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The Role of Public Relations in Managing and Delivering Information to the Public

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ABSTRACT

This research aims to find out how the role of public relations in managing and conveying information to the people of Pinrang Regency is described. This research is qualitative, therefore to achieve the research objectives, data collection techniques are used, namely observation, interview and documentation techniques. There were 3 informants, namely the Head of the Public Communication Media Management Section, the Head of the Public Communication Media Management Section and the Staff of the Public Communication Media Management Section.The results of the study show that the role of public relations as a communication expert is tasked with conveying information to the public while receiving various directions and inputs from the Community Information Group (KIM). Public Relations as a problem solving process facilitator as a routine problem-solving facility carries out intense coordination with each KIM in each sub-district. Public Relations as a Communication Facilitator is tasked with establishing cooperative relationships with social media practitioners, actively and participatorically interacting with the community and providing understanding to the community and lastly, public relations as a Technician Facilitator is tasked with analyzing activities carried out by the community, including those that have a positive impact on the community itself, reporting on activities carried out by the community. This study proves that the implementation of the role of Public Relations in managing and conveying information to the community is going well so that the people of Pinrang Regency can get the information they need properly and appropriately.

Keywords: Role, Information, Society

INTRODUCTION

The importance of the role of public relations in managing and disseminating information to the public with the enactment of Law No. 14 on Public Information Disclosure (KIP) by the Government on Thursday, April 3, 2008 has consequences for legal provisions that protect the right to information for Indonesia citizens. Public Relations is expected to be able to carry out its role in managing and conveying information to the public. The role of Public Relations is needed to achieve public opinion on the office or agency that is needed in order to build (Darwis et al., 2022; Niswaty et al., 2018).

The public's need for information causes the Pinrang Regency Regional Government to carry out its duties as well as possible, especially in the dissemination of regional information. That is why the field of public relations and public relations is integrated into the organizational structure of the regional public administration of the Pinrang Regency Communication and Information Office which is used to ensure the flow of information and communication between the Government and the community. Regulation of the Minister of Home Affairs Number 13 of 2011 concerning Guidelines for the Implementation of Public Relations Duties within the Ministry of Home Affairs and Local Governments defines "Government Public Relations, hereinafter referred to as Government Public Relations, is the activity of institutions and/or individuals of government administrators who perform

management functions in the field of communication and information to the public, stakeholders and vice versa."

In a government organization, the existence of Public Relations is quite calculated. Public Relations is considered as one of the public relations activities that handles the relationship between the government and the community, which equates public relations and Public Relations, namely building two-way communication with the community. The public's need for information is supported by the Public Information Disclosure Law (KIP) of the Pinrang Regency government, especially the Public Relations of Pinrang Regency which is the mouthpiece of information for the people of Pinrang Regency today by making it a medium in the era of public information disclosure. In addition, with the development of technology, information and communication that is increasingly advanced today is a tool that mainly supports the smooth running of government information work and facilitates public access to information and media.

The role of Public Relations in conveying information feels difficult because sometimes in the process of conveying information carried out by Public Relations there is a gap that in the process of conveying information to the public, including the media, sometimes it is inaccurate (Buttang et al., 2023; Niswaty et al., 2023). So that the role of public relations in conveying information between the government and the public does not run according to its nature which results in a positive image of public relations being questioned, this also results in the paralysis of the flow of information and hinders the work of public relations practitioners in conveying this information (Andersson, 2024; Nuseir et al., 2022; Oktavianti, 2018).

The existence of these problems not only hinders the public relations performance of the Pinrang Regional Government as an information provider, but also hinders the public in meeting the information needs of the Pinrang Regional Government. Therefore, the role and duties of public relations in the field of regional information for the community and the press is to be a communication partner in disseminating information to the wider community.

METHODS

The approach used in accordance with the title put forward by the researcher on the existing problem is a qualitative approach using descriptive analytical techniques that describe the problem being researched based on research materials obtained objectively from the results of interviews, observations, and documentation. The focus of this research refers to four indicators of public relations according to Niswaty & Djamareng (2020), namely Expert Preciber Communication, Problem Solving Process Facilitator, Communication Facilitator, and Technician Communication. This indicator is used to find out how the role of Public Relations is in managing and conveying information. To get the right and objective research results, in the process of data collection, researchers use primary and secondary data sources.

Checking the Validity of the Data Used which aims to find out the level of credibility of the data that can be held accountable by the researcher. The validity of the data according to (Anggito & Setiawan, 2018) There are four things that are used to increase the credibility of the data, namely: 1) Extension of observations; 2) Research diligence; 3) Triagulation; and 4) *Member check*. Data analysis techniques using Miles, et al. (2014) There are four data analysis models, namely: 1) data collection In qualitative research, data collection with observation, in-depth interviews and documentation. Thus the researcher will obtain a very large and very varied data, 2) data reduction means summarizing, selecting and sorting the main things, focusing on the important things, looking for patterns and themes. Thus the reduced data will provide a clearer picture, and empower researchers to collect further data, and search when necessary. 3) Data presentation can be done in the form of a brief

description supported by a network matrix to better understand the case and also a reference for actions based on understanding and analysis of data presentation. 4) Conclusion It is the last step of a research period which is the answer to the formulation of the problem. Which are the data that have been obtained from the results of interviews and observations.

RESULT AND DISCUSSION

To better understand the role of public relations in managing and conveying information to the public (Study on the Public Relations and Public Communication Section of the Communication, Informatics and Cryptography Office of Pinrang Regency), the researcher processed and presented the data obtained during the research using observation, interview, technical and documentary techniques which were presented in descriptive form in accordance with the established theory, namely the theory put forward by Niswaty & Djamareng (2020), namely Expert Preciber Communication, Problem Solving Process Facilitator, Communication Facilitator and Technician Facilitator.

Expert Preciber Communication

Expert Preciber Communication is the role of public relations in finding solutions to public relations problems. Expert Preciber is also an expert in research in the field of communication and communication disorders in achieving organizational goals, finding solutions to problems with useful programs and being responsible for the implementation of programs. Expert Preciber Communication, Public Relations received guidance and input from the Community Information Group (KIM) spread across several sub-districts. Of course, this refers to all the information obtained as part of the process of managing and providing information. Public Relations acts as an advisor who provides information to the public about policies implemented by the government. This allows the audience to understand these principles clearly.

Public Relations as an Expert Preciber Communication is an advisor who conveys information to the public as well as receives direction and input from the Community Information Group (KIM) spread across several districts related to information obtained in the process of management to information delivery. The results of the observation of the Public Relations and Public Communication Section of the Communication, Informatics and Cryptography Office of Pinrang Regency obtained information that public relations received input from KIM members spread across every sub-district in Pinrang Regency, besides that Public Relations also routinely conducts briefings every day to find out what needs to be improved and implemented.

Based on the results of observations and interviews in the Public Relations and Public Communication Section of the Communication, Informatics and Cryptography Office of Pinrang Regency, it can be concluded that public relations as an Expert Preciber Communication is an advisor who conveys information to the public while receiving various directions and inputs from the Community Information Group (KIM) spread across several districts related to the information that has been obtained in the management process up to information delivery. In addition, public relations also routinely conducts several briefings to find out what must be improved and implemented. The role of public relations as an expert preciber communication is the role of public relations in solving PR problems (Chen et al., 2020; Oksuz & Gorpe, 2023; Santa Soriano & Torres Valdés, 2021). Communication experts are also experts who investigate and formulate organizational problems in the field of communication and communication disorders in order to achieve organizational goals, find solutions to problems with the help of useful programs and be responsible for the implementation of programs". From this understanding and the results of

the research that has been carried out, it proves that Expert Preciber Communication is very important for the running of Public Relations activities.

Problem Solving Process Facilitator

Problem Solving Process Facilitator is a Public Relations that plays a role in the problem-solving process that helps organizational leaders both as advisors and decision-makers in overcoming the problems or crises they are facing. In this role, public relations involves themselves or is involved in every management (crisis).

Public relations conducts Intense Coordination with each Community Information Group (KIM) then coordinates with community groups to discuss solutions to problems that occur between groups and then public relations holds a meeting to coordinate with the leaders of the Community Information Group (KIM) regarding the problems that are occurring.

It can be concluded that public relations plays the role of a Problem Solving Process Facilitator who coordinates or collaborates with the Community Information Group (KIM) related to problems related to circulating information as well as solving problems with this information. The results of the interview are in line with the results of observations that have been made by researchers at the Public Relations and Public Communication Section of the Communication, Informatics and Cryptography Office of Pinrang Regency, it was found that public relations as the main medium of providing information on Public Relations of Diskominfo, in this case as a problem-solving facility, routinely carries out intense coordination with each KIM in each sub-district so that there is no miscommunication between KIM representatives and the Public Relations itself.

Based on the results of observations and interviews, it can be concluded that public relations play the role of a Problem-Solving Process Facilitator who coordinates or collaborates with the Community Information Group (KIM) related to problems related to circulating information as well as solving problems with this information. In addition, public relations also play the role of the main media for informants of Public Relations of Diskominfo, in this case as a routine problem-solving facility to carry out intense coordination with each KIM in each sub-district so that there is no miscommunication between KIM representatives and the Public Relations itself. As a facilitator of the problem-solving process, public relations is part of the management team. It is intended to help organizational leaders both advise and make decisions to overcome the problem or crisis they are facing. As a problem solver, the role of public relations emphasizes the function of public relations in carrying out its mandate to respond to existing communication activities . Based on the results of research conducted by (Siswanto, 2016) stated that: "The Public Relations Bureau does not fulfill its role as a Presciber expert in the activities it conducts. Meanwhile, the role of the problem solving process facilitator is not visible in the Public Relations Bureau, this is because the Public Relations Bureau has not carried out verification and information inventory activities to be discussed by the top leadership. Verification activities will be carried out if the list of public information from the SKPD has been collected at the Public Relations Bureau, but until the time the research was carried out SKPD has not collected all the lists of public information in its organization at the Public Relations Bureau". This statement is an example of things that are not in line with the definition of public relations as a Problem-Solving Process Facilitator which is very influential in overcoming crises or in solving problems faced by public relations as an assistant to the organization's leaders in solving problems.

Communication Facilitator

A Communication Facilitator is a facilitator who acts as a facilitator, translator, and intermediary between the organization and its audience. Practitioners act as communication facilitators, serve as sources of information and formal partnerships between organizations

and communities, the most common term is a bridge of communication between the community and the business world, as well as a means of communication and intermediaries in the event of communication problems.

Public Relations in building participatory relationships with the community, establishing cooperative relationships with mass media practitioners, both print and digital such as websites in pinrangkab.go.id and utilizing existing social media in the hope that all groups of people can know the policies conveyed by the Diskominfo. Public Relations as part of the communication facilitator conducts active and participatory relationships with the community, establishes cooperative relationships with mass media such as print media, digital media and utilizes these communication relationships so that it is hoped that the public can know and understand the policies conveyed by the diskominfo.

The other information obtained is that Public Relations as a communication facilitator acts as a presenter or organizer of good relations with social media practitioners, establishes cooperative relationships with them and takes advantage of these relationships and provides understanding to the public regarding the policies that will be implemented.

Then it can be concluded that public relations as communication facilitators have roles such as establishing cooperative relationships with social media practitioners, actively and participatory relations with the community and providing understanding to the public related to the policies implemented by the Information and Communication Service. This is in line with the results of observations in the Public Relations and Public Communication Section of the Communication, Informatics and Cryptography Office of Pinrang Regency, it was found that public relations as communication facilitators have roles such as building participatory relationships with the community, establishing cooperative relationships with mass media practitioners, both print and digital, considering that the indicators of achievement in public relations are to increase the positive image of Pinrang regency and minimize negative news by mencounter with positive news. Public Relations itself targets 95% of the achievement of this indicator for 2022.

Based on the results of observations and interviews, it can be concluded that public relations as communication facilitators have roles such as establishing cooperative relationships with social media practitioners, actively and participatorically interacting with the community and providing understanding to the public related to the policies implemented by the Information and Communication Service. (Yuliandari, 2019) stated that: "The role of public relations as a communication facilitator should play a role as a medium or intermediary in communication between public wants and expectations. In accordance with their role as communication mediators, public relations must be able to act as a communication bridge between agencies and the public, with the community, the media and other agencies". The results of the research conducted by (Amanda, 2022) stated that: "Public Relations is an effort to create a harmonious relationship between an agency, organization and the community through a mutual or two-way communication process. The next role of public relations is as a media facilitator. In this case, public relations plays the role of liaison, translator and mediator between organizations and the community. Public Relations as a communication facilitator acts as a communication bridge between the organization and its audience".

Technician Facilitator

Technician Facilitator is the role of Public Relations as a journalist in resident providing technical communication services. The profession of a public relations officer requires a creative, artistic and expert spirit in the technical field of an organization or company. Communication Techinician is in charge of creating photo documentation, reading relevant articles to get a resume and submitting them to relevant and documented sections; Writing press releases, press conference invitation letters, writing articles for internal magazines and writing other forms of communication and other technical matters.

The first thing that must be done in carrying out this role is to analyze an activity if the activity can have an impact on the community, then public relations in this case carries out the next step, namely reporting. Except, if there is no activity of the public relations party coordinating with related parties, after that it will be published on the website. Finally, the link on the website is disseminated through social in Analyzing an activity that will be carried out, if the activity can provide a positive impact on the community, then reporting will be held. However, if the information does not have activities from the public relations party coordinating with related parties, publication is carried out on the website. Then, the link is disseminated through social media. The communication carried out by the public relations of Pinrang Regency is by oral and written communication, where oral communication is carried out through effective communication.

Based on the above results, it can be concluded that public relations as a Communication Techinician has a role in analyzing activities carried out by the community, including those that have a positive impact on the community itself, reporting on activities carried out by the community and when these activities are not part of public relations activities, public relations coordinates with related parties and is published on the website and disseminated through social media. This is in line with the results of observations at the Public Relations and Public Communication Section of the Communication, Informatics and Cryptography Office of Pinrang Regency found that public relations as a Communication Techinician has a role, namely every year public relations holds a monitoring and evaluation where at that time public relations is required to report achievements in the past year, in these achievements public relations can find out whether this website/social media is running in accordance with its function.

The results of observations and interviews can be concluded that public relations as a Communication Techinician has a role in analyzing activities carried out by the community, including those that have a positive impact on the community itself, reporting on activities carried out by the community and when these activities are not part of public relations activities, public relations coordinates with related parties and is published on the website and disseminated through the media social. In addition, public relations and public relations are required to report achievements in the past year, in these achievements public relations can find out whether this website/social media is running in accordance with its function. As a communication engineer, a public relations professional is in charge of providing technical communication services, especially in the field of journalism, such as brochures, press releases, flyers and media related to this task. Public Relations must play an active role in conveying various information to external and internal audiences in any form .

CONCLUSION

Based on the results of research and discussion on the role of public relations in managing and conveying information to the public at the Public Relations and Public Communication Section of the Communication, Informatics and Cryptography Office of Pinrang Regency, it can be concluded that the role of public relations as a preciber communication expert is tasked with conveying information to the public while receiving various directions and inputs from the Community Information Group (KIM). Public Relations as a problem solving process facilitator as a routine problem-solving facility carries out intense coordination with each KIM in each sub-district. Public Relations as a Communication Facilitator is tasked with establishing cooperative relationships with social media practitioners, actively and participatory relations with the community and providing understanding to the community and lastly, public relations as a Technician Facilitator is tasked with analyzing activities carried out by the community, including those that have a positive impact on the community itself, reporting on the activities carried out by the community.

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