

Public Relations Innovation in Socializing Government Programs through E-Government in West Nusa Tenggara

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Abstract

Government Public Relations as a public service institution (public sector) is not spared from the need and demands to master and apply technology in carrying out all its duties and activities, but in implementation there are several obstacles both internally and externally such as difficulties in switching from conventional to digital, lack of human resources, and difficulties in collaborating with the private sector. The purpose of the research on how to innovate in the public sector carried out by Public Relations Command Center in the context of socializing the work program of the West Nusa Tenggara Provincial Government. public sector innovation carried out by the Public Relations Command Center in the socialization of the work program of the West Nusa Tenggara Provincial Government, namely Service Innovation, Service Process Innovation and Service Method Innovation. This research uses qualitative research focus to direct researchers in finding relevant results. So to identify innovations, it is necessary to know the forms or forms of innovation itself in the socialization of government work programs at the public relations bureau of West Nusa Tenggara province by utilizing journals, articles and books. The target group of this Public Relations Command Center innovation is Regional Leaders, Vertical Agencies, Heads of OPDs in West Nusa Tenggara Province, Regency/City Governments, Village Governments and all elements of West Nusa Tenggara society, the inhibiting factor in implementation is that there are no clear rules at the level of regional regulations, thus causing a lack of clarity in the status and career path of the Public Relations Command Center expert team. This can cause bottlenecks in the process of developing innovations. Related Public Relations Command Center due to teamwork motivation that is disrupted by career clarity status.

Keywords: *Innovation, Public Relations, E-government*

Introduction

Public Relations Innovation is an interaction process to foster public opinion and perception as beneficial inputs for companies and the public and instill understanding, fostering motivation and public participation. The process aims to

instill good intentions, trust and a good image from the public (Andhriany, 2021). As in the study Wahyuni (2022) The Sumedang city government builds facilities and infrastructure or brand touchpoints that are useful for maximizing business in realizing Sumedang smart city, including public service malls, command centers, public wifi and public service applications. However, in implementation there are several obstacles both internally and externally such as difficulties in switching from conventional to digital, lack of human resources, and difficulties in collaborating with the private sector.

Technological and communication changes have currently developed very rapidly. The public's need for information and ways of communicating has been facilitated by the presence of advanced technology supported by the internet network. This internet brings a new perspective and pattern of information in the form of a technological network that allows everyone to access anywhere to meet their needs. This transformation forces to change from analog systems to all-digital or called digitalization. For a company or organization, the existence of the internet as a new medium will make the company grow rapidly (Kurniawan et al., 2023).

Government activities are dynamic activities and include many technical, psychological, political and sociological aspects, the government is required to be creative, broad-minded, and always open. Realizing this, in government institutions, an agency is needed that is in charge of managing information properly, because it is impossible for the Government to regulate the flow of information as a whole without an agency that specializes in managing information or messages. As in the study Rahmawati, (2020) at the Communication, Informatics and Statistics Office (Diskominfo) innovations in supporting public relations functions are made by the West Nusa Tenggara Diskominfo, such as the NTB Care application, which can be a bridge for the community to submit reports or complaints to the Government, is a Mobile App that becomes the eyes and ears and hands of the West Nusa Tenggara Provincial Government to capture, understand and respond to all public complaints to the Government directly (real time). weaknesses of the use of the NTB Care

application Lack of personnel in the graphic design and equipment section that is still lacking, obstacles to the West Nusa Tenggara Provincial Communication and Informatics Department in disseminating information to all levels of society in West Nusa Tenggara. Uneven internet access in government areas needs to be paid attention to so that equal access to information on government activities can be felt by all people in the West Nusa Tenggara Province area (Kurniawan et al., 2023).

In order to provide information support for the implementation of public services, it is necessary to establish a national information system. The organizer is obliged to provide information to the public in an open and easily accessible manner. What is meant by open information means that it can be accessed by the public and it is mandatory for Public Agencies to provide or disseminate it to the public, while easy access means an information system to build an information exchange system that is easily accessible from anywhere and always available.

Government Public Relations as a public service institution (public sector) is not spared from the need and demands to master and apply technology in carrying out all its duties and activities. The Public Relations Bureau of West Nusa Tenggara Province is one of the public relations institutions that is beginning to realize the importance of implementing innovations, especially innovations in the field of ICT in every activity carrying out government functions. The implementation of this innovation is expected to improve the shortcomings of the situation before the implementation of innovation, such as increasing the ease for the public to get fast and accurate information about the government in West Nusa Tenggara Province. The Public Relations Command Center is a centralized and integrated public relations information system in the management of the work environment of the West Nusa Tenggara Provincial Public Relations Bureau, challenging the rapid changes in the era of information technology with innovative public service performance, especially in the socialization activities of the West Nusa Tenggara Provincial Government's work programs (Suhada, 2021).

Good service quality can be known and felt in real terms by consumers or the public by being seen or measured by five dimensions of service quality according to what consumers say. The five dimensions of service quality are: Tangible: service quality that can be measured from the physical facilities of the office, computerized administration, waiting room, information place, Reability: seen from the ability and reliability to provide reliable service, Responsiveness: described from the ability to help and provide services quickly and precisely, as well as responsive to consumer desires, Assurance: seen from ability and friendliness and politeness employee manners in convincing consumer trust, Emphaty: described from the firm but attentive attitude of employees towards consumers (Hasugian, 2020) The purpose of the research on innovation in the public sector carried out by the Public Relations Command Center is in the context of socializing the work program of the West Nusa Tenggara Provincial Government.

Table 1

The following services to the West Nusa Tenggara provincial government

West Nusa Tenggara Services	LINK
SIMPLE	https://simplen.tbprov.go.id/
NTB CARE	http://care.ntbprov.go.id/
JDIH	https://jdih.ntbprov.go.id/
E-MONEV	https://emonev.ntbprov.go.id/
LPSE	https://lpse.ntbprov.go.id/eproc4/

Secondary data source of the NTB provincial government website

Innovations in the Public Relations Bureau of West Nusa Tenggara Province are . The Public Relations Command Center is tasked with facilitating the processing of data and information received, generated, and published from the work programs, policies and agendas of regional leaders, in this case the Governor and Deputy Governor of West Nusa Tenggara. The Public Relations Command Center is under the Public Relations and Protocol Bureau of the Regional Secretariat of West Nusa Tenggara Province as a government institution that deals directly with the public, it is expected to be able to answer the challenges of faster changes in the era of

information technology with innovative public service performance, especially in socialization activities of the work programs of the West Nusa Tenggara Provincial Government.

Methods

This type of research is a descriptive research with qualitative approaching as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behaviors (Sistianinggaluh & Oktaviani, 2022) Qualitative research focuses on research to direct researchers in finding relevant results. So to identify innovations, it is necessary to know the forms or forms of innovation itself in the socialization of government work programs at the public relations bureau of West Nusa Tenggara province by utilizing journals, articles and books.

The technique of determining informants uses purposive sampling The informants in this study are parties who are directly involved and know the implementation of media relations activities of the West Nusa Tenggara Public Relations Bureau, supporting informants such as Suara Nusa Tenggara Barat (Mauliashari, 2022). Research data collection techniques using secondary data is information that is obtained or collected data by scientists from various existing sources such as obtained from important documents, websites, books, and so on, for additional information on how to improve service innovation at the West Nusa Tenggara provincial public relations bureau. then analyzed using the Miles and Huberman Model in Sugeng (2016: 152) reduced, Data Presentation, Conclusion/Verification (Mauliashari, 2022).

Findings and Discussion

The Public Relations and Protocol Bureau of the West Nusa Tenggara Provincial Government is structurally under the Regional Secretariat of West Nusa Tenggara Province The vision of realizing the services of the Public Relations Bureau and Excellent Protocol is

then described into the following mission of the Public Relations and Protocol Bureau of the West Nusa Tenggara Provincial Secretariat: a. Improving the provision of quality, inspirational and young documentation services in access, b. Improving actual, accurate, educational and communicative information services, c. Improve protocol services and reception in a professional and integrated manner. Government Public Relations performs its function in managing public communication for the delivery of information about government policies and programs (Ramadan, 2019).

In the Public Relations and Protocol Bureau, there are public relations units which are divided into several parts, namely the public relations and protocol bureau, the news section, the data processing and leadership script section, the media relations section, and the documentation section, This relationship with the media is one of the units that plays an important role because it is considered to be able to help campaign programs by not requiring physical contact starting from information management to the forms of virtual campaigns carried out With the advent of online communication technology or the internet, many governments use it as a means of publicity and campaigns (Barat et al., 2022)

Public relations tries to open pleasant communication with the public, The communication that is established will have an impact on a harmonious and harmonious relationship between the government and its people In this regard, it is a momentum for Public Relations in the government to carry out its functions and duties in providing and disseminating information, especially development information to the public regarding government policies, programs, activities, activities and measures which is conveyed openly and transparently, as well as regulating the flow of information that is currently continuing to develop by providing clear and balanced information, as well as an effort to maintain a reputation and positive image in the eyes of the public regarding government activities (Amalia, 2020)

The function of public relations is as a bridge of communication between agencies or organizations or institutions and the public so that they can understand each other by maintaining good communication to support activities, fostering harmonious relationships, identifying public opinions, perceptions and responses, serving the public, giving advice to leaders, creating communication, organizing information (Septriana, 2020)

The role of government public relations is the tactical role (short-term) and the strategic role (long-term) In the tactical role (short term) government public relations seeks to provide effective messages and information that can motivate the people and have a very large influence on the people through the messages conveyed In the strategic term (long term) government public relations plays an active role in the decision-making process, in providing a process of brainstorming suggestions, ideas and ideas that are creative brilliantly to carry out the work program in question In carrying out the function of government public relations, it is inseparable from public information services. Based on Law No. 14 of 2008 concerning Public Information Disclosure, it is stated that public information is information generated, stored, managed, sent and/or received by a public body, related to the organizer and administration of the State and/or the administration of other public bodies in accordance with the law, as well as other information related to the public interest (Setiawan et al., 2022)

The Public Relations Command Center is a system under the auspices of the local government institutions of West Nusa Tenggara province, precisely in the Media Relations Sub-Division of the Public Relations Bureau of West Nusa Tenggara Province. The Public Relations Command Center was formed and began to be developed in November 2018. Then it was officially released on the eve of the commemoration of National Press Day on February 8, 2019 by the Governor and Deputy Governor of West Nusa Tenggara Province at the field of the Regional Secretariat of West Nusa Tenggara Province. to succeed the task of the Public Relations Bureau of West Nusa Tenggara Province that is clean and serving, as well as to succeed Government 4.0 (real-time, online, transparent, big data, and digitalization services) within the Public Relations Bureau of West Nusa Tenggara Province. public sector innovations carried out by the Public Relations Command Center in the socialization of the West Nusa Tenggara Provincial Government's work programs, namely Service Innovation, Service Process Innovation and Service Method Innovation.

Service innovation run by the Public Relations Command Center is a good, effective, efficient and open bridge for all people to get information and provide information to local governments, which is based on ethics and morality so that quality information is established and guaranteed (Amalia, 2020) to create an innovative type of service and to improve the quality of public relations services in the public sector, namely Digitization of Information Dissemination is an innovation in information dissemination services that is carried out in

digital form Then the results of the digitization of the information are disseminated and socialized to the public by uploading the file through the digital online media of the Public Relations of West Nusa Tenggara Province. Digitization of information dissemination is divided into two, namely internal information and external information.

Digitization of internal information is intended for the dissemination of information within the internal public relations and protocol Bureau of the Regional Secretariat of West Nusa Tenggara Province. This is related to the government's public relations duties which are tasked with being a messenger of messages between leaders and employees within the internal circles of the West Nusa Tenggara Provincial Government. The Public Relations Command Center team provides a digital forum to facilitate the flow of information, for example using digital files, the infrastructure that supports the delivery of digital information is by using e-mail services, messaging applications, mailis in carrying out work activities in the internal environment of the West Nusa Tenggara Provincial Government.

Digitization of information for external purposes is intended for the public the Public Relations Command Center team designs public information in digital image format or makes short videos to be aired on social media managed by public relations and the Protocol of the West Nusa Tenggara Provincial Regional Secretariat as well as in electronic video viewing media or videotron in public areas. Digitization of external dissemination is also aimed at and shared with OPDs to be disseminated on their respective social media, this information is a performance report because the Public Relations Command Center has the resources and technology to measure the public's response to digital information carried out by the Public Relations Command Center, the Public Relations Command Center also has the task of conveying the results of the community's response to digital information aforementioned. .



Figure 1. Digital Public Relations Command Center on Instagram Social Media with #NTBSehatDanCerdas Hashtag

Source: prcc Instagram Skunder data

The digitization of information dissemination carried out by the Public Relations Command Center has made changes in the Public Relations of the West Nusa Tenggara Provincial Government, especially in the dissemination of information (dissemination) which contains the socialization of the flagship work program of West Nusa Tenggara Gemilang, where information is presented in an attractive and informative form and in the form of digital files that are disseminated to the official website of the West Nusa Tenggara Provincial Government and social media.

West Nusa Tenggara Service Process Innovation Gemilang Goes to CIVICs (City, Villages, Campus, and School) or visit programs to cities, villages, campuses, and schools is a working visit of the Public Relations and Protocol Bureau of the Regional Secretariat of West Nusa Tenggara Province in order to socialize the Public Relations Command Center itself, as well as the socialization of the work program of the West Nusa Tenggara Provincial Government which is summarized in the West Nusa Tenggara Gemilang Flagship Work Program. The Goes to CIVICs program provides an opportunity for government public relations to dialogue and absorb the aspirations of the community directly.



Figure 2. Instagram Social Media with #ntbgemilang Hashtags
Source: secondary data of the NTB Leadership Administration Bureau

The Public Relations and Protocol Bureau of the Regional Secretariat of West Nusa Tenggara Province has one of the tasks to socialize the work program of the West Nusa Tenggara Provincial Government in accordance with the view of Rachmadi (1993: 78) in Suprawoto (2018: 63) that government public relations has the duty to, (1) Provide information and education to the public about government policies, steps, and actions honestly and objectively, (2) Promoting the success of development to the domestic community and the

public abroad, and (3) Monitoring the public's response to each government policy and facilitating two-way communication, among others.

The service process also carries out innovations in service methods applied using innovative IT-based service methods, which are supported by SS services with the help of applications, namely, (a) Data and Public Information Service (DPIS) & Governor Social Media Handling (GSMH), and (b) Online Letter Disposition System (OLDS) encourages other local governments to know and adopt an innovative Public Relations Command Center system.

Data and Public Information Service (DPIS) or data and information service is a service used to announce, receive, manage and document public information functions as a database manager of the Public Relations and Protocol Bureau of the Regional Secretariat of West Nusa Tenggara Province, which makes it easier for visitors to get information about local governments by filling out forms and choosing how to receive data, It can be via email or taken directly. In relation to this, the Public Relations Command Center assists public relations in making it easier for the public to obtain information openly, while Governor and Vice Governor Social Media Handling (GSMH) is an application system that functions to manage every issue that develops in the community when using social media such as Facebook, Instagram, Twitter and from news in several online media, especially local online media (NTB) and It also functions to manage the social media accounts of the leaders, in this case the regional head In relation to this, the Public Relations Command Center means assisting Public Relations in carrying out their duties related to managing issues or managing issues that develop in the community (Suhada, 2021) .

The target groups of this Public Relations Command Center innovation are Regional Leaders, Vertical Agencies, Heads of OPDs in West Nusa Tenggara Province, Regency/City Governments, Village Governments and all elements of West Nusa Tenggara society. The supporting factors in the Public Relations Command Center are: The existence of IT infrastructure facilities (IT Tools) that are comprehensive in the Public Relations Command Center system so that they can support work optimally. The existence of a competent team of Public Relations Command Center experts is able to accelerate the running of public relations activities in the West Nusa Tenggara Provincial Government. Appreciation from the Governor and Deputy Governor as well as leaders and superiors in the Public Relations and

Protocol Bureau which made the team more solid and motivated to complete tasks at the Public Relations Command Center. Meanwhile, the inhibiting factor is the sustainability of the Public Relations Command Center which does not have clear rules at the level of regional regulations, thus causing a lack of clarity in the status and career path of the Public Relations Command Center expert team. This can cause bottlenecks in the process of developing Public Relations Command Center innovations related to teamwork motivation that is disrupted by career clarity status. The position of the Public Relations Command Center is hierarchically under the Media Relations Sub-Division which results in a slow command line from the leadership (Public Relations Bureau) to the Public Relations Command Center because it has to pass through the News Section and then the Media Relations Sub-Division.

Conclusion

Based on the results of the study, it was concluded that public relations innovation in the socialization of government work programs through e-government at the West Nusa Tenggara provincial public relations bureau, namely Service Innovation, Service Process Innovation and Service Method Innovation as well as Supporting Factors in the implementation of IT infrastructure facilities (IT Tools) that are in the system, the existence of a competent Public Relations Command Center expert team, Appreciation from the Governor and Deputy Governor as well as leaders and superiors while the inhibiting factor is the sustainability of the Public Relations Command Center which does not have clear rules at the level of regional regulations, the position of the Public Relations Command Center of the Media Relations Section which results in the slow command line from the leadership (Public Relations Bureau) to the Public Relations Command Center because it has to go through the News Section and then the Media Relations Sub-Division.

The researcher's suggestion to the public relations bureau of West Nusa Tenggara province requires a more in-depth follow-up study on the relationship between innovation and the effectiveness of the performance of government apparatus in the efficiency of local government resources and to enhance public services in creating more creative innovations in the socialization of government work programs through digitalization.

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