

ANALYSIS OF PUBLIC RELATIONS STRATEGY OF BOGOR REGENCY COMMUNICATION AND INFORMATION OFFICE IN DISSEMINATING THE PANCAKARSA PROGRAM CASE STUDY OF GUNUNG PUTRI DISTRICT

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Article history: received 02 September 2023; revised 16 September 2023; accepted 02 October 2023 DOI: <https://doi.org/10.33751/jhss.v7i3.9377>

Abstract. This study aims to explain the public relations strategy of the Bogor Regency Diskominfo in the Socialization of the PANCAKARSA Program with a case study of Gunung Putri District. in the socialization activities of the PANCAKARSA Program involving the Public Relations of the Communication and Information Office of Bogor and Gunung Putri District. This research method uses a qualitative description with data collection, interviews with key informants and informants and documentation. as for the data analysis techniques carried out by data reduction, data presentation, and drawing conclusions. The data validity technique in this study used the triangulation method. The technique used to answer the problem is using a public relations strategy to make decisions about program goals and objectives, identify audiences, establish policies or rules to determine the chosen strategy, decide which strategy to use. Based on the results of the research on the Public Relations Strategy of the Bogor Regency Diskominfo in disseminating the PANCAKARSA Program as a whole it was good and the strategies used in the socialization were: disseminating information through existing media such as websites, Social Media, Banners, Innovation Magazines, Radio, Videotron, DSP and other media. digital and print

Keywords: Pancakarsa Program, Socialization, Public Relations Strategy

I. INTRODUCTION

Communication in human life cannot be separated from the times and technological developments, Communication is the foundation of humans in building civilization and as a human social activity. By communicating, humans can interact and intersect with each other. According to Alo Liliweri [1] communication is a process of delivering messages (ideas, ideas) from one party to another party to achieve the desired goal. In everyday life, communication is a system that organizes the delivery of messages for the recipient to respond to, therefore the information process must be designed to be interesting so that it can reach the final goal. Communication is indeed important for humans or individuals, as well as for organizations. With good communication, an organization can run smoothly and successfully. Vice versa, the lack of organizational communication flow can be stuck or messy. Organizational communication is the creation of messages, interpretation, and handling the activities of organizational members. Communication that occurs within the organization involves the process of sending and receiving formal and informal groups of the organization. So, organizational communication in general is communication that occurs between people in the organization and the public with the intention of achieving certain goals. For this reason, a role is needed that bridges the flow of organizational communication so that it can run well and Public Relations or Public Relations is needed to control the course of communication.

Public relations is a typical management function that supports coaching, maintaining a common path between the organization and its public, regarding communication activities, understanding, acceptance and cooperation (Ruslan [2]). Public relations seeks to provide information to the general public and certain audiences as its target audience, the ability to reciprocate and then motivate or influence public opinion by equating "Perception" with the goals of the agency or institution represented. Public relations must also play an active role in the decision-making process, contributing suggestions, ideas and bright and creative ideas in the success of the work program of the institution concerned and until the implementation of national development. The Information and Communication Agency (Diskominfo) is able to identify three key issues of the public sector that need to be managed to achieve its goals, namely exercising the public's right to know, fulfilling the aspirations of the public, citizens, and improving the positive image of government institutions. Tulung explained that state government administrators through practitioners of the Communication and Information Service must be able to manage public information for the public interest. Public information management should be a reliable system for all government agencies to communicate with the public. Simply put, public information management is a process or procedure carried out by government agencies to disseminate information needed, and want to be known by the public. A strategy is very important to do for various purposes in communication, either to socialize a program or campaign something that is positive and useful for the

communicator and communicant. Each district has its own different policies according to the program prepared by its regent, including Bogor Regency. In this period, Bogor Regency is led by the pair of Regents and Vice Regents elected for the 2018-2023 period, namely Ade Yasin and Iwan Setiawan. Yang was sworn in on December 30, 2018. The couple has a program called PANCAKARSA.

Starting from the inauguration until the writing of this thesis, the elected regents for the 2018-2023 period Ade Yasin and Iwan Setiawan have served for three years. Because it has only been two years of tenure to realize the local government program, the main step is how the people of Bogor Regency know the PANCAKARSA program. After the community knows the program, the community and students must play a role in realizing and succeeding the PANCAKARSA program which is five ideals in managing the development and growth of Bogor Regency for the next five years, consisting of:

a. Karsa Bogor Cerdas

This initiative is a determination to improve the quality of human resources that are able to compete in the local, national and international arena where education has a very important role in realizing a golden Indonesia in 2045.

b. Karsa Bogor Sehat

It is the determination of the Bogor Regent to make the citizens of Bogor Regency healthy

c. Karsa Bogor Building

It is the determination of the Bogor Regent to make Bogor Regency advance in infrastructure that supports the smooth running of the regional economy.

d. Karsa Bogor Maju

It is the desire and determination of the Bogor Regent to make Bogor Regency Advanced in terms of regional economy and good governance in the context of optimizing public services, expanding employment, overcoming unemployment and poverty problems through capital development for new entrepreneurs, MSMEs as well as the development of the tourism industry and empowering farmers.

e. Karsa Bogor Berkeadaban

It is a determination to make Bogor Regency have a society that always upholds religious values and preserves culture with the realization of Karsa Bogor Berkeadaban, it is hoped that Bogor Regency will become a parameter in Indonesia as a friendly, tolerant, and charismatic region.

The five initiatives, namely Bogor building, include the use of road infrastructure with concrete as a priority, the completion of the rehabilitation of uninhabitable houses (RTLH), one sub-district, one green open park with free internet facilities. Then there is Bogor Smart which includes educational facilities and operations through Bogor Smart cards, regional certifications and incentives for honorary teachers including Madrasah teachers and ECD teachers. Then, Bogor advanced including improving good governance by optimizing public services, expanding employment opportunities to overcome unemployment and poverty problems through capital development and marketing, Micro,

small, medium enterprises (MSMEs) and capital assistance through farmer cards. Furthermore, Bogor sehat which includes free health services through the Bogor sehat card, construction and improvement of regional public hospital (RSUD) facility services, Development of hospitalization and improvement of welfare of social and health service actors. Then the last Bogor is located which includes increasing operational assistance for Islamic boarding schools, mosques, prayer rooms, Islamic mass organizations, and ta'lim assemblies.

The PANCAKARSA program is an ammunition for Bogor Regency to manage and develop areas that are still left behind by facilities, facilities and infrastructure to be better and even prosper its citizens, this is a great hope for Bogor Regency residents to overcome social dynamics that occur in the community. The number of damaged roads, inadequate schools, unemployment, poverty, stunting, dropout rates, illegal mining and street vendors that are not organized, chaotic transportation, traditional markets that are not maintained are the problems of the people of Bogor Regency today. The general condition faced by Bogor Regency is also experienced in Gunung Putri District, infrastructure becomes a problem every year in Gunung Putri because of the increasing volume of heavy vehicles that cause road sections to be damaged. Of course, this has an impact on elements such as the speed of the economy because the roads that are the socio-economic link become hampered. With a population of 475,498 people with a population density of 8,491 people, Gunung Putri District is the largest industrial area in Bogor Regency, there are more than 150 industrial companies according to data obtained from the Gunung Putri District Government, of course there are positive and negative things, from the positive side for the Gunung Putri area there are many jobs for indigenous people which will certainly improve the welfare and economic quality of the community, even the negative side is comparable to the positive side with the impact of factory environmental damage such as waste, road damage, and in the Covid-19 pandemic season, many factory employees were fired and caused a new problem, namely unemployment. The problem of health services in Gunung Putri sub-district still has to be improved, squeezed by industrial factories that always release water and air waste, of course, it is very disturbing to the health conditions of the surrounding community. Education and social society are also still not maximized evenly. Slow services systematically became a benchmark in the regional medium-term development plan in Gunung Putri sub-district. The presence of the PANCAKARSA program is expected to be a solution to the social dynamics that are happening today. Of course, it is not easy to realize this PANCAKARSA program which involves many elements of society and also related stakeholders and also cooperation from other organizations to help each other socialize this program to become a civilized Bogor, Bogor builds, Bogor is smart, Bogor is healthy, Bogor is advanced which is the pillar of PANCAKARSA.

Diskominfo Bogor Regency needs media to achieve program socialization with the community. The media has an important role in disseminating information and helping

public relations control the flow of information out of government and information entering government. With the largest population in Indonesia, Bogor Regency has a population of more than 6 million people, spread across 40 districts and 435 villages, with an area of 296.8 square kilometers, it is hoped that this study can provide an overview of other regions in Indonesia in implementing socialization programs.

II. RESEARCH METHODS

The research design used by researchers is a qualitative descriptive method that is particularistic with in-depth interviews. The purpose of this study is to find out in depth the formulation of the Bogor Regency Public Relations Strategy in disseminating the Pancakarsa Program. Qualitative Method is a research process to understand that is based on a tradition of research with a distinctive method, which examines human or community problems (Creswell, [3] According to Moleong[4] The subject of research is an informant, which means people in the research background who are used to provide information about the situation and conditions of the research background. Informants are people who really know or are directly involved with the focus of the problem so that researchers can summarize important information in the focus of research. Kriyantono (2014) in his book entitled "Practical Techniques for Communication Research" describes that in obtaining data for research purposes and representative results, key informants are needed who understand and have links to the problems being studied or researched through key informants (Key Informants), and Informants.

Data collection techniques carried out by researchers are as follows:

1. Interview The interview method is the process of obtaining information for research purposes by means of face-to-face questions and answers between interviewers and respondents or interviewees with or without using interview guidelines.

2. Observation

Observation or observation is a daily human activity using the five senses as its main aid in addition to other five senses such as ears, smell, mouth, and skin. Therefore, observation is a person's ability to use his observations through the work of the five senses of the eye and assisted by other five senses.

3. Documentation This technique is a secondary data collection technique regarding the object and land of research obtained from written sources. This documentation will assist researchers in collecting secondary data. The collection technique with this documentation is in the form of a form of the agency under study either in the form of data about the institution or in the form of photos

4. Literature Study

Literature Study is a data collection technique by utilizing various kinds of data, both from books, the internet, magazines or newspapers and other writing materials. The data collected is in the form of documentation related to public relations strategies.(Bungin[5])

III.RESULT AND DISCUSSION

The results of research for the public relations strategy of the Bogor Regency Communication and Information Office based on the Cutlip-center, Broom[6] theory in disseminating the PANCAKARSA program as a flagship program has a strategy in an effort to achieve goals and objectives through strategic planning.

1. Program Goals and Objectives

From the research conducted by the author, it is known that in the socialization activities of the Pancakarsa program carried out by public relations of Bogor Regency has a clear target that is the difference is media distribution, where social media is based on productive age, so this target is a reference for public relations in making and running socialization programs. The socialization carried out is to use all existing media in community involvement in the PANCAKARSA program. The purpose of the socialization activities of Pancakarsa Bogor Regency is Smart, healthy, advanced, building, and civilized in accordance with the vision and mission of the Regent through socialization by disseminating information to the community through Press Releases, Outdoor Media. Cecep Jamhuri explained in his interview;

"Pancakarsa is the standard of life of the community, but the regent made the clusters to be right on target, there are indicators of success and it is in the RPJMD which has been bylawed, right"

2. Identify the Audience

In the socialization activities of the PANCAKARSA program, there are certain audiences who play a role in socializing the PANCAKARSA program including the District Regional Apparatus Work Unit (SKPD), Diskominfo, Bogor Branding Squad (BBS), gercep team and community elements and also the press media. SKPD is also referred to as stakeholders who are public relations delusions who play an important role in this socialization activity and also help the socialization activity process. Not only that, the grouping of urban and rural communities is also one of the identifications so that socialization activities run effectively and efficiently.

3. Rules and Policies to determine Strategy

Rules and policies can also be referred to as legal bases or legal umbrellas. and become the main basis of public relations work before determining or carrying out activities. This policy is the pivot to determine the right strategy to use so that it does not violate the rules. The legal basis for the socialization of PANCAKARSA is Constitution Number 14 of 2008 concerning public information openness. Cecep Jamhuri said the programs campaigned by the Regent were packaged into a document called the Regional Medium-Term Development Plan (RPJMD) and that was the legal basis for Constitution number 14 of 2008.

4. Chosen Strategy

Bogor Regency Communication and Information Office, district government uses several communication activities as a strategy in an effort to achieve goals and objectives in socialization activities. Communication activities used in socialization are social media and outdoor

media and websites. In addition, other media resources such as print media, mass media, radio and also innovation magazines.

In socializing a Program, there must be an obstacle both from internal and external. The obstacles that occur in the Public Relations of Diskominfo Bogor Regency are the lack of human resources and also equipment such as cameras and others. Then also the need for facilities and infrastructure. Cecep Jamhuri as Kasie Diskominfo says:

"So last year we with our reporting conditions only had two teams to cover the field, so the human resources were added, then a lot of new personnel and then we put the training back on. Then regarding equipment we also propose such as cameras, etc. and we also ask the leadership to realize the needs of facilities and infrastructure. Then the third schedule is often sudden, now because indeed with the new SOTK, there are sections that specifically handle public relations and we coordinate the schedule"

IV. CONCLUSION

The Communication and Information Agency as the public relations of Bogor Regency conducts PANCAKARSA socialization activities through existing media such as: outdoor media, print media, mass media, social media, websites, radio and innovation magazines. then Socialization through banners, billboards, posters, videotrons, posters, DSP (demand side platform) calendars and greetings five karsa in every activity carried out by the Regent of Bogor. Socialization carried out by public relations of Bogor Regency continuously through print and digital media is considered capable of socializing the PANCAKARSA program massively to the people of Bogor Kabuapten. Researchers concluded that the obstacles in the socialization activities of the Pancakarsa program were the lack of human resources and also media tools such as cameras, and public complaints. and also government policies that limit large-scale activities or abbreviated as PSBB. This makes the socialization activities of the Pancakarsa Program reduced in intensity. But it did not stop the socialization because Bogor Regency public relations continued to socialize the Pancakarsa program through the Website, Social Media, and Electronic media. The socialization of the PANCAKARSA program run by the Bogor Regency Communication and Information Office has been going well. However, for the dissemination of information to the public to be fast and practical, the Bogor Regency Communication and Information Office must add human resources and other media so that all messages and information can be conveyed

to all residents of Bogor Regency. To reduce obstacles in the socialization of the PANCAKARSA program, it is recommended that the Communication and Information Office be regular and conducive in socializing the PANCAKARSA program and be more active on social media.

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