

## CONSTRUCTION OF A PUBLIC RELATIONS SYSTEM IN COMMUNICATIONS GOVERNANCE AT THE REGIONAL INSPECTORATE OF SOUTH SULAWESI

**Ita febrianti**

Ilmu Komunikasi, Universitas Muslim Indonesia  
*ithafebrianti14@gmail.com*

**Abd. Majid**

Ilmu Komunikasi, Universitas Muslim Indonesia  
*abd.majid@umi.ac.id*

**Muhammad Ilham**

Ilmu Komunikasi, Universitas Muslim Indonesia  
*Muhammad.ilham@umi.ac.id*

### **Abstrak**

*Tujuan penelitian ini adalah untuk mengeksplorasi konstruksi sistem humas di Inspektorat Daerah Provinsi Sulawesi selatan, dalam tata kelola komunikasi serta tantangan humas dalam implementasi tata kelola komunikasi. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Sumber data yang diperoleh yaitu data primer dan data sekunder. Teknik pengumpulan data yaitu menggunakan metode wawancara, observasi dan dokumentasi, dengan menggunakan teori excellence. Excellence theory in public relations adalah teori yang mendominasi kajian humas sehingga dinilai sebagai teori normatif, yaitu sebagai ukuran standar humas yang efektif. Hasil dalam penelitian pada konstruksi sistem humas dalam tata kelola komunikasi di Inspektorat Daerah Provinsi Sulawesi Selatan berupa sistem platform digital berupa aplikasi SP4N-LAPOR dan sistem service center yaitu SMS ke nomor 1708. Dimana sistem ini berpusat di Kantor Gubernur dan dikelola oleh Kementrian PANRB. Adapun tantangan dalam implementasi tata kelola komunikasi di Inspektorat Daerah Provinsi Sulawesi selatan yaitu keterbatasan SDM dan sistem tata kelola komunikasi.*

**Kata Kunci:** Sistem Humas, Tata Kelola Komunikasi.

### **Abstract**

*The purpose of this study is to explore the construction of the public relations system at the Regional Inspectorate of South Sulawesi Province, in communication governance and public relations challenges in the implementation of communication governance. This study used a qualitative research method with a descriptive approach. Sources of data obtained are primary data and secondary data. Data collection techniques are using interviews, observation and documentation, using the theory of excellence. Excellence theory in public relations is a theory that dominates public relations studies so that it is considered a normative theory, namely as a standard measure of effective public relations. The results in research on the construction of the public relations system, communication governance at the Regional Inspectorate of South Sulawesi Province are in the form of a digital platform system in the form of the SP4N-LAPOR application and a service center system, namely SMS to number 1708. Where this system is based*

*at the Governor's Office and managed by the Ministry of Administrative and Bureaucratic Reform. The challenges in the implementation of communication governance at the Regional Inspectorate of South Sulawesi Province are the limited human resources and communication governance systems. Where this system is based at the Governor's Office and managed by the Ministry of Administrative and Bureaucratic Reform. The challenges in the implementation of communication governance at the Regional Inspectorate of South Sulawesi Province are the limited human resources and communication governance systems. Where this system is based at the Governor's Office and managed by the Ministry of Administrative and Bureaucratic Reform. The challenges in the implementation of communication governance at the Regional Inspectorate of South Sulawesi Province are the limited human resources and communication governance systems.*

**Keywords:** *Public Relations System, Communication Management.*

## INTRODUCTION

Public relations in an organization is very important. In research on public relations activities, there are two major roles that consistently appear in public relations activities, namely the role as technician and the role as management. The role of technician represents the art of public relations such as writing, editing, taking photos, handling communications production, creating special events, and making telephone contact with the media. The role of manager focuses on activities that assist the organization in identifying and solving public relations-related problems. Public relations basically creates cooperation based on good relations with the public. In the context of public institutions such as the government, the role of serving and developing public support to achieve organizational goals is very important for public relations practitioners to play. In this context, 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 work is of course inseparable from the principles of communication, namely creating effective communication. The effectiveness of a communication will only be achieved if mutual understanding arises between the communication and the communicator, or it could be said that the same perception arises about the meaning of something. Therefore, work systems are very important in a series of work procedures and work procedures which then form a certain unified pattern in order to carry out a field of public relations work. Communication governance activities need to be studied how public relations as the communications governance coordinator perceives the public relations tasks they carry out. Constructing public relations as an important tool for the institution, namely functioning as a supporting system for the institution. Communication governance that is able to provide serviceability as well as accessibility of access-friendly information is a necessity in the accountability architecture of government institutions. Accessibility of information as part of communication policy is an important factor in the connection between the provision of educational services and indicators of achievement.

The function of information services in communications governance is also regulated in Law No. 14/2008 concerning Openness of Public Information. Based on this law, public service providers must be able to guarantee the rights of citizens (as individuals or institutions) to know about public policy programs and the public decision-making process. The South Sulawesi Provincial Inspectorate is one of the Government Agencies engaged in the field of Development and Supervision. The South Sulawesi Provincial Inspectorate is located on Jalan AP Pettarani KM

100 Makassar. The role of the Provincial Inspectorate is to help the Governor present financial reports that are accountable and generally acceptable. The roles and functions of Provincial, Regency/City Inspectorates are generally regulated in Article 4 of Minister of Home Affairs Regulation No. 64 of 2007. In this article it is stated that in carrying out the task of supervising government affairs, the Provincial, Regency/City Inspectorate has the function of planning supervision programs, formulating policies and supervision facilities, and checking, investigating, testing and evaluating supervisory tasks.

Government public relations also functions to respond to various news issues that are currently developing. For this reason, the role of the Information Management Officer as a transmitter of information (leading sector) in government public relations, has a strategic role in revitalizing its role and function in a revolutionary way (fast, current, global, simultaneous and interactive). The research on public relations that is most relevant to this research is the construction of public relations in the communication management of higher education institutions in the era of open public information by Rahmat Kriyantono (2015). As we know that Every government or private organization has a different public relations system. The public relations system implemented in each agency is intended to expedite the progress of work in order to achieve maximum goals and results for the government agency concerned. Likewise, the Regional Inspectorate of South Sulawesi Province has a public relations system so that communication management in the Inspectorate can run well and effectively.

## **METHOD**

The type of research used is qualitative research, using a constructivist paradigm. The time that will be used in this research process is approximately one month. The research location is at the Regional Inspectorate of South Sulawesi Province, Jl. AP Pettarani, Makassar City. Because from this agency researchers can obtain information or data, both primary and secondary data regarding the construction of public relations in communication governance.

- a. Primary data source is data obtained from the original source. Or it could be said that data is obtained directly in the field from the first source.
- b. Secondary data source is data obtained not from the original source or first source. Or it could be said to be the result of data collection by other parties.

Informants are people who provide information to researchers and people who are capable or know the problem, and are directly involved with the research problem. The selection of informants as data sources in this research was based on the principle of subjects who mastered the problem, had data, and were willing to provide complete and accurate information. Informants who act as sources of data and information must meet the requirements, so in this research the informants are selected according to predetermined criteria, namely HR Analysis (1 person), Employee Evaluation(2 persons), Investigation Employees(1 person).

## **FINDINGS AND DISCUSSION**

### **Construction of a Public Relations System in Communication Management at the Regional Inspectorate of South Sulawesi Province**

Every government or private organization has a different public relations system. The public relations system implemented in each agency is intended to expedite the progress of work in order to achieve maximum goals and results for the government agency concerned. The Public Relations system implemented at the Regional Inspectorate of South Sulawesi Province is in the form of:

## 1. Digital Platform System

The Regional Inspectorate of South Sulawesi Province uses a digital platform in the form of the SP4N-LAPOR application as a public relations system created to achieve maximum goals and results. SP4N-LAPOR is an abbreviation for National Public Service Complaint Management System (SP4N)-People's Online Aspiration and Complaint Service (LAPOR) is a service for conveying all community aspirations and complaints that is integrated nationally with a website access [pagewww.lapor.go.id](http://pagewww.lapor.go.id). SP4N-LAPOR was formed to realize the "no wrong door policy" which guarantees the public's right that complaints from anywhere and of any type will be channeled to public service providers who have the authority to handle them. The aim of SP4N is to:

- a. Organizers can manage complaints from the public in a simple, fast, precise, complete and well-coordinated manner;
- b. The organizer provides access for community participation in submitting complaints; And
- c. Improving the quality of public services.

The SP4N-LAPOR management institution is the Ministry for State Apparatus Empowerment and Bureaucratic Reform (Ministry of PANRB) as supervisor of public services, the Presidential Staff Office (KSP) as Supervisor of National Priority Programs and the Ombudsman of the Republic of Indonesia as Supervisor of Public Services.

## 2. Service Center system

The second reporting system is a service center system where people can directly send SMS to number 1708 to report problems they are experiencing. The public relations system mechanism in the South Sulawesi Province Regional Inspectorate is that first the public reports via the SP4N-LAPOR application or can directly SMS to number 1708, then the report will arrive at the governor's office because the center of SP4N-LAPOR is in the governor's office. After that, the admin at the governor's office will sort every complaint that comes in and send it to each relevant agency, one of which is the Regional Inspectorate of South Sulawesi Province. After the complaint is entered into the SP4N-LAPOR system at the Inspectorate, the complaint will be immediately handled by the Investigation team and the complaint received will be disposed of to the leadership for follow-up. After receiving approval from the leadership, related complaints will be given to the follow-up team to handle each related complaint.

In line with this research, the public relations system at the Regional Inspectorate of South Sulawesi Province is the SP4N-LAPOR application to handle every complaint from the public. This is related to the theory of excellence applied in this research because this theory describes communication techniques between public relations and the public based on two dimensions, namely the direction of communication and the balance of interests between the two parties. This research also explores the informants' construction of the abilities possessed by a public relations practitioner to be able to carry out and complete the tasks they carry out. These abilities are the ability to communicate and the ability to conduct research. Based on the results of research through interviews and observations, the author states that the public relations system in the Regional Inspectorate of South Sulawesi Province is in the form of the SP4N-LAPOR application where the application is managed directly by the Ministry of PANRB. Based on the research results, the public relations system at the Regional Inspectorate of South Sulawesi Province is considered to be running well.

## **Public Relations Challenges in Implementing Communication Governance in the Regional Inspectorate of South Sulawesi Province**

Governance is a series, processes, habits, policies, rules and institutions that influence the direction, management and control of an institution. Governance also includes the relationships between the various stakeholders involved as well as the goals of managing the institution. The concept of governance is defined as a system that regulates, mechanisms, compliance with regulations, distribution of rights and responsibilities which are also aspects of management. Management is needed to influence goals, the two must not be contradictory, support each other and must be maintained in balance, so that they are right on target and effective. Achieving the goals of an institution/organization requires a gradual communication process that is managed effectively. For this reason, management in communication is considered important and is considered to have a big role in this achievement. The Regional Inspectorate of South Sulawesi Province is a government agency engaged in the field of guidance and supervision. The public relations system at the Regional Inspectorate of South Sulawesi Province is in the form of the SP4N-LAPOR application where the application aims to provide access to the public in submitting complaints. Every report received will be handled by the Investigation team. Based on the results of observations and interviews, it is known that the Regional Inspectorate of South Sulawesi Province has challenges in implementing communication governance, namely:

### **a. Limited Human Resources (HR)**

Human resources are the driving force of an organization, both institutions and companies and function as assets that must be trained and developed. The success of an organization in achieving its goals is largely determined by HR capacity. The Regional Inspectorate of South Sulawesi Province has challenges in the form of a lack of human resources in the Investigation team which handles every complaint that comes in.

### **b. Communication Governance System**

Communication governance should be a priority for an institution or government agency, because governance is a subject that has many aspects. One of the main aspects of governance is the aspect of accountability and responsibility. Communication governance as an implementation and mechanism to ensure good behavior and protect the interests of stakeholders. Communication governance is a system for regulating or managing communication that occurs within an organization and aims to improve the performance of the organization. Communication governance is very important in order to establish cooperation and integration. With good governance, communication will lead to the formation of unity and harmony in the system from interdependent parts and the creation of a harmonious work relationship pattern.

To realize good organizational communication governance, innovative steps are needed, so that organizational communication can provide the best possible information services, oriented towards the satisfaction of the community as service recipients. To understand communications governance activities, it is necessary to study how public relations as communications governance coordinators perceive the public relations tasks they carry out. Public relations practitioners at the Regional Inspectorate of South Sulawesi Province have their own challenges in managing their communications. This research found that the challenges of public relations practitioners in implementing communication governance at the Regional Inspectorate of South Sulawesi Province can be handled well. Based on informant construction. From data in the field, researchers found that informants stated that they had organized a dialogical internal communication system

to build cooperation, increase the work morale of all employees, and be able to overcome any existing problems.

There are two types of communication systems used, namely direct communication and indirect communication.

- a. Direct communication is communication that is carried out directly or face to face, such as communicating with other people directly, without the need for intermediaries or communication media as message transmitters or data sources.
- b. Indirect communication is communication that is carried out indirectly, namely with the help of communication tools that function as a communication medium. For this type of indirect communication, intermediary media are often used as a way to send or obtain information to the communicator or recipient.

The organization of communication relationships can be seen from the pattern of structuring relationships between individuals, individual relationships with groups, and relationships between groups. This connection arises because each individual or group needs each other and is interdependent in order to achieve common goals. In this research, it was found that there are three communication governance models used in the Regional Inspectorate of South Sulawesi Province, namely:

- a. Linear Model Communication Governance. The linear communication model shows communication governance in a setting with a one-way communication pattern. In this kind of governance, the leader is in the position of the main source of information, providing stimuli to subordinates, and the subordinates are in the position of receiving, selecting and interpreting information.
- b. Interactional Model of Communication Governance. The second communication governance follows the interactional model. This model is a continuation of linear governance. The interactional model of governance requires reciprocal communication, sending messages and delivering feedback on an ongoing basis. In this interactional governance, the recipient (receiver) makes selection, interpretation, and provides a response or feedback to the sender (sender).
- c. Transactional Model Communication Governance. The third communication governance follows a transactional model. In the transactional view, communication is understood as the process of building relationships that are mutually beneficial to all parties participating in the communication process. For example, in the communication pattern between leadership and staff, it is understood as a process of fostering mutually beneficial personal and professional relationships.

Good communications governance will make communications institutions strong and competent in providing optimal information services. institutions that are responsible for and provide consideration to the flow of information to and from the public. And there is coordination and synchronization between officials within the government. Good communication governance can optimize access to information from the government for the public. Socialization of government programs can be carried out systematically. Public complaints, communication synergy between government agencies, strategic communication related to contextual issues that arise can be responded to quickly.

Therefore, the challenge for Public Relations practitioners of the Regional Inspectorate of South Sulawesi Province in implementing communication governance is running well. Especially

in the section on managing communication to build cooperation with other Irban teams in responding to and following up on every complaint that comes in, including following up to leadership and other related divisions.

## **CONCLUSION**

Construction of a public relations system in communication management at the Regional Inspectorate of South Sulawesi Provincethat is,a digital platform system in the form of the SP4N-LAPOR application, and a service center system, as a public complaint service system. The center of this system is in the Governor's office which is managed by the Ministry of PANRB. The informant's construction regarding the public relations system in communication management at the Regional Inspectorate of South Sulawesi Province is considered to have gone well. The public relations challenge in communication management at the Regional Inspectorate of South Sulawesi Province is limited human resources, where the investigation team only has 1 employee who handles every complaint that comes in. And the communication management system, namely the Investigation team must organize the communication management system in the Regional Inspectorate of South Sulawesi Province to build cooperation with other Irban teams in responding to and following up on every complaint that comes in, including following up to the leadership and to other related divisions.

## **BIBLIOGRAPHY**

- Ardianto, Elvinaro. 2009. *Practical Public Relations*. Bandung: Wijaya Padjadjaran.
- Butterick, Keith, 2018. *Introduction to Public Relations: Theory and Practice*. Depok: PT Rajagrafindo Persada.
- Cangara, Hafied. 2019. *Introduction to Communication Science Edition 1*. Jakarta: PT. RajaGrafindo Persada.
- Hairunnisa. 2018. *Textbook Introduction to Public Relations*. Sidoarjo: Indomedia Pustaka.
- Kriyantono, Rahmat. 2006. *Practical Techniques for Communication Research*. Jakarta: Kencana Prenadamedia Group.
- Milyane, Tita Melia. 2021. *Public Relations: Strategic, Digital and Socially Responsible Communication*. Bandung: Widina Bhakti Persada Bandung.
- Morissan. 2013. *Individual to Mass Communication Theory*. Jakarta: Kencana PrenadaMedia Group.
- Murwani, Endah and Irwansyah. 2014. *The Future of Communication, the Future of Indonesia: Communication Governance*. Jakarta: ISKI.
- Nainggolan, Nana T. et al. 2021. *Organizational Communication: Theory, Innovation and Ethics*. We Write Foundation.
- Nurudim. 2019. *Communication Science: Scientific and Popular*. Depok: PT Rajagrafindo Persada.
- Roudhonah. 2019. *Communication Science*. Depok: Rajawali Press.
- Ruliana, Poppy. 2014. *Organizational Communication: Theory and Case Studies*. Jakarta: Pt Rajagrafindo Persada.
- Sandjaja, Sasa Djuarsa. 2018. *Introduction to Communication*. Jakarta: Open University.
- Siregar, Robert Tua et al. 2021. *Organizational Communication*. Bandung: Widina Bhakti Persada Bandung.

- Sitepu, Edy Sahputra. 2011. *Public Relations Professionalism*. Medan: USU Press.
- Susanto AW. 2010. *Socio-Cultural Communication*. Yogyakarta: Graha Ilmu.
- Budhirianto, Syarif & Sunarsi Risa. 2017. *Revitalizing the Government Public Relations Function in Information Management at the Public Relations Bureau of the West Java Provincial Government*. BPPKI Bandung.
- Dartiningsih, Bani Eka. 2019. *Public Relations Management of the Regional Government of Sampang Madura Regency*.
- Hardiyanti, Cici. 2019. *The Role of the Public Relations Department in Developing Public Services at the Enrekang Regency Regional Secretariat*. Thesis, Public Administration, Makassar: Bosowa University.
- Kriyantono, Rachmat. 2015. *Public Relations Construction in Communication Governance Higher Education Institutions in the Era of Public Information Openness*. Journal, FISIP, Malang: Brawijaya University Malang.
- Ningsih, Elda & Martha, Zike. 2019. *Tanah Datar Regency Government Public Relations Work System and its Relationship with the Media*. Journal, Padang: Muhammadiyah University of West Sumatra.
- Syamsuddin, Rahmat. 2022. *The Influence of Job Satisfaction on the Performance of Regional Inspectorate Employees in South Sulawesi Province*. Thesis, Economics and Business, Makassar: Makassar Muhammadiyah University.