easy for every user to communicate, participate, share and form a relationship or network online. online media where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds.

RESEARCH

Flow The research flow is a study of how the theory relates to the various concepts that exist in the formulation of the problem. So before going into the field or collecting data, the research is expected to be able to answer theoretically the research problem. The effort to answer this problem is called the research flow.

RESEARCH METHOD

Type and location of Research

This study uses a qualitative descriptive method that emphasizes inductive analysis of thought processes and processes related to the dynamics of the relationship between observed phenomena, and always uses scientific logic. Qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects related to the role of Public Relations and Protocol through activities in order to foster communication relations with the community at the Regional Secretariat of Hulu Sungai Utara Regency.

Data Collection Techniques The data

Collection methods that the author uses in writing this final project are:

1. Interview

Interview is a question and answer process that takes place orally to the object of research, this interview is carried out to the staff of the Public Relations and Protocol Section of the Regional Secretariat of Hulu Sungai Utara Regency to obtain information or information that aims to obtain data. In this method, data is obtained and collected by direct question and answer with the authority related to public relations, especially the publication section.

2. Observation

Observation is a human daily activity by using the five senses of the eye as the main tool in addition to the other five senses such as ears, smell, mouth and skin. Therefore, observation is a person's ability to use his observations through the work of the five senses of the eye and assisted by other senses, namely conducting direct observations of all activities carried out by the Public Relations and Protocol Section of the Regional Secretariat of Hulu Sungai Utara Regency.

3. Documentation

Documentation is data obtained by collecting data that has been provided by the agency/organization. In this method, data is obtained and collected by making small notes, reading year-end reports that are organized in order to compile an overview of the organization and collecting material for attachments to further strengthen the research.

Data Analysis Techniques

In descriptive qualitative research, the data analysis method used is the analysis of the Miles and Huberman model, where it is explained that data analysis includes three activity flows, namely:

1. Data Reduction

Is the process of selecting data, classifying, directing, discarding unnecessary and organizing data in such a way as to conclusion and verification.

2. Data Presentation

In presenting this data, all data in the field in the form of observations, interviews and documentation, will be analyzed in accordance with the theories that have been described previously so that it can bring up a description of the role of Public Relations and Protocol in disseminating Government programs through social media at the Regional Secretariat. North Hulu Sungai Regency.

3. Drawing Conclusions

Drawing conclusions is an activity of a complete description of the object under study in the process of drawing conclusions based on the incorporation of information that has been compiled in a form in its presentation. After the data obtained in the field is collected, the next step is to analyze each data from the informant to draw a discussion on the role of Public Relations and Protocol in order to foster communication relations with the community at the Regional Secretariat of Hulu Sungai Utara Regency, which finally draws conclusions and suggestions. To avoid misinterpretation and ambiguity of interpretation, the writer considers the need for an explanation of the title so that the intent contained in this study will provide limitations. Limitation and discussion in question.

Definition of Concept and Operational Definition

- a. Role

According to Giros Meson and Mceachere define role as a set of expectations imposed on individuals who occupy certain social positions.

- b. Public

Relations is a management function that evaluates public opinion, attitudes and behavior, identifies the policies and procedures of an individual or an organization with a public interest, and plans and implements a program of action to gain public understanding and support.

c. Social media

is a manifestation of the development of internet-based technology, which makes it easy for every user to communicate, participate, share and form a relationship or network online.

RESEARCH RESULTS

The Role of Public Relations and Protocol in Disseminating Government Programs Through Social Media at the Regional Secretariat of Hulu Sungai Regency North

The Public Relations and Protocol activity in disseminating government programs through social media at the Hulu Sungai Utara Regency Regional Secretariat aims to provide positive information on the activities of the Hulu Sungai Utara Regency Government related to development, governance and public services. In accordance with the object of this research which focuses on socializing government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency which is carried out by the Documentation and Publication Sub-Section in the Public Relations and Protocol Section of the Hulu Sungai Utara Regency Regional Secretariat through social media, namely :

1. Role of Public Relations and Protocol as a communication facility in disseminating government programs through social media.

In carrying out the function of providing information to the public about programs and activities of the Regional Government so that it can be conveyed quickly and thoroughly to all parties and age levels. The Public Relations and Protocol Section of the Hulu Sungai Utara Regency uses social media as a supporting tool and even the main one in providing information. developments in modern times. In accordance with the results of interviews regarding the socialization of government programs through social media at the Regional Secretariat of the Hulu Sungai Utara Regency other media before. Seeing the phenomenon and widespread use of social media among the community, the Public Relations and Protocol Section of the Hulu Sungai Utara Regency took advantage of this media as a means of socializing and providing information to the public. more people.

According to Oemi Abdurrahman, public relations activities are activities to instill and gain understanding, goodwill, trust, appreciation to and from the public of an agency/institution in particular and society in general, such as a place to communicate and create a positive image of the government

In this case, public relations is required to be able to create a good image. for the Government to the public to get the expected image. Image is the main goal and at the same time a reputation and achievement to be achieved for the world of public relations (PR) is inseparable in a Government. Image itself is

abstract and cannot be measured mathematically, but its form can be felt from the results of good or bad assessments, and it all sometimes arises from publications and information made by government public relations practitioners as part of their duties to convey directly to the public.

Given the role of public relations is a dynamic aspect of a status (position). If a person performs the rights and obligations in accordance with the status he has, then he has carried out his role.

Public Relations is formed in government institutions including as government spokespersons, conducting reciprocal relations between local governments and the general public and community organizations to clarify local government policies and activities, conducting internal relations with units and work units within the government, carrying out efforts to increase coverage of activities carried out by the government and the community and carry out coordination/cooperation with journalistic organizations (Moore,2004). Government's public relations role, the ultimate goal is to form a positive image of the government in the eyes of the people the improve and maintain a positive image and good reputation in order to obtain favorable public opinion, as well as the support and sympathy of the people or the public.

Public relations practitioners need to make a well-structured plan, so that the activities carried out by public relations or the people involved in it can carry out their functions and duties in accordance with established rules. As we know, the role of publication through social media is to provide and disseminate information to the public with the help of existing social media.

The Public Relations section and regional protocols of Hulu Sungai Utara Regency do not have standard steps or procedures regarding references and stages of the publication process through social media to the public, the most important thing is that the targets that emerge from these publications can provide refutation of false news and harm the government, and communicate or inform various government policies to the public. In other words, the methods and stages used flow following the process and adjust to the conditions that occur. Another activity is carrying out the duties of covering activities according to the assignments from the sub-section heads, division heads, regional secretaries, and regional heads.

According to Cutlip and the Center, it fully refers to several stages, namely, data collection, which is an activity of collecting data and facts that are closely related to the work being carried out. The data must be complete. For example, public relations workers before carrying out an activity must first know what the public needs, who is included in the public, how the public situation is viewed from various factors. Second, planning is making a plan about what must be done in making the activities to be carried out. Third, communication is a plan that is

well prepared as a result of careful thought based on the facts/data, then communicated or carried out operational activities. Fourth, Evaluation, namely conducting an evaluation of an activity, whether it has been achieved or not. The evaluation can be carried out continuously. The results of this evaluation become the basis for the next public relations activity.

2. The Role of Public Relations and In the implementation of socializing Government programs through social media

In the implementation of socializing Government programs through social media, the Public Relations and Protocol Section of the Hulu Sungai Utara Regency does not use clear references, only uses old habits in providing information, in other words adjusting the situation and conditions, because the most important thing is that information about the activities carried out can reach the community quickly and easily, the obstacles faced by public relations and protocols in disseminating government programs through social media at the regional secretariat of Hulu Sungai Utara Regency. Public Relations and Protocol of the Regional Secretariat of Hulu Sungai Utara Regency, there are obstacles that can interfere with the smooth implementation of public relations work in disseminating Government programs through social media, as follows :

1. Officers

Who handle documentation and publication matters who are empowered in delivering information about Government Programs through Regional Social Media in Hulu Sungai Utara Regency are still considered lacking, namely only one sub-section head and 6 staff. The process starts from data input, news releases to news information that must be quickly published to social media or other media. So the quantity of officers also affects the work and role of public relations in disseminating government programs through social media.

2. Quality and skill of officers.

Documentation and publications that are empowered by public relations in delivering information about Government Programs through Regional Social Media in Hulu Sungai Utara Regency are not yet professional, even though the implementation or retrieval of documentation of activities and the material for the socialization of the program was quickly quoted, but for publication and delivery to social media, it was still used in a language that was easy to understand and still prioritized adequate journalistic standards. Of course, the skills and education of public relations workers must also be adjusted to include their educational background.

3. The completeness of public relations work facilities in conveying information about Government Programs through Regional Social Media of Hulu Sungai Utara Regency has not been fully fulfilled.

Solutions to Overcome Constraints Faced by Public Relations and Protocol in Disseminating Government Programs Through Social Media at the Regional Secretariat of Hulu Sungai Utara Regency

Based on the efforts made by the Regional Secretariat of Hulu Sungai Utara Regency in evaluating the implementation of the role of the Public Relations and Protocol Section in delivering information regarding Government Programs through Media Hulu Sungai Utara Regency is continuously trying to overcome the problems faced with the aim of creating the effectiveness of its implementation, it is necessary to:

1. Increase the Quantity of Public Relations Officers

The Regional Secretariat of the Hulu Sungai Utara Regency to facilitate the implementation of Public Relations tasks by the Public Relations and Protocol Section in the delivery of information about Government Programs through The Regional Social Media of Hulu Sungai Utara Regency in an integrated manner serves each providing input on the tasks they carry out.

So far, the quantity of Public Relations Officers who handle the delivery of information about Government Programs through Social Media of Hulu Sungai Utara Regency has not been balanced, therefore each section has a tendency to carry out work activities independently in the sense that they still have limited implementing staff.

Looking at the composition of the workforce in the Public Relations and Protocol Section, the workforce that needs to be empowered is by:

- a. Proposing the addition of the formation of Public Relations officers to the Regional Secretariat of Hulu Sungai Utara Regency as many as three staff so that each operational task can be fulfilled from work time efficiency.
- b. Utilization of the existing workforce at the Regional Secretariat of Hulu Sungai Utara Regency in accordance with the requirements to become a public relations officer

2. Improve Quality

Regional Secretariat of Hulu Sungai Utara Regency through:

- a. the conveyed through information on Government Programs through the Hulu Sungai Utara District Social Media.
- b. information delivery techniques to apply it to public relations practice regarding the Hulu Sungai Utara District Government Program through Social Media.

Which involves which concerns public relations as professional field officers. The reasons for holding courses like this are:

- a) To increase knowledge and keep abreast of scientific developments, especially those concerning journalism

- b) so that public relations officers are more professional in carrying out work in accordance with their respective fields.

3. Fulfillment of Public Relations work facilities Work

Facilities such as press equipment, documentary film equipment and publication facilities that have not been available so far can affect the implementation of Public Relations duties by the Public Relations and Protocol Section in delivering information about Government Programs through Social Media of Hulu Sungai Utara Regency.

In connection with this, to get work enthusiasm, the completeness of the work facilities used for the implementation of Public Relations tasks by the Public Relations and Protocol Section in delivering information about Government Programs through Social Media of the Hulu Sungai Utara Regency received serious attention from the Head of the Public Relations and Protocol Section to convey it to the Hulu Sungai Regency Government. North, so that the implementation of Public Relations tasks by the Public Relations and Protocol Section in delivering information regarding Government Programs through Regional Social Media of Hulu Sungai Utara Regency can run smoothly and quickly develop according to organizational goals that want the quality and quality of officers who are efficient and effective operationally in the field.

Thus, the method taken is submitting a proposal and budgeting the cost to provide work facilities such as press equipment, documentary film equipment and facilities that have never been provided but have great value and benefits for the responsibility for the implementation of Public Relations duties by the Public Relations Section in delivering information about the Program. Hulu Sungai Utara District Government through Social Media.

CONCLUSION

Conclusions

From the research that has been conducted regarding the role of Public Relations and Protocol in Disseminating Government Programs through Social Media at the Regional Secretariat of Hulu Sungai Utara Regency, there are several conclusions of researchers, namely:

1. The role of public relations and protocols in the socialization activities of the Hulu Sungai Utara Regency Government program which includes development, government and public services through social media including social
 - a. media as a communication facility in disseminating government programs, either in the form of access to disseminate information related to all programs, appeals for service products and government activities as well

- as access to incoming information about responses and responses to the government regarding services, programs as well as activities carried out by the government, so that they can be used as material for the next work evaluation.
- b. Social media as an effort to create a positive image of the Government, namely by providing information on all Government activities through social media and providing rebuttals about news that is wrong and detrimental to the Government is part of an effort to build a positive image of the Regional Government of Hulu Sungai Utara Regency.
 - c. The social media tools used by public relations and protocols in the socialization activities of the North Hulu Sungai Regency government are Instagram (*humasprotokol_hsu*), youtube (*Humpro Secretariat HSU*), website (*humas-setda.hsu.go.id*) and facebook (*hsu district government*).
2. Constraints faced by public relations in disseminating Government Programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency are: The unmet quantity of public relations officers who handle the socialization of government programs through social media.
- a. Have not mastered the job due to minimal educational background and training.
 - b. Completeness of public relations work facilities that are still not available as needed.
3. Solutions to overcome the obstacles faced by public relations in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency are needed:
- a. The addition of the formation of public relations officers.
 - b. Improving education and training related to public relations.
 - c. Improve coordination between the Head of Public Relations and Protocol with documentation and publication officers.
 - d. Completing work facilities for information purposes.

SUGGESTIONS

Based on the conclusions above, the researcher has several suggestions for public relations carried out by the Public Relations and Protocol Section for the Hulu Sungai Utara District Government program which includes development, governance and public services, namely:

1. Seeing the relatively short preparation time, it would be better if PR is more aggressively conducting outreach on social media pages so that government programs can be conveyed properly.

2. Public Relations in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency pays more attention to work facilities and infrastructure, especially regarding networks and technical capabilities in designing activities to be more interesting.
3. For the next activity, public relations must increase the frequency of information dissemination and accelerate its publication through social media. The next research is expected to conduct PR research in disseminating Government programs through social media at the Regional Secretariat of Hulu Sungai Utara Regency in order to see the success of public relations from a public point of view.

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