

PUBLIC COMMUNICATION STRATEGY MANAGEMENT AT THE SUMEDANG DPRD IN PUBLISHING INFORMATION

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Abstract. Strategy management is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable organizations to achieve goals. Each local government certainly has a vision and goals in regional management, including matters related to regional development. Regional development policies are based on the characteristics of the region itself. Including what happened in the Sumedang Regency area. Public relations is a part of the company that acts as a liaison between the company and the community and establishes good relations with the community. Every activity carried out by the DPRD of Sumedang Regency, West Java Province, is always in the public spotlight, therefore publications are needed so that the public knows all matters related to Board Members. Through news that has been published in the mass media, opinions will form among the public. The purpose of this study is to find out how the public communication strategy in the Sumedang Regency DPRD is designed to ensure effectiveness in publishing information, knowing concrete steps taken to increase transparency and openness in conveying information to the community, how the Sumedang Regency DPRD plans to involve the community in the process of delivering information and decision making. The object of this study and research is public relations activities in publishing information through mass media to the public. The methods used in data collection are observation, interviews, and documentation. Data were collected and analyzed using descriptive qualitative methods. The results of this study, namely public relations and other DPRD members are closely related in establishing harmonious relationships with the public in publishing information to the public in order to create transparency in all matters.

Keywords: strategy; communication; DPRD members; publications; information

I. INTRODUCTION

Sumedang Regency Regional People's Representative Council (*Dewan Perwakilan Rakyat Daerah - DPRD*) As representatives of the people, the DPRD has the responsibility to carry out the functions of legislation, budgeting and monitoring the implementation of regional government. In this context, public communication becomes a crucial instrument for ensuring transparency, public participation and accountability in the decision-making process. An effective public communication strategy from the Sumedang Regency DPRD can increase openness, community participation and trust in this institution. Through a qualitative approach, this scientific article will analyze the public communication strategies used by the Sumedang Regency DPRD, including social media, open meetings and educational campaigns. Apart from that, this article will also explore the impact of this public communication strategy on public awareness of the policies and programs launched by the Sumedang Regency DPRD. In an organizational activity that involves many people, management is very necessary to produce effective and efficient work. An organization, whether profit or non-profit, has a goal to achieve. To achieve these goals, a long-term strategy or plan is needed. Strategy formulation must be accompanied by good management so that goals can be achieved. Sumedang also has a role for the organization, namely creating, building, improving and maintaining the

image of the East Java DPRD to the wider community. Apart from image, another thing that needs to be considered for public relations is establishing, maintaining and maintaining the reputation of an organization or company. The crisis of trust that has hit the public in the DPRD institution is becoming increasingly worrying. Many media exposed various problems that occurred in the DPRD involving DPRD members. Opinions that have already been formed and unbalanced information have resulted in the negative reputation of the government growing (Elisa Agustini [1]). A skilled public relations role is needed to communicate information and institutional decisions in order to maintain a positive reputation for the performance of Council Members. The importance of a good reputation for the Sumedang Regency DPRD requires that the publications sub-section act as public relations to communicate the organization's performance in order to maintain the reputation of the Council Members' performance. Through this research, researchers want to see the role of the publication section as public relations for the Sumedang Regency DPRD in communicating the performance of council members in maintaining a positive reputation with the communication strategies carried out in publishing good information to the public (Elisa Agustini [1]).

The communication strategy carried out by the public relations of the Sumedang Regency DPRD is by publishing

via social media, mass media and print media related to activities carried out by the DPRD. This publication is carried out by the Publication Sub-Section, before the publication is carried out, pictures or photographs are taken during the activity, editing of these photos is carried out before being posted to the media owned by the Sumedang Regency DPRD so that the information conveyed can be well received by public. From this, the public relations of the Sumedang Regency DPRD has a communication strategy that is influential in successfully conveying important information to the public using social media, mass media and print media. With the existence of this publication sub-section, it is hoped that it can provide satisfaction to the public, public relations tries to provide complete information. It is hoped that this scientific article can provide in-depth insight into the role and public communication strategy of the Sumedang Regency DPRD in publishing information to the public. This research believes that the importance of the Sumedang Regency DPRD's Communication Strategy, Public Relations and a positive image are very closely related, so that we as writers are interested in researching existing problems with the title "Management of the Sumedang Regency DPRD's Public Communication Strategy in Publishing Information".

Understanding strategic management According to Da Uchiana [2], strategic management can be defined as the art and knowledge of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its goals. Strategic management focuses on efforts to integrate management, marketing, finance or accounting, production or operations, research and development, and computer information systems to achieve organizational success. According to Kennedy [3], strategic management is a series of managerial decisions and actions that determine the long-term performance of a company. This includes scanning the environment (both external and internal) formulating strategy (strategy or long-term planning) implementation and evaluation of strategy control. According to Aime Heene and Sebastian [4], strategic management is a unified management process in an organization that repeatedly creates value and the ability to deliver and expand its distribution to stakeholders or other interested parties. There are 5 tasks in strategic management: Developing a vision and mission, Setting goals and targets, Creating a strategy to achieve targets, Implementing and executing a strategy, Evaluating strategy and direction. According to Anggoro [5], strategic management is a way of growing and managing a strategy. organization or company so that it can achieve its goals well and precisely according to the targets and time that have been set. Therefore, it is necessary to have serious and capable thinking to organize strategies.

Development of Strategic Management Concepts

Hunger and Wheelan (Ismail [6]), explain the development of the concept of strategic management through four stages as follows: Basic financial planning: at this stage managers begin to make serious plans, especially when they are asked to submit a serious budget for the following year. Forecast-based planning: because annual budgeting is considered less useful in stimulating long-term planning,

managers then attempt to propose plans within the next five years. Strategic planning: frustrated with the political conflict situation within the company, while at the same time it was discovered that the five-year plan made was not working effectively, top management then took control of the planning process by initiating strategic planning activities. Strategic management: realizing that even the best strategic plan will be useless without input and commitment from managers at lower levels, top managers at the next stage form a planning group consisting of managers and key employees at various levels of management who come from various departments and work groups. They develop and integrate a series of strategic plans with the aim of achieving the company's main goals. The concept of strategic management gained momentum as a model for developing corporate strategy in the 1990s where many large-scale companies felt the benefits of implementing strategic management.

Definition of Communication

Communication or communication comes from Latin which means 'same', *Communico*, *communicatio* or *communicare* which means to make the same (make to common). In simple terms, communication can occur if there is a similarity between the person sending the message and the person receiving the message. According to Hovland, Jains and Kelley, communication is a process through which a person (communicator) conveys stimuli (usually in the form of words) with the aim of shaping the behavior of other people (audience).

Definition of Public Communication

Public communication is the exchange of messages with a number of people within an organization or outside the organization, face to face or through the media. This type of public communication is monological because only one person is usually involved in sending messages to the public. According to Judy Pearson and Paul Nelson [7] define public communication or public speaking as the process of using messages to create a common meaning in a situation where a source transmits a message to a number of message recipients who provide feedback in the form of messages or nonverbal communication and sometimes in the form of questions and answers. . In public communication, the source adjusts the message sent to the recipient of the message in order to achieve maximum understanding. Sometimes, the recipient of the message can virtually understand the message conveyed by the message source or even not understand it at all (Pearson et al [7]).

Public Communication Objectives

The general purpose of public communication is primarily to provide information to a large number of people about the organization, for example regarding the organization's activities and the organization's production results. Apart from that, public communication also aims to establish relationships between organizations and people outside the organization.

Public Relations

Communication in its realization can be exposed in public relations activities. Public relations really needs communication to realize its activities. A reciprocal

relationship between an organization and its public is a principle that must be implemented. According to Effendy [8] public relations is two-way communication with the public in a reciprocal manner in order to support management functions and objectives by increasing the development of cooperation and fulfilling common interests. Furthermore, Mukarom and Muhibudin Wijaya Laksana [9] say that staff Public relations is required to be able to make other people understand a message, in order to maintain the reputation or image of the institution it represents. Thus, public relations practitioners must be able to shape the values, understanding, attitudes and behavior of the public so that they are in line with the needs of the organization. Public relations practitioners are required to be able to lead the public so that they are able to direct public attention to the message conveyed. Not only does it direct attention, but the message conveyed has the impact of the public going further to walk in harmony with the goals of the organization with a mission that remains the fulfillment of common interests. According to Rex Harlow, public relations is a typical management function that supports coaching and building mutually beneficial efforts through communication, understanding, acceptance and good cooperation between the organization and its public (Ruslan [10]).

Public relations is a reciprocal two-way communication so that in its application a PR practitioner must be able to make other people understand the message conveyed so as to create a symbiosis of mutualism between the two parties. This is done to form an organizational image so that the public's impression is a positive impression about an organization. The characteristics of public relations according to Effendy [8] are: Public relations is a communication activity in an organization that takes place in two directions in a reciprocal manner; Public relations is a supporter of achieving the goals set by management in an organization; The public that is the target of public relations is the external public and the internal public; The operationalization of public relations is to foster a harmonious relationship between the organization and the public and prevent psychological obstacles arising from both the organization and the public. Basically, public relations activities are carried out to support management activities in achieving organizational goals by fostering harmonious relationships with the public, both internal and external publics. Therefore, organizations always prioritize two-way communication in meeting public expectations so that the flow of communication becomes harmonious between the organization and the public. The public will receive balanced information with this two-way communication model. The climate of openness built by the organization will penetrate psychological barriers and rigidity in communication between the organization and its public. Mukarom and Muhibudin Wijaya Laksana [9] say that public relations is related to a form of communication that applies to all organizations. This means that public relations is much broader than earlier marketing and advertising or propaganda. Mukarom and Muhibudin Wijaya Laksana [9] added that public relations is one of the elements that determines the continuity of an organization positively. The importance of public relations as

a trusted source of information is increasingly felt in the current global era and flood of information. Organizations in carrying out their operations definitely need communication. One way in which organizational sustainability is determined is how the organization is able to communicate with its public. Public relations is expected to be a source of information that the public can trust so that a positive impression will be well represented by the public. In the midst of the current rapid and global flow of information, organizations must communicate intensively, for example by correcting 'slanted' news about their organization or aggressively publicizing their organization in the midst of unstoppable competition. This will have the impact of an organization becoming increasingly known to the public and increasing public trust in an organization. According to Melvin Sharpe (Soemirat and Elvinaro Ardianto [11]) there are five principles of the communication process in long-term relationships between a company and its public, namely: Honest communication for gain credibility; Openness and consistency of actions and beliefs; Honest actions to obtain reciprocal relationships and goodwill; Two-way communication is carried out continuously to prevent alienation and build relationships; Evaluate research and the environment to determine actions and adjustments necessary for harmonious social relations. Even though the organization is active in communicating with the public, especially the external public, the message conveyed is at least able to make the public confident in the information and it is hoped that the public will respond positively to the message conveyed by the organization. Openness and consistency in the messages conveyed are very supportive in gaining public trust. Therefore, it is very important to carry out two-way communication by opening the tap for feedback from the public.

As long as the organization is able to explain to the public about the existence of the organization both when it is running well and when it is in a critical situation, the public will continue to have confidence in the organization. Evaluation is also important to obtain an overview of public acceptance of an organization so that the existence of the organization is still taken into account by the public and even receives more attention than other organizations. Thus, it is important to build a harmonious relationship with the public so that the public can recognize the existence of an organization.

Communication Applications in Public Relations Communication cannot be separated from public relations activities because public relations requires communication to support its activities. According to Ruslan [10], public relations activities are essentially part of the technique of communication activities with the characteristics of two-way communication between the institution or organization it represents and the public or vice versa. According to Mukarom and Muhibudin Wijaya Laksana [9] in its public relations capacity most use communication theory as their basis. In fact, it can be said that there is no communication theory that is not needed by public relations. Public relations really needs communication in carrying out its activities. The characteristic of public relations is two-way communication.

Public relations is very concerned with the feedback provided by the public. The positive image of an organization cannot be separated from how the organization is able to communicate well with the public, including providing good responses to the public. According to Mukarom and Muhibudin Wijaya Laksana [9], the communication theories needed in public relations are: First, sign theory. In principle, messages have a very important position in communication and for public relations practitioners it is important because public relations is an activity to convey messages. Messages have three elements, namely signs, language and discourse. Second, relationship theory. This context is related to the interests of public relations practitioners in terms of carrying out interpersonal communication, namely speaking face to face and giving a good impression in relation to other people so that people give a positive impression. Towards public relations practitioners will influence that person's impression of the organization. Third, attitude change theory. The theory provides an explanation of the formation of a person's attitude and the way that attitude can change through the communication process and this attitude can influence a person's attitude or actions or behavior. Fourth, the use and gratification theory. This theory assumes that users have choices to satisfy their needs. Fifth, public opinion theory. Public opinion can be interpreted as the opinion of society in general, the integration of opinions as a whole or as a whole.

In its activities, public relations is expected to be able to establish harmonious relationships with its public, both internal and external publics. Face-to-face communication can have a significant impact on the public's impression of an organization. The public can assess the attitudes and speaking styles expressed by organizational personnel so that the public can immediately create an impression when interacting and the expected impression is a positive impression. However, not only does the public give a positive impression to the organization, but the public will go further by changing their attitude and even taking action that benefits the organization.

II. RESEARCH METHODS

In this research, the author used qualitative research methods. This was stated by Mulyana [12] stating that qualitative research is research which is interpretive (using interpretation) which involves many methods in examining a problem. The use of these various methods, which is usually called triangulation, makes it easier for researchers to obtain a vision formulation that is not carried out by. Public Relations and Protocol Section, but rather by the leadership as regent and deputy regent of Sumedang together with the Regional Planning and Development Agency (Bappeda). The Public Relations and Protocol Section only acts as a facilitator in describing, elaborating and explaining the vision of Sumedang Simpati as an outreach activity to the community. In the process of formulating a vision, there are very important elements according to Scott [13], et al, namely Values, Scanning, Mission, Vision Making, Implementation. From these elements there are five steps in creating a vision that provides a comprehensive understanding of the phenomenon

he is researching.

This research uses a descriptive approach. The descriptive approach according to Sedarmayanti [14] is a method of finding facts about the status of a group of people, an object, a condition, a system of thought, or an event in the present with appropriate interpretation. Meanwhile, according to Kountur [15], descriptive research is research that provides a picture or description of the situation as clearly as possible. In this way the researcher gets an idea of the Sumedang Regency Government Public Relations communication strategy in socializing the vision of Sumedang Simpati. The researcher uses a post positivism paradigm because the researcher wants to know the facts contained in the formulation of the communication strategy carried out by the Public Relations of the Sumedang Regency Government in socializing the vision of Sumedang Simpati through direct interviews with the Public Relations Section of the Sumedang Regency Government as the key informant.

III. RESULTS AND DISCUSSION

Vision Formulation

The formulation of the vision is not carried out by the Public Relations and Protocol Section, but by the leadership as regent and deputy regent of Sumedang together with the Regional Planning and Development Agency (Bappeda). The Public Relations and Protocol Department only acts as a facilitator in explaining and elaborating. and explains the vision of Sumedang Simpati as an outreach activity to the community. In the process of formulating a vision, there are very important elements according to Scott. et al [13] Values, Scanning, Mission, Vision Making. Application: From these elements into five steps in creating a vision compiled by Scott et al [13] as follows:

1) Explaining value

Establish key values and what they mean by being in action. The key values that form the vision of Sumedang Simpati consist of being prosperous, religious, advanced, professional and creative

2) Scanning the Current Situation Testing the current environment, both internally within the Unit

Work of Departmental Apparatus (SKPD) and regional and external apparatus consisting of all elements of Sumedang Regency society.

3) Establish a Mission

Explain the basic objectives of having the Sumedang Simpati mission as follows:

- a) Fulfilling basic needs easily and affordably
- b) Strengthening religious norms in the social life of society and government
- c) Developing economic areas supported by improving infrastructure and environmental carrying capacity, as well as strengthening local culture and wisdom
- d) Organizing a government bureaucracy that is responsive and professionally responsible in providing community services
- e) Develop infrastructure and systems that support the creativity and innovation of the people of Sumedang

Regency.

4) Create a Vision

Producing a clear image of the desired future through a vision that contains "The realization of a prosperous, religious, advanced, professional and creative Sumedang society (SIMPATI) in 2023.

5) Implement the Vision

Create strategic plans, action plans and feedback loops to implement values, vision and mission. From this vision and mission, a Regional Medium Term Development Plan (RPJMD) was created and implemented through work programs that have been prepared.

Stages of Determining a Communication Strategy

Selecting and Determining Communicators In carrying out socialization activities, the steps taken are selecting and determining communicators. The communicators selected and appointed in the Sumedang Simpati vision socialization activities are all regional governments through Regional Work Units (SKPD) including the public relations department and regional apparatus in the form of sub-district heads, village heads and village heads. Dissemination of information and outreach is not only carried out by the regional government itself, other elements are also involved, such as community leaders, religious leaders, community organizations (Ormas), NGOs and DKM as communicators in the outreach. Communicators are selected according to their credibility in carrying out driving sector functions in managing information and communicating with the public. SKPD Perukab Sumedang, including the Public Relations and Protocol section, is also trusted as a communicator, because the Public Relations section as a communicator has a facilitator function in outlining, understanding and translating Sumedang Simpati's vision into policy programs/activities that will be socialized to the community.

Setting Goal Targets

In Setting the target the target is selected. Based on the groups that determine a program's influence according to Cangara [16] as follows: Group that gives permission: Bappeda (Regional Development Supervision Agency) SKPD

Supporting groups: Civil servants/ASN community leaders, NGOs/mass organizations, all elements of society. Evaluation group: legislators/DPRD. Some NGOs/mass organizations. Based on the segmentation mapping aspect according to Cangara [16], the target community is based on the following three aspects:

Sociodemographic Aspects:

- Gender: Boy and girl
- Work: Civil servants/ASN, teachers, students, farmers, entrepreneurs, DII.
- Level of education: Elementary to high school graduates

Psychological Profile Aspects:

- Friendly
- Tenacious
- Diligent
- Be patient
- Creative

Aspects of Community Characteristics:

- Religious

- Upholding Sundanese Culture and Customs,
- Hard worker

Composing the Message

Judging from the message preparation process

The SKPD, including the Public Relations section, coordinates with the work unit in charge of requesting material, from which the material is turned into a message for delivery to the public, such as preparing advertorials or special coverage. regarding superior programs implemented in collaboration with various media through socialization as an audience using the one-side issue technique, namely a press delivery technique that highlights one's own choice of communication media according to Cangara [14] as follows:

a) Informative messages In human communication, the meaning of information in everyday terms is; something obtained is knowledge for society. That the message conveyed must be informative in the form of knowledge about Sumedang Simpati's vision, mission and work programs and must be current and known to the public as an audience. Persuasive messages: In communication activities, everything has a goal, one of which is propositional persuasion which means there are results obtained by the source from the recipient. So communication activities including socialization also aim to provide change and require persuasion skills. Persuasion techniques have 5 (five) ways, namely; scary messages (fear appeal), emotional messages (emotional appeal), messages that make promises (reward appeal), messages full of motivation (motivational appeal), and messages full of humor (humorous appeal). Socialization messages are created to invite people to become aware and change. behavior to advance regional development through the Socialization of the Sumedang Simpati Vision so that it is achieved.

b) Educative messages. When compiling educational messages, you need a reference source first. These references are translated into guidelines for educating the people of Sumedang Regency. Such as public education regarding the Healthy Living Community Movement (GERMAS), Wisely Paying for Regional Development, to public education regarding Large-Scale Social Restrictions (PSBB) to break the chain of spread of the Covid-19 pandemic and counseling on making the souvenir industry. As an MSME, the important thing to remember is that the preparation of educational messages must be delivered by communicators who know more about the problem. So the communicator must first study the content of the material message before delivering it regarding the nature of the message and activities. Socialization uses these three characteristics to convey messages. to society as an audience. Such as the use of outdoor media in the form of advertisements as educational and persuasive media for the public. knowing and realizing to change people's behavior through the socialization messages conveyed.

c. Evaluation of programs and activities from Sumedang Simpati's vision and carried out periodically. This was done in order to find out to what extent Sumedang Simpati's vision is known, understood and implemented. And in evaluation, the Regional Government Public Relations management at

the end of each year conducts an independent survey in the form of distributing questionnaires to the community. program/vi The results of the community level index for Sumedang Simpati have increased gradually and in September 2018, only 40% of the community knew about the vision of Sumedang Simpati as of 2018. In 2019, the level of public knowledge of the Sumedang Simpati vision increased by around 80%. In other words, the implementation of the socialization of the Sumedang Simpati Vision went smoothly. This has an impact on society Sumedang Regency knows and thenatami and triggers increased community participation in accelerating regional development in order to realize the vision of Sumedang Simpati in 2023 as well as the Regency government. Sumedang continuously carries out activities to socialize the vision of Sumedang Simpati to the people of Sumedang.

Sumedang Regency Government Public Relations effectively evaluates all communication programs in two ways (Cangara [14]), namely program evaluation and management evaluation. In terms of program evaluation, the Public Relations of the Sumedang Regency Government annually carries out measurements, monitoring activities and evaluation of programs and activities from the vision of Sumedang Simpati and is carried out periodically. This was done in order to find out to what extent Sumedang Simpati's vision is known, understood and implemented. And in evaluation, the Regional Government Public Relations management at the end of each year conducts an independent survey in the form of distributing questionnaires to the community. program/vi The results of the community level index for Sumedang Simpati have increased gradually and in September 2018, only 40% of the community knew about the vision of Sumedang Simpati as of 2018. In 2019, the level of public knowledge of the Sumedang Simpati vision increased by around 80%. In other words, the implementation of the socialization of the Sumedang Simpati Vision went smoothly. This has an impact on the people of Sumedang Regency knowing and thenatami and triggering increased community participation in accelerating regional development in order to realize the vision of Sumedang Simpati in 2023 as well as the Regency government. Sumedang continuously carries out activities to socialize the vision of Sumedang Simpati to the people of Sumedang.

IV. CONCLUSION

The Public Relations and Protocol Section is part of the Regional Secretariat of Sumedang Regency which plays a role in socializing the Sumedang Simpati Vision, especially as a part related to science. Communication as the dissemination of information to the public. This research reveals the communication strategy carried out by Public Relations of Pemicab Sumedang in socializing Sumedang's vision in accordance with the stages of determining a communication strategy. Before the Stage of Determining a Communication Strategy begins with formulating a vision and planning activities. socialization and stages start from determining the

communicator, determining the target audience, compiling the message, selecting communication media, and evaluating the results of the research. is that the Public Relations Department of Sumedang has carried out a Communication Strategy in socialization activities in a coherent and smooth manner. In socialization activities, the messages conveyed have reached the community both in urban and rural areas in Sumedang Regency, understanding and knowing the messages from socialization using various media to increase community participation in to advance the region, although in its implementation the district government public relations is not alone, it also involves all regional apparatus in the form of SKPD and regional apparatus in cooperation and mutual coordination between apparatus in order to achieve a vision for the people of Sumedang Regency.

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