

Analysis of Media Relations Activities Regional Secretariat of Central Sulawesi Province In The Efforts To Publicate And Disseminate Information On The Activities Of The Governor And Vice Governor Of Central Sulawesi

Monalisa¹, Achmad Herman², Ilyas Lampe³

¹Student of the Communication Science Master's Study Program, Postgraduate of Tadulako University

^{2,3}Master of Communication Science Study Program, Postgraduate of Tadulako University
Email: achmadherman@gmail.com

ABSTRACT

This study aims to determine the media relations activities of the Administration Bureau of the Regional Secretariat of Central Sulawesi Province in efforts to publish and disseminate information on the activities of the Governor and Deputy Governor of Central Sulawesi and the efforts or obstacles faced in building relations with the mass media in Palu City. The research perspective uses a qualitative design, the determination of informants is done purposively with a total of four informants. Data collection through observation, in-depth interviews, and documentation. Data analysis techniques use data collection, data reduction, data presentation, and drawing conclusions. The results of the study indicate that the Administration Bureau of the Regional Secretariat of Central Sulawesi Province implements the principles of media relations in accordance with the concept explained by Frank Jefkins, namely understanding and serving the media at all times, building a reputation as an organization that can be trusted by the media, providing adequate and accurate copies of information, cooperating in providing information materials, providing verification facilities and building strong personal relationships with the media. Of the six principles of media relations that were carried out, all went well and in accordance with the direction of the leadership of the Administration Bureau of the Regional Secretariat of Central Sulawesi Province. However, supervision is still carried out regarding information through news by the mass media, especially print media, so that it is not confusing. In an effort to build relationships with the media, various activities have been carried out, namely: press conferences, press briefings, press releases and press interviews because this bureau is the spearhead for the government in maintaining the image of the institution.

Keywords : media relations, publication, information dissemination

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I. INTRODUCTION

Basically, public relations is a process of communication with the public to establish good relations so that the goal of building and maintaining a positive image is achieved. In the scope of government, a public relations person has an important role in building relations with the public, both specifically and generally. Government public relations has an important role in opening up space for the community or public to get access to the information they need. Information that will be conveyed to the public or media must be accurate, easy, and fast so that later government policies are in accordance with the information needs of the community and to know that government policies are in accordance with the community. As quoted from O. Baskin (2010), government public relations has an important role in maintaining public information about problems, issues and actions at all levels of government. One of the roles of public relations practitioners is to carry out a strategy by establishing intensive relationships with journalists. A good relationship with journalists or reporters organized by public relations is media relations or relations with the media. Farleni and Widayatmoko in (Karsten and Paramita 2019: 474) stated that media relations is one of the functions of public relations which has the meaning of fostering good relations and cooperation and has a mutually beneficial nature. In media relations, there are several activities that can facilitate a government agency to relate to the mass media. Ruslan (2010: 186), explains that several of these activities can be divided into formal and informal, such activities as Press Conference, Press Tour, Press Gathering, Press Briefing, and Press Tour. Through media relations activities, a

public relations practitioner and journalist influence each other and mutually benefit each other (mutual symbiosis), because in media relations, a public relations practitioner is facilitated to provide news to the public, and the sources of news materials needed by journalists can be fulfilled. Establishing relationships with the mass media is very crucial for an organization or agency, because the media has quite strong power, especially in terms of forming public opinion. The government in carrying out good development and in line with democracy certainly requires the aspirations of the community to provide support and participate in advancing the region. This is intended by the government to advance the region, gain credibility, sympathy from the community so that every program and policy can realize the ideals of regional welfare. The government is essentially a public servant, the government exists not only to serve its own organization, but to serve the community faithfully creating conditions that allow every member of society to develop their abilities and creativity in order to achieve common goals (Rasyid, 1998: 139).

One of the sections that can be tasked and directly related to the media related to its role and function in government agencies in the Regional Secretariat of Central Sulawesi Province is the Material and Leadership Communication Section in the Central Sulawesi Provincial Secretariat Administration Bureau. The Material and Leadership Communication Section has the task of preparing materials for policy implementation, implementing monitoring and evaluation in the field of preparing leadership materials, leadership communication and leadership documentation. In carrying out the tasks as referred to above, the Material and Leadership Communication Section has the following functions: a) preparing materials for coordinating policies in the field of preparing leadership materials, leadership communication and leadership documentation; b) preparing materials for implementing policies in the field of preparing leadership materials, leadership communication and leadership documentation; c) preparing materials for implementing monitoring and evaluation in the field of preparing leadership materials, leadership communication and leadership documentation; and d) implementing other functions assigned by the Leadership Administration Bureau related to its duties.

One of the tasks and functions carried out in the Material and Communication Section of the leadership is to conduct Publication and Dissemination of Information related to the agenda and activities of the Central Sulawesi Provincial Government, the Governor and Deputy Governor. Where the Leadership Administration Bureau is required to be able to disseminate quality, responsible, accurate, balanced, reliable and up to date information. So that the public can receive information that can be accounted for.

Researchers have found problems during research activities at the Bureau of Leadership Administration which are directly related to various media activities related to news and media relations. As is known, Central Sulawesi Province is a province that is developing and improving after being hit by the Earthquake, Tsunami and Liquefaction in 2018 which hit several areas in Central Sulawesi Province, it really needs media to introduce its region for the purpose of image formation. Based on the background above, a study was conducted with the title "Analysis of Media Relations Activities of the Central Sulawesi Provincial Secretariat in an effort to publish and disseminate information on the activities of the Governor and Deputy Governor of Central Sulawesi".

II. LITERATURE REVIEW

2. 1. Definition of Media Relations

So far, every time we mention the word media relations, what comes to mind is relations with the press. At this level, what is meant by the press in the public's view is print media. In other words, the press is identical to print media. If we observe the development of communication technology at this time that exists and is present in the lives of society today, it is very diverse, ranging from television, radio and print media. This is understandable because print media is the first media to exist and was born in human civilization. Print media developed along with the discovery of the printing press in the 16th century, while broadcast media only developed in the 20th century. Therefore, it is understandable that print media is so deeply rooted in the minds of the public. As a result, when we mention relations with the media, what comes to mind is relations with the press media and finally becomes known as Press Relations.

Based on the above, relations with the mass media cannot only be understood as relations with the press (print media) alone, but also includes relations with other mass media such as television, radio and the internet. If we want to use a term to explain relations with the media, then the correct term is not press relations but rather the term Media Relations.

Franks Jefkins explains that the definition of media relations is an effort to seek maximum publication or broadcast or a public relations message or information in order to create knowledge and understanding for the audience of the relevant company organization (1992: 98). Jefkins categorizes media relations in the same meaning as press relations, namely the maximum publication effort for a message and information in order to create knowledge and understanding for the audience of the relevant organization or company.

Based on the definition put forward by Franks Jefkins above, there are several main points that need to be underlined when media relations are carried out, namely:

1. That what is meant by relations with the press is not only relations with print media, but relations with all mass media (television, radio, newspapers, internet and social media).
2. The main purpose of relations with the mass media is to create knowledge and understanding for the audience, not just broadcasting news according to the wishes of the company organization.
3. The information conveyed must be correct information so that honesty is a requirement in every news report.

2. 2. Media Relations Principles

Media relations activities will bring a very big effect if done using the right working principles. According to Franks Jefkins (1992: 101), several things that PR practitioners or institutions must pay attention to in organizing good media relations are:

1. Understand and serve the media at all times

One way to understand the media is to understand the mediascape of the mass media. Mediascape is an abbreviation of media and landscape. Literally, landscape is a picture that represents a view of natural scenery that includes land, valleys, mountains, forests, seas and water. In social sciences, this term is then used to indicate the prominent sides of a phenomenon that occurs in society. Another way that can be used to understand the media is to understand how the media works and who the audience is for the media. Therefore, understanding the media is the main capital for collaborating with the mass media. In addition to understanding the mass media, a Public Relations must also serve the media. This means that a Public Relations must provide information needed by the mass media and always be ready when the mass media needs information.

2. Building a reputation as an organization that the media can trust

Building a reputation as an organization that can be trusted by the media is the second working principle of media relations. A Public Relations must be ready to provide and supply accurate materials anywhere and anytime. In this way, a Public Relations will be considered as a source of accurate and trusted information by journalists. This will create mutually beneficial reciprocal communication that can be created and maintained properly.

3. Provide adequate and accurate copies of information

This explanation indicates that by providing adequate and accurate copies of information is to provide good, interesting and clear reproductions of photographs. In the current era of information communication, direct input via computer will facilitate the work of journalists and media workers.

4. Collaborate in providing information materials

A Public Relations and journalist can work together in preparing an interview or press conference with certain figures.

5. Providing verification facilities

Public Relations also needs to provide journalists with the opportunity to verify (prove the truth) of any material received.

6. Building strong personal relationships with the media

A strong and positive personal relationship will only be created and maintained if it is based on need, honesty, cooperation and respect for each other's profession.

2. 3. Media Relations Stages

As a public relations practitioner, it is required to follow every development of news or phenomena that are happening so that you can know when and where media relations activities need to be carried out. There are several stages that need to be carried out before and when media relations actions are carried out. According to Rhenald Kasali in a book written by Darmastuti Rini (2012: 47-49), several stages of media relations are: 1) Identifying the Crisis. In an effort to identify a crisis, a public relations person needs to conduct research. If the crisis occurs quickly, research must be carried out informally; 2) Analyzing the Crisis. A public relations person is not just an information officer who always relies on action. Before communicating, he must analyze the input obtained. This analysis is a job that is done behind a desk with the expertise to read problems. The analysis carried out has a wide scope, ranging from partial analysis to integral analysis that are interrelated; 3) Isolating the crisis. Crisis is a disease. Sometimes it can also be interpreted as more than just an ordinary disease. Therefore, to prevent the crisis from spreading widely, it must be isolated, quarantined before serious action is taken; 4) Determining the choice of strategies to deal with the crisis. Before taking communication steps to control the crisis, the company needs to determine the generic strategy that will be taken.

2. 3. Forms of Media Relations Activities

In building relationships with the media, according to Soleh Soemirat and Elvinaro Ardianto (2003: 128-129) explain about various PR activities that are in contact with the media, including: *first*, Press Conference (press conference, media guest or media meeting). A press conference is given simultaneously/together by a

government or private official to a group of journalists, even hundreds of journalists at once. The president, king, minister, governor, regent, director, or famous businessman, sports figure, cultural figure, can give a press conference. **Second**, Press Briefing (discussion with the media). Press briefings are held regularly by public relations officers. In this activity, public relations officers convey information about recent activities to the media. If the media is not satisfied and wants more detailed information, a response or question is held. **Third**, Tour (media tourism). Media tourism is organized by a company or institution to visit a certain area and they (the media) are also invited to enjoy interesting tourist attractions. For example, a department invites journalists to tour to review development projects such as dams, ports; or a wood company headquartered in Jakarta invites the press to tour a plywood factory in Kalimantan.

Fourth, News Release (press release, broadcast release). News release as publicity, namely a media that is widely used in public relations activities because it can spread news. **Fifth**, Special Events. Special events, namely special events as an important public relations activity and satisfy many people to participate in an opportunity, able to increase knowledge and meet public tastes, such as building inaugurations, company anniversary celebrations, seminars, exhibitions, workshops, open houses. This activity usually invites the media to cover it.

Sixth, Press Luncheon. Press Luncheon, namely public relations officials hold a luncheon for representatives of the mass media (journalists or reporters) so that on this occasion the press can meet with the top management of the company/institution to hear the development of the company or institution. **Seventh**, Press Interview (media interview). Media interviews are more personal, more individual. The public relations official or top management who is interviewed only deals with the journalist or reporter concerned. Even though the official was interviewed in order to inaugurate an event by many journalists, even covered by radio and television, the interview was still individual in nature.

III. METHODS

This research design uses a qualitative research design. According to Sugiyono (2011: 7), this method is also called an artistic method, because the research process is more artistic (less patterned), and is called an interpretive method because the research data is more concerned with the interpretation of data found in the field. The nature of the research conducted by the researcher is descriptive. In descriptive research, it describes a phenomenon as it is without doing any manipulation or changes. Descriptive research can describe or describe a situation or a situation in stages of development (Hamdi and Bahrudin, 2014: 5). In determining the informants, the researcher used a purposive sampling technique (Sugiyono, 2018: 22), namely by selecting informants or subjects who are considered to know and understand the problems in this study. There were four informants in this study. The data collection technique was carried out using an in-depth interview method equipped with an interview guide instrument. While data analysis was carried out through the stages of description (problem identification), reduction (focusing on certain problems) and selection (describing the focus that had been set into more detail and then conducting an in-depth analysis of the focus of the problem).

IV. DISCUSSION

The Administration Bureau of the Regional Secretariat of Central Sulawesi Province was established based on the Regulation of the Governor of Central Sulawesi Number 27 of 2020 concerning the Duties, Functions and Work Procedures of the Regional Secretariat, concerning the Organization of Regional Apparatus. The Administration Bureau of the Leadership is led by a Head of Bureau who is subordinate to the Assistant for General Administration and is responsible to the Governor through the Regional Secretariat of Central Sulawesi Province.

The Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province is very aware of the importance of mass media, both print media, electronic media and social media for their existence. This bureau believes that the existence of media helps local governments communicate and share information more quickly and easily.

The existence of a positive image from various publics is no less important to be fostered by the Administration Bureau of the Regional Secretariat of Central Sulawesi Province, especially with external publics, because this public is more likely to provide an assessment of an agency or organization. The principles of media relations carried out by the Administration Bureau of the Regional Secretariat of Central Sulawesi Province based on the concept or theory of Frank Jefkins are explained as follows:

1. Understanding and Serving Media at All Times

The role of the media is so important that the Central Sulawesi Provincial Government always tries to establish good relations with the media. In this case, it is represented by the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province. This bureau is the one that carries out relations with the media (media relations). Through this media relations, the Administration Bureau of the

Leadership of the Regional Secretariat of Central Sulawesi Province can decide what communication media is used for publicity or publication purposes in an effort to disseminate information related to the activities of the Governor and Deputy Governor. When the choice is on publicity or publication, the choices can be news broadcasts, news features, magazine articles, photos, cassettes, audio, video and films. Conversely, if the choice is on advertising, then the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province usually decides which media is used.

2. Building a Reputation as a Trusted Media Organization

The Administrative Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province has the function of educating the public to improve their image and reputation, building good socialization bridges, beneficial relationships and trust. This bureau has an important role because it is one of the strategies in forming the image of the provincial government, both positive and negative.

Establishing and maintaining good relations with the media is very important for the Administrative Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province. Because the media is a means of publication, meaning that all information about the government is distributed, besides that the media is also a means of building a reputation.

Publicizing government activities through the mass media is an indication that the institution has a good reputation. This means that there is always information presented to the public related to government programs that are being implemented. Moreover, the media is considered an enlightenment institution tasked with educating the public. In addition, to build this reputation, the Administrative Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province which carries out public relations functions also builds a Memorandum of Understanding (MoU) with print media or electronic media.

3. Providing Adequate and Accurate Copies of Information

In an effort to present useful and interesting information to the public regarding the strategies and steps of the Central Sulawesi Provincial Government in carrying out development. Therefore, the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province must also collect materials. Materials that can be displayed in the media can come from anywhere, such as directly observing local government activities, analyzing the direction of government policies, and so on.

This bureau collects sources of information regarding policies and policy steps regarding the development program of Central Sulawesi Province in the future. As well as information regarding policies that have been realized in the community. The era of technological advancement has led to an abundance of information and disinformation. So, this is where the role of the mass media is needed. The mass media must be able to be present in the midst of the rapid pace of information that is developing on social media. Because, the mass media plays a role in disseminating facts and correct information to the public.

Realizing the importance of the role of the mass media, the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province must be able to establish good relations with the media. Regardless of the positive and negative news published by the media, this bureau must always consider the media as a free consultant. In accordance with the concept of media relations, it is part of external public relations that fosters and develops good relations with the mass media. As a means of communication between the organization and the public to achieve organizational goals.

4. Collaborating in Providing Information Materials

There are a number of communication relationships that are the focus of an organization or company, in maintaining its image and reputation. Among others, is how the company builds and maintains communication with the internal environment (internal relations) or the media (media relations). The duties and functions of the Administration Bureau of the Regional Secretariat of Central Sulawesi Province cannot be separated from the role of the media and the press. One of the benefits of establishing relations with the media and the press is to support publicity activities.

The activities of the Administration Bureau of the Regional Secretariat of Central Sulawesi Province which are always in contact with the community or other stakeholders must of course have a special relationship with the mass media which is always consumed by the community. The rapidly developing modern era also demands the Administration Bureau of the Regional Secretariat of Central Sulawesi Province to be more proactive in building good relations with several media parties.

The Administration Bureau of the Regional Secretariat of Central Sulawesi Province is responsible for its institution as well as news disseminated through the media and the press. Trust and reciprocal relations must be created between public relations practitioners and the press in order to create harmonious working relationships and conditions. Both must always synergize in providing open, honest, and accurate news and information to the public.

The Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province must understand the "desires" and "serve" of the media and can also help the press in providing news materials from their institutions and building strong personal relationships. The press also needs the role of public relations as a bridge connecting with the institutions represented by the public relations. To improve their capabilities, public relations devices must master information and communication technology, including social media so that they can find out the needs of the public.

5. Providing Verification Facilities

The existence of the Central Sulawesi Provincial Secretariat Leadership Administration Bureau in the Central Sulawesi Provincial Government is a functional and operational necessity in an effort to disseminate or publish about an activity or activity of the relevant agency that is intended for both internal and external public relations.

The main difference between the functions and duties of public relations in general that exist in government agencies and non-government (commercial institutions) is the absence of commercial elements even though the Central Sulawesi Provincial Secretariat Leadership Administration Bureau also does the same thing in publication, promotion and advertising activities. The Central Sulawesi Provincial Secretariat Leadership Administration Bureau emphasizes more on public service in order to improve public services.

The Central Sulawesi Provincial Secretariat Leadership Administration Bureau and the media clearly need each other. Through this bureau, editors can obtain original news sources and technical information sources. Editors only need to help develop news stories, images, articles according to the information obtained and vice versa for the Central Sulawesi Provincial Secretariat Leadership Administration Bureau, through the editor they will gain a lot of knowledge about mass media, editorial needs and policies, audiences and operational problems.

Without the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province, the media would have difficulty obtaining the necessary information, conversely without the media, the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province would have difficulty conveying the necessary information.

6. Building Strong Personal Relationships With The Media

Harmonious relations with the media must be pursued, both personally and institutionally. The goal is to facilitate the flow of organizational information. Harmonious relations can also minimize information that tends to be negative for the institution. Furthermore, personal relations are related to relations with the audience directly, as is done by the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province with various media, both print media and electronic media.

To maintain harmonious relations, the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province and the mass media must understand each other's duties in a mature manner. For the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province, harmonious relations with the mass media provide many benefits. Mass media with big names will provide a wider reach for organizational publications. If it gives a good impression, the organization will easily get a place in the newsrooms of the mass media.

A good relationship with the media is a two-way relationship. Not only when the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province has information that it wants to share, but this bureau must also always be ready when the mass media needs the help of this bureau. Sometimes, a journalist contacts the Administration Bureau of the Regional Secretariat of Central Sulawesi Province to ask for additional information and must be ready to help.

That way, the Administration Bureau of the Regional Secretariat of Central Sulawesi Province is trusted as a source of quality information and the relationship that is established is getting stronger, maintaining relations with the mass media not only in the scope of work. This bureau may build communication at certain moments. In essence, the key to media relations activities is consistency.

In an effort to build relations with the media, the Administration Bureau of the Regional Secretariat of Central Sulawesi Province carries out various activities that are in contact with the media, including the following: *first*, a press conference, which is reported simultaneously by a government official to a group of journalists. A press conference will lose its function if the news delivered is not important.

Second, a press briefing, which is held regularly by an official of the Administration Bureau of the Regional Secretariat of Central Sulawesi Province. In this activity, information is conveyed regarding recent activities to the press, and responses or questions are also held if journalists are not satisfied and want more detailed information.

Third, press releases or press releases, namely the events reported are events created by the Central Sulawesi Provincial Secretariat Leadership Administration Bureau which seeks to convince journalists of the

news value of a person, event, goods or services being reported; a press release is simply a statement that has been previously designed to be distributed in the mass media. The goal is to provide useful, accurate, and interesting information to the mass media.

Fourth, press interviews, namely more personal, more individual in nature. The PR or top management who is interviewed only deals with the journalist concerned. In addition, forms such as Press Releases, Press Gatherings, and Press Conferences along with invitations to coverage are also carried out as strengthening public relations activities carried out by the Leadership Administration Bureau.

V. CONCLUSION

Based on the results of the research conducted by the researcher, several things can be concluded, including: first, the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province implements the principle of media relations in accordance with the concept explained by Frank Jefkins, namely understanding and serving the media at all times, building a reputation as an organization that can be trusted by the media, providing adequate and accurate copies of information, cooperating in providing information materials, providing verification facilities and building strong personal relationships with the media. Of the six principles of media relations that were carried out, all went well and in accordance with the direction of the leadership of the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province. It's just that supervision is still carried out regarding information through news coverage by the mass media, especially print media so that it is not confusing. Second, the Administration Bureau of the Leadership of the Regional Secretariat of Central Sulawesi Province tries to position itself according to its duties and tries to educate the public about policies or programs that have been implemented by the Central Sulawesi Provincial Government. So that in the future these policies or programs can be more targeted through the help of the media.

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