

The Role of Karimun Regional Government Pr in Establishing Partners with Mass Media

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ABSTRACT

The purpose of this study is to analyze how the role of public relations in the Regional Government of Karimun Regency in establishing partners with the mass media. The researcher used the role of public relations theory approach proposed by Cutlip et al. Methods of data analysis in this study using the Miles and Huberman methods, namely data reduction, data presentation and drawing conclusions. From the analysis that has been carried out, the results of this research are that Public Relations of the Regional Government of Karimun Regency in cooperating with local mass media has formal and informal forms of cooperation, but only media that has been verified through the press council can collaborate.

INTRODUCTION

Initially, a government agency in the public relations field was not really an expert in the field of public relations, but a publicist in a government organization must be able to master public relations duties which are part of public relations activities, including in cooperating with the media. With good relations with the media, it is possible to create good cooperation in order to achieve the goals of the organization and the interests of the external public towards the organization. However, most public relations in government organizations still do not realize that establishing cooperative relations with the mass media is not something that can be simply ignored, but requires a process and cooperation that is solid and uninterrupted so that the two can synergize well. For the mass media, news becomes very important when the news has high news value, although it is not certain that news that is considered important will have a positive impact on the government concerned. By involving the mass media in disseminating work programs in government organizations or disseminating information to the general public is considered an important factor in the survival of a government itself.

According to (Cangara, 2002) mass media is a tool used in conveying messages from sources to audiences using print and electronic communication media. The role of public relations in cooperating with the mass media is not just an exchange of information for the sake of a good image in front of the public. The main objective is related to the mass media to create knowledge and understanding to the public so that there is a change in the concept of thinking in people's lives and finally there is a change in attitude and behavior (Darmastuti, 2012). Some literature (Jefkin, 2004) states that "public relations relations with the media are efforts to seek maximum publication or broadcast of a public relations message in order to create knowledge and understanding for the audience of the government organization concerned." Collaborating with the media certainly requires several strategies so that the cooperation can run well, effectively and efficiently. As a first step, choosing the right and appropriate media as a determining factor in media relations activities with target audiences. This is of course related to the role of public relations in providing accurate information and the compatibility between the government and the intended public.

In establishing cooperative relations with the existing local mass media, Public Relations of the Regional Government of Karimun Regency is more selective with the aim of making efficient and effective use of the regional budget in disseminating information to the public. It is known that in Karimun Regency there are more than 90 mass media, both print and electronic. This has become a parameter for the Regional Government in Karimun Regency to enforce rules regarding media that are deemed appropriate to cooperate with the Government. Prior to collaborating, the Regional Government of Karimun Regency formed a team to verify the media to select which media were worthy of collaboration. In this case the Regional Government of Karimun Regency coordinates with the Financial Supervisory Agency regarding the issue of whether the use of the budget is appropriate and on target as well as the Press Council which acts as a

party providing recommendations and considerations as to which media are considered appropriate to cooperate with the Regional Government. Until now there are 49 mass media that have passed the verification.

Here, the researcher feels the need to examine the mass media used by the Karimun Regency Government in collaborating and wants to see the extent of the Public Relations role of the Karimun Regency Regional Government in providing information to the mass media. Referring to Karimun Regent Regulation Number 34 of 2016 Sub-Section of Information and Publication Data Application in Paragraph 3 Article 12 states that one of the public relations roles of the Karimun Regency Regional Government is to carry out data collection in collaboration with the mass media, carry out coordination with the mass media and related agencies or work units.

LITERATURE REVIEW

According to (Cangara, 2002) mass media is a tool used in conveying messages from sources to audiences using print and electronic communication media. The role of public relations in cooperating with the mass media is not just an exchange of information for the sake of a good image in front of the public. The main objective is related to the mass media to create knowledge and understanding to the public so that there is a change in the concept of thinking in people's lives and finally there is a change in attitude and behavior (Darmastuti, 2012). Some literature (Jefkin, 2004) states that "public relations relations with the media are efforts to seek maximum publication or broadcast of a public relations message in order to create knowledge and understanding for the audience of the government organization concerned." Collaborating with the media certainly requires several strategies so that the cooperation can run well, effectively and efficiently. As a first step, choosing the right and appropriate media as a determining factor in media relations activities with target audiences. This is of course related to the role of public relations in providing accurate information and the compatibility between the government and the intended public.

METHODOLOGY

In this study, researchers used qualitative research. According to (Sugiyono, 2016) "in qualitative research researchers enter certain social situations by observing and interviewing people who are seen to know about these social situations. Where the determination of data sources on the people interviewed was carried out purposively, namely selected with certain considerations and goals. The results of research using qualitative methods only apply to cases of social situations. The results of this research can be transferred or applied to other social situations, if these other social situations have similarities or similarities with the social situations under study. In (Sugiyono, 2016) states "qualitative research, which is the instrument or research tool is the researcher himself. In qualitative research everything that will be sought from the object of research is not clear and certain, the problem, the source of the data,

the expected results are not all clear. The research design is still temporary and will develop after the researcher enters the research object.

In this study, the population was all public relations employees of the Karimun Regency Regional Government and 49 mass media who were recorded in the public relations of the Karimun Regency Regional Government. In this study, the total number of informants was 11 people where the 11 informants were considered to be representative. As a key informant in this study was the Head of the Communication and Public Relations Section of Karimun Regency, an employee involved in the Information and Publication Data Application Sub-section and Media who collaborated with Public Relations of the Karimun Regency Regional Government.

Data collection techniques are carried out by means of; 1). Observation, data collection techniques by observation are used if the research is concerned with human behavior, work processes, natural phenomena and if the observed respondents are not too large. In this study, research uses structured observation, namely observations that have been systematically designed, about what will be observed, when and where. 2). Interview, where the interview is used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be studied. In this study, researchers used unstructured interview guidelines. Unstructured interviews are free interviews in which the researcher does not use interview guidelines that have been arranged systematically and completely for data collection. The interview guide used is only an outline of the problems to be asked. 3). Documentation, documentation technique is a record of events that have passed. Documentation can be in the form of writing, pictures, or monumental works of a person. Documentation studies are a complement to the use of observation and interview methods in qualitative research (Sugiyono, 2016).

According to (Sugiyono, 2016) data analysis in qualitative research, is carried out when data collection takes place, and after completing data collection within a certain period. Miles and Huberman in (Sugiyono, 2016) stated that "activities in qualitative data analysis are carried out interactively and continue continuously until complete, so the data is saturated. Activities in data analysis are: 1) Data Reduction (Data reduction), where there are quite a lot of data obtained in the field, for this it is necessary to record carefully and in detail, it is necessary to reduce data, by choosing the main things, and focusing on the things that are important and looking for themes and pattern. 2) Data Display (Data Presentation), data presentation can be done in the form of brief descriptions, charts, relationships between categories and the like. Miles and Huberman cited in (Sugiyono, 2016) explain that what is most often used to present data in qualitative research is narrative text. 3) Conclusion Drawing/Verification (drawing conclusions and verification. Conclusions in qualitative research are new findings that have never existed before, where findings can be in the form of descriptions or descriptions of an object that were previously vague so that after research it becomes clear, it can be a causal relationship or interactive, hypothesis or theory.

RESULT AND DISCUSSION

Public Relations of the Regional Government of Karimun Regency has the main task of carrying out the preparation of operational technical plans regarding public relations, information services for the community and carrying out an effective and efficient government communication strategy. To carry out the main tasks referred to as public relations, the Regional Government of Karimun Regency has the functions; 1). Develop technical guidelines for the implementation of public relations. 2). Develop technical guidelines for the implementation of providing information to the public. 3). Develop technical guidelines for the implementation of efficient and effective government communications. 4) Carry out coordination with the information media both print and electronic. Public Relations of the Regional Government of Karimun Regency, in charge; a). Publication and documentation sub-section. b). Sub-section of application and data processing. According to (Ardianto, 2009) "in government organizations, public relations has a very important role as a bridge between the media and the public. Government Public Relations was formed in addition to establishing good relations with the media as well as establishing cooperation with the media and carrying out other public relations activities such as publishing or promoting government policies, providing regular information about government policies, as well as plans regarding regulations and legislation, and everything that affects people's lives. According to (Ardianto, 2009) "government public relations has different characteristics than public relations in general. Government public relations requires a clear legal basis in carrying out its main duties and functions, in addition to a legal basis.

What is clear is that the Public Relations of the Regional Government of Karimun Regency in each sub-section has an expert in the field of public relations, this is one of the supporters in carrying out public relations activities in accordance with their main duties and functions. As the results of the researcher's interview with Mr. Iman Syahputra, S.ST, who is a graduate of the Multimedia College in the Field of Management and Reporting, one of the staff from the Head of Information Management and Public Communication Subdivision said; "Almost all in the public relations sub-section of the Karimun Regency Regional Government are experts in the field of public relations, here we have three people who are experts in the field of public relations in each sub-section. Where we have our respective roles in carrying out public relations activities, for example the Head of Information Management and Public Communication Subdivision is more concerned with managing information data through websites and through print media and managing the network as a whole."

The orientation of the implementation of government public relations work is not the same as public relations in general. Government Public Relations does not gain material benefits. However, a public satisfaction with the government's performance. Karimun Regency Government Public Relations in terms of carrying out its role cannot be separated from the rules imposed by the Government and which have been written in the Association of Main Tasks and Functions (Tupoksi). Based on the results of the researcher's interview with Henry Jamiastriadi, staff of the Head of Information Technology and E-Government Services sub-division stated "that not all media can collaborate with Public Relations of the Regional Government of Karimun Regency, only media that have been verified through the Press Council can establish cooperation.

Public Relations of the Regional Government of Karimun Regency in cooperating with local media has a formal form of cooperation, where the relationship between public relations and media cooperation has been verified in an activity that is on the government's agenda and has a special budget from the government in its implementation. Meanwhile, in establishing cooperation informally in the form of routine government agenda activities that are not official in nature, they only use tactical budgets in their implementation where the activities carried out are only personal in nature. Based on the results of the researcher's interview with Hery Jamiastriadi, the staff of the Head of Information Technology and E-Government Services Subdivision said: "Until now there are 49 media outlets that have been verified and are actively collaborating with Public Relations of the Regional Government of Karimun Regency. If there are activities for the Regent, Wabub, and Secretary of the Public Relations section, they will provide information through the group, and the media will cover its own spaciousness ". Furthermore, Hery also explained that here there is a difference between media that cooperates with those who do not, lies in terms of rights and obligations. His obligation to share every activity of the Regent, Wabub and Sekda. The right is in the form of material for the cost of cooperation with the Regional Government of Karimun Regency.

Public Relations of the Regional Government of Karimun Regency also provides a special room for journalists, NGOs and the public to make it easier to obtain information from the Regional Government and also provide information according to the desired information needs. Karimun Regency Public Relations uses 49 media that have been verified by the press council to help convey information to the wider community. From this study, researchers analyzed the role of Public Relations of the Regional Government of Karimun Regency in establishing cooperation with local mass media in Karimun Regency based on the theory put forward by (H.A.W, 2002) which can be explained in the following table:

Tabel.1 Data Public Relations Activities and Role

No	Public Relations Activities	Public Relations Role
1	Data Collection and Processing	Collect and manage data for information purposes for the community and institutions as well as feedback information from the public.
2	Lighting	Preparing to provide information to the public about the policies and implementation of the Institution's activities through the mass media.
3	Publication	taking care of publications about the policies and implementation of the Institute's activities.

Based on the results of an interview with Byan Rinaldy Putra Harahap, the staff of the Communication and Public Relations Division said: "In data collection and processing, usually collect material data in the form of data or videos and photos of the activities of the Regent, Deputy Head and Regional Secretary, then separate those that are suitable for publication." Furthermore, the results of the interview with Mr. Rinaldo Afkar, said the same thing; "Data collection and data processing activities by taking the activities of the Regent, Deputy Head and Regional Secretary in the form of videos and photos, then published, then the data is stored as an archive".

As for the results of the researcher's interview with Henry Jamiastriadi regarding the information carried out by the Public Relations of the Regional Government of Karimun Regency, said: "The information is carried out through various media platforms by publicizing the activities of the Regent, Deputy Head and Regional Secretary through print, electronic media such as local radio and television as well as through social media." From the results of the researcher's interview with Gita Firadina, staff of the Statistical Analyst Section. Communications and Public Relations says: "Publication is done by collecting and preparing material for publication both in print and electronic media online and offline."

In short, from this research it can be analyzed that the role of public relations for the Karimun Regency Regional Government is to build public or community understanding through good cooperation with the local mass media, so that good relations can be built between the government and the public and a positive image of the Regional Government can also be built. Furthermore, referring to the theory put forward by (Jefkin, 2004) regarding general principles in fostering good relations with the media, in this case the role of public relations for the Regional Government of Karimun Regency includes: a). Providing services to the media, b). uphold a reputation to be trusted, c). provide good information text, d). do good cooperation in providing information materials, e). provision of adequate facilities, f). build personal relationships with the media. Some of the interview results that researchers found in the field are as follows:

Henry Jamiastriadi said "relationships with the media so far have been good, we have always worked closely with local media which has been verified with the press council. The services we provide to the media we provide information related to the activities of the Regent, Deputy Head and Regional Secretary to the media through groups or directly. In upholding a reputation so that it can be trusted, one must work wholeheartedly in accordance with the field. Furthermore, according to Henry regarding the mechanism of cooperation rules for local mass media with Public Relations of the Regional Government of Karimun Regency, he said that there was not yet, only based on a Cooperation Agreement between the Regional Secretariat of Karimun Regency and the media which were considered appropriate in accordance with the decision of superiors. Lukman Hakim from Media Karimun Today said "in providing services to the mass media seeking public relations information serves well and directs us well, our cooperation system so far has been fine. In providing facilities, we use each other's facilities.

Enol journalist from Batam Pos who said "the collaboration with public relations is very good but this media collaboration should not only cover the activities of the Regent, Wabup and Sekda but there must be coordination between public relations and OPD-OPD in activities that must be published so that the public can knowing it doesn't seem to be covered up and there is openness in its use. the government budget".

In connection with the public relations role of the Karimun Regency Regional Government in establishing cooperation with the mass media in managing and collecting data, it has a work system where media journalists go directly to the field with the leadership. Before releasing the news, it is coordinated with the public relations department of the Karimun Regency Regional Government to be sorted before the news is published in the mass media, social media and the public relations website. In addition, Public Relations of the Regional Government of Karimun Regency also has data, where the data is in the form of a list of public information and a list of excluded information, which means whether or not the information can go out to all OPDs in Karimun Regency. Each OPD is required to provide a list of public information and a list of exempt information to Public Relations of the Regional Government of Karimun Regency. Through public relations, the public, the media and NGOs can request it according to their individual needs and in accordance with the conditions set by Public Relations.

Information dissemination by Public Relations of the Regional Government of Karimun Regency was carried out in two ways, namely social mass media and through a website containing all OPD profiles, regarding the activities of the Regent, Deputy Head and Secretary of Karimun Region. After the data is collected, there are two forms of information prepared by public relations, namely the first in softcopy form that can be uploaded on the website and the second in hardcopy form in the form of files. The existing facilities at Public Relations of the Regional Government of Karimun Regency are currently only preparing a simple room for the public, NGOs and the media who need information. However, in the future Public Relations of the Regional

Government of Karimun Regency will provide a Media Center to facilitate or make it easier for the public, NGOs and the media to access the desired information. Satisfaction obtained with the Public Relations Cooperation of the Regional Government of Karimun Regency with the mass media can filter news that is hoax and news that is positive.

CONCLUSIONS AND RECOMMENDATIONS

From the results of the research and discussion it can be concluded that the role of Public Relations of the Regional Government of Karimun Regency in establishing cooperation with the mass media includes: a). Good cooperation has been built and there is a reciprocal relationship between the two. b). The collaboration has not been supported by a clear legal basis, only guided by consultations with the BPKP for the Riau Archipelago Province and the Press Council regarding verified media companies. c). The verification team appointed to carry out collaborative activities with the local mass media of Karimun Regency does not have standardization and certain conditions, only guided by superior policies both in terms of obligations and media rights in the form of publication services. d). Collecting and managing public relations data for the Karimun Regional Government in the form of releasing activities and news, after which the release is then shared with print and electronic media in collaboration with the Public Relations of the Karimun Regency Regional Government. e).

Carry out information (information dissemination) in the form of news releases and activities carried out by the Regent Deputy Regent and Karimun Regional Secretary, publications are usually by the media in collaboration with public relations before publishing news or activities, Karimun Regency Public Relations will first correct news and activities These activities are then given to the media for publication. As for the list of information, the public can see it from the direct public relations website and the list of excluded information, meaning that information can come out or not, from all the information in Karimun Regency, you must have written permission from Assistant One. This is because it involves sensitive information in the OPD. As for the suggestions of researchers for Public Relations of the Regional Government of Karimun Regency so that in the future it will pay more attention to the legal basis or applicable legal provisions. The Verification Team should make provisions that must be met by the mass media in establishing cooperation with Public Relations of the Regional Government of Karimun Regency. Public Relations The Regional Government of Karimun Regency needs to improve the quality of human resources, the role and function of public relations institutionally, so that they can adapt to the needs of the current era. Because there are still many who are not their field.

ADVANCED RESEARCH

It is considered necessary to carry out further research by changing the research variables.

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