

**THE ROLE OF THE INFORMATICS AND ENGLISH COMMUNICATIONS
DEPARTMENT IN SUPPORTING THE ENREKANG DISTRICT GOVERNMENT
PROGRAM "CITY OF GOLD"**

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Abstrak

Penelitian ini bertujuan untuk menganalisis peran Dinas Komunikasi dan Informatika dalam menunjang program Pemerintah Kabupaten Enrekang sebagai Kota Emas melalui fungsi sebagai media penyebar informasi kepada masyarakat. Penelitian ini menggunakan metode penelitian deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan analisis dokumen. Menggunakan teori sistem untuk mengetahui peran diskominfo, dan teori excellent in public relation untuk mengetahui peran media publikasi diskominfo. Hasil penelitian menunjukkan bahwa Diskominfo berperan penting dalam menyediakan saluran komunikasi yang efektif antara pemerintah dan masyarakat dalam menyampaikan informasi tentang program-program Pemerintah Kabupaten Enrekang sebagai Kota Emas. Dinas komunikasi informatika dan persandian berperan sebagai media penyebar informasi yang melibatkan penggunaan berbagai platform media, seperti media sosial, situs web, dan publikasi cetak. Melalui peran mereka sebagai media penyebar informasi, Diskominfo mampu meningkatkan kesadaran masyarakat tentang program-program pemerintah serta memperkuat partisipasi dan keterlibatan masyarakat dalam mendukung keberhasilan program-program tersebut. Hasil penelitian ini dapat memberikan rekomendasi kepada Diskominfo Kabupaten Enrekang dan instansi terkait untuk memperkuat peran mereka sebagai media penyebar informasi yang efektif.

Kata Kunci: *Diskominfo, Program Pemerintah, Kabupaten Enrekang, kota emas, media penyebar informasi*

Abstract

This research aims to analyze the role of Diskominfo in supporting the programs of Enrekang Regency Government as the "Golden City" through its function as a media disseminating information to the public. The research utilizes a descriptive research method with data collection techniques including observation, interviews, and document analysis. The system theory is used to understand the role of Diskominfo, while the excellent in public relations theory is used to understand the role of media publications by Diskominfo. The findings indicate that Diskominfo

plays a vital role in providing effective communication channels between the government and the community in delivering information about the programs of Enrekang Regency Government as the "Golden City." Diskominfo acts as a media disseminating information, involving the use of various platforms such as social media, websites, and print publications. Through their role as information disseminators, Diskominfo is able to enhance public awareness of government programs and strengthen community participation and involvement in supporting the success of these programs. The results of this research provide recommendations to Diskominfo Enrekang Regency and related institutions to strengthen their role as effective information disseminators.

Keywords: *Diskominfo, government program, Enrekang Regency, golden city, information dissemination media*

INTRODUCTION

The development of information technology which is increasingly increasing in the current era provides an understanding of the importance of public relations or public relations in a company, organization or government institution. Openness of public information in Indonesia is one of the demands of the constitution which functions as a medium for accountability for every public body in carrying out activities and governance. *Government Public relations* (GPR) is a priority program to ensure the public knows what the government is doing and participates in development. GPR implementation is carried out in accordance with Presidential Instruction Number 9 of 2015 concerning Public Communication Management. According to Cutlip and Center in their book "Effective Government Public Relations suggests three functions of Public Relations management. The three management functions are guaranteeing & assessing existing public opinion of the organization, providing advice or information to management in relationships and using communication to influence public opinion. (Cutlip, Center and Broom, 2009).

Communication is the process of conveying messages from communicator to communicator to convey messages with feedback. Communication carried out within an institution/agency certainly aims to produce a common understanding in order to achieve the company's mutually desired goals. The similarity of understanding is meant by the existence of reciprocity, ideas, reactions or responses from the public and this is related to the role of a public relations person, namely as a bridge that connects institutions/agencies with the public (Syamsu, Awaluddin., Muhajir., 2022). The Communication and Informatics and Encryption Service is an agency that operates in the field of communication and information technology which includes telecommunications, communication facilities and information dissemination, telematics, and electronic data processing. It also has the function of coordinating and coaching regional work units (SKPD) and carrying out other tasks of The Regional Head corresponds to 1 main task as well as the implementing element of the Regional Government, who is led by the Head of Service and has the task of carrying out regional government affairs in the field of communication and information technology based on decentralization and assistance tasks. The Communication and Informatics and Encryption Service is an agency that operates in the field of communication and information technology which includes telecommunications, communication facilities and information dissemination, telematics, and electronic data processing. It also has the function of coordinating and coaching regional work units (SKPD) and carrying out other tasks of The Regional Head corresponds to 1 main task as well as the implementing element of the Regional

Government, who is led by the Head of Service and has the task of carrying out regional government affairs in the field of communication and information technology based on decentralization and assistance tasks.

METHOD

The type of research used in this research is a qualitative approach. Meanwhile, this type of research uses descriptive qualitative, where the object of analysis in this qualitative approach is the Enrekang District Communication, Informatics and Encryption Service, then analyzed using existing theory. The time of the research was carried out from May to June 2023. Meanwhile, the location of this research was carried out at the office of the Enrekang Regency Communication, Informatics and Cryptography Service, South Sulawesi, precisely in the public relations section of the Enrekang Communication, Information and Cryptography Service.

FINDINGS AND DISCUSSION

The role of the Information Communication and Encryption Service in supporting the Enrekang Regency Government Program as a Golden City

The importance of communication in supporting government programs, the goal of the information communications and coding service is to disseminate information related to government information to the public. Public communication plays a role in educating the public about various important issues. Through effective public communication, the public can gain better knowledge and understanding of these issues. In carrying out its role as an information manager, the Information Communication and Cryptography Service has several strategies based on the results of research that the author has conducted. The Enrekang Regency Information Communication and Cryptography Service realizes that supporting government programs is very important. In disseminating information about government programs such as the Enrekang Emas program, the Department of Communication, Informatics and Encryption consistently has two major roles as technician and management. The role of a technician represents the art of public relations such as writing, editing, taking photos, handling communications production, creating special events, managing websites, and making telephone contact with the media. The management role focuses on activities that assist the organization in identifying and solving public relations-related problems.

Based on the results of informant interviews, in carrying out its role as an information manager, the Information Communication and Cryptography Service has several strategies based on the results of research that the author has conducted. The Enrekang Regency Information Communication and Cryptography Service realizes that the role of the Information Communication and Cryptography Service in supporting government programs is very important. In disseminating information about government programs such as the Enrekang EMAS program, the Information Communications and Encryption Service consistently has two major roles as technician and management. Linked systems theory refers to a concept used to understand how a system works and interacts with its environment. In the context of government, systems theory can be used to understand how government systems work and interact with society and its environment.

The Role of Publication Media of the Information Communication and Encryption Service to Support the Enrekang Regency Government Program as a Golden City

The role of publication media in a government is very important, especially in this modern era where the media of the Enrekang Regency Communications, Informatics and Encryption Service has the task and responsibility for providing information related to Enrekang Regency programs and information so that establishing good relationships and collaborating with media crew is very necessary because can help publish information about government programs in Enrekang which can raise the name of the government. The role of the publication media of the information communication and coding service as forming the good name of the organization is realized by improving the quality and service to the community, as well as conveying the activities and achievements of the Enrekang district government which aims to create a good image of the organization in the eyes of the community.

Based on the results of observations, it shows several roles of communication media for the Enrekang Regency Information Communication and Encryption Service as an effort to build and maintain the good name of the organization and also the Enrekang government. Some of the roles of communication media for the Enrekang Regency Communication Information and Encryption Service as an effort to build and maintain the good name of the organization and also the Enrekang district government, namely, Providing open services to the community and using communication media. In conveying information, publication media also has several types of communication media, namely, print media, online media, social media, websites. *Excellent Theory in Public Relations*(EPR) is an approach in the field of public relations that emphasizes the importance of creating good relationships with the public and implementing professional and ethical practices in organizational communications. EPR principles involve good reputation management, employee empowerment, active public participation, and achieving organizational goals through effective communication. *Excellent Public Relations Theory*(EPR) can provide guidance for the Information Communication and Encryption Service in utilizing publication media to support government programs. The principles of Excellence in Public Relations, such as relations with the public, reputation, effective communication, and public participation, can help achieve organizational goals and strengthen relations between government and society

CONCLUSION

Based on the results of the data findings, the researchers concluded about the role of the information and communication services department in supporting the Enrekang district government program

1. The Enrekang Regency Communication, Informatics and Encryption Service plays a role as a liaison between the government and the community, managing public communications, responding to questions and input from the public, and conveying information through various publication media. In carrying out its role, Diskominfo uses strategies as technician and management, coordinating the government's response to community issues. The concept of systems theory is important in understanding how government systems work and interact with society, facilitating feedback from society regarding government programs, and providing the information needed for decision making. In disseminating information, it always involves various media and strives to maintain the truth and factuality of the information conveyed,

2. The Department of Communications, Informatics and Encryption uses publication media to develop government programs and encourage active public participation, using publication media such as print, social and online media which play an important role in modern government, tasked with providing information that is interrelated with program and information media. These media are interconnected in systems theory and work together with media crews to publish information on Enrekang government programs. Print media initially focused on developing forms of order, and using social media has become an important need in society. In carrying out public relations duties,

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