Public relations strategy of the ministry of defense of the republic of Indonesia in service and development of information and communication to the community

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ABSTRACT

Keywords

Service
Community
Realitions

As is known, Public Relations (PR) or Public Relations (PR) has an important role in an organization or company. In the current era of globalization, where everyone can easily access and obtain information. This is where one of the important roles of PR or Public Relations is as a liaison between an organization or company and the wider community. PR or Public Relations will straighten out wrong information received by the public, as well as provide correct information related to the activities or products of the organization or agency. PR or Public Relations can be said to be the practice of managing communication between an organization or company and its community, The role of Public Relations of the Ministry of Defense Communications 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, The role of Public Relations of the Ministry of Defense plays a very active role in implementing the vision and mission where distribution occurs various information related to the latest issues to the community and developments, direct distribution to the community and using various media so that this information can be conveyed to the community as a whole. In connection with the function of public relations in achieving community goals through direct or face-to-face meetings, socialization and the use of applications to the community through various media.Communication has an important role in human life, from Human daily activities are carried out by communication. Anywhere, at any time, and in any kind of consciousness or situation, humans are always stuck with communication. By communicating humans can fulfil needs and achieve their life goals, by communicating is a very basic human need.

1. Introduction

As is well known, public relations (PR) has an important role in an organization or company (Santos-Roldán et al., 2020). In the current era of globalization, where everyone can easily access and obtain information. This is one of the important roles of PR or Public Relations, namely as a liaison between the organization or company and the wider community (Bin, 2021). PR or Public Relations will straighten out the wrong information received by the community, as well as provide correct information related to the activities or products of the organization or agency (Bakir et al., 2019). PR or Public Relations can be said to be the practice of managing communication between an organization or company and its community. PR or Public Relations is a planned effort to influence opinion through performance and social responsibility that can be accepted by the community, which is carried out based on mutually satisfying two-way communication (Kurma, 2022).

Public relations is an art and social science that is carried out deliberately and based on the law to maintain public trust in the quality of services provided by government organizations or agencies, where there are still many government organizations that have not adhered to the law in providing services to the community such as being less open or less transparent to the public, therefore it requires Human Resources (HR) who can provide efficient services to the community. (Oshin-Martin, 2017) in his book Public Relations Image and Practice says that public relations (PR) is an organizer of mutual communication. Important issues facing economic, commercial, social and political systems (Thibodeau et al., 2010). The existence of public relations in an organization or agency is an indication that in practice, PR plays an important role and has a relationship with communication science (Davison, 1983).

2. Method

2.1. Communication Theory

Communication is a term derived from Latin, namely communication, which comes from the word communis which means the same. The same here means the same meaning, so communication can occur if there is a common meaning about a message conveyed by the communicator and received by the communicant. Hovland defines the communication process as a process that allows someone to convey stimuli to change the behavior of others (Mulyana, 2007). In communication involving two people, communication takes place if there is a common meaning. In accordance with this definition, basically someone communicates to achieve the same meaning between the humans involved in the communication that occurs, where the understanding that exists in the communicator (messenger) and the communicant (message recipient) regarding the message conveyed must be the same so that what the communicator means can also be understood properly by the communicant so that communication runs well and effectively (Onong Ucjhana Effendy, 2007).

Communication has an important role for human life, from daily human activities carried out by communicating. Wherever, whenever, and in any kind of awareness or situation humans are always stuck with communication. By communicating humans can fulfill their needs and achieve their life goals, because communication is a very basic human need. Therefore, as social creatures, humans want to relate to other humans. Humans want to know the surrounding environment, even want to know what is happening within themselves. It is this curiosity that forces humans to communicate. From the definition above, it explains that communication is the process of conveying symbols, both verbal and non-verbal. Therefore, communication is divided into two parts, namely verbal communication and non-verbal communication (Giacco et al., 2020). Verbal communication is communication that occurs directly by oral or written. In communication activities, we place the word verbal to indicate messages sent or received in the form of words both oral and non-oral. The word verbal itself comes from Latin, namely Verbalis verbum which is often also meant to mean or mean through words or related to words used to describe facts, ideas or actions that are more often in the form of conversation than writing (Liliweri, 2016).

Communication theory is the study of how humans communicate with each other. This theory includes analysis of interpersonal communication and also theories about how the brain functions. This communication includes both written and spoken language. The term "communication theory" can refer to a single theory, or it can also be a summary, and the collective wisdom of all these theories can help us to understand different aspects of reality or how some actions work while others do not. Among the many theories of communication, we will only use a few that can explain how the communication process works. It is the theories that are relevant to public relations that will help us understand why conveying information through certain communication channels may or may not work.

2.2. Public Relations Theory

Communication in its realization can be exposed in public relations activities. Public relations really need communication to realize its activities. The reciprocal relationship between the organization and its public is a principle that must be carried out. According to Effendy (2017) public relations is a 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 the

fulfillment of common interests (Effendy, 1986). Furthermore Communication (2012) said that public relations staff are required to be able to make other people understand a message, in order to maintain the reputation or image of the institution they represent. Thus, public relations practitioners must be able to shape the values, understanding, attitudes and behavior of the public to be in line with the needs of the organization (Fajri, 2021). In principle, messages have a very important position in communication and for public relations practitioners it is important because public relations is an activity of conveying messages. Messages have three elements, namely signs, language and discourse Makita et al., (2021) "We always coordinate with other agencies regarding the distribution of information to the public and take full responsibility so that all government-related information that must be known by the public can be conveyed properly and correctly. The information we distribute to the public is correct."

Public opinion can be interpreted as the opinion of society in general, the integration of opinions over all or as a whole (Yuan et al., 2019). " With the different backgrounds of the community, such as those in remote or inland areas, due to inadequate signals and internet, we conduct face-to-face forums, socialization through radio and television. There is also something called electronic mading, such as placing big screen televisions in every village and mosque to control and provide information from the government so that it can be achieved". The Ministry of Defense as an agency that presents relevant information that has been validated, so that there are responses from the public both appreciating and criticizing, but on the other hand the Ministry of Defense is still trying to serve the community to meet their needs even though they have to face different backgrounds.

This context relates to the importance for public relations practitioners in terms of conducting interpersonal communication, namely talking face to face and giving a good impression in relation to others so that the positive impression that people give to public relations practitioners will affect the person's impression of the organization (Vieira, 2018). "We take various approaches, some are formal and informal. Formal is when there are work-related matters such as requests for information from the public and the information is controlled, we as the main office will write to request that there is a service to fulfill the information. Non-formal is communication through the whatsapp application. Face-to-face relationships are more meaningful". Public Relations of the Ministry of Defense takes various approaches with other government agencies by holding meetings to exchange ideas, both formally and non-formally with the aim of strengthening relationships in providing services to the community.

3. Result and Discussion

3.1. Definition of Public Relations

Public relations with the acronym public relations or known as public relations. Public relations or public relations is an integral structure in an institution or organization that functions as a mediator between the leadership of the organization and its public in an effort to foster and maintain quality and long-term public relations with both internal and external publics (Ruslan, 2018).

According to Ruslan (2018), public relations is a form of activity in an organization to support goals and maintain good human relations both internally and externally through disseminating information, conducting two-way communication, reviewing public opinions on various media. Theaker (2020) in his book entitled The Public Relations Handbook states "Public relations is about reputation, the result of what you do, what you say and what others say about you". This means that public relations is about reputation, what you do, what you say and what others say about you. So it can be stated that public relations carries out its activities according to organizational goals and for the organization's reputation.

Two-way communication makes public relations activities intentional. It is designed to influence, provide information, gain understanding of the impact of those affected by public relations activities (Dwi Setiawan & Chang, 2022). The field of public relations publishes what is an organizational activity so that the organization's reputation continues to exist (Dempster et al., 2022). Because basically the public will be interested in what the organization is doing. In this study, researchers used the results of research that had been conducted in the field and then discussed with the aim of reaching a conclusion. The data that has been obtained by the researcher is then analyzed to get the results as

well as in the next chapter and the discussion which will then be described descriptively by the researcher in this chapter to be able to provide an overview related to information in the service and development of information and communication to the community The results of the research are explained based on several aspects, namely through in-depth interviews and documentation. Researchers conducted non-participant observation, researchers obtained data through in-depth interviews and documentation. Researchers collected data in a period of 2 months, namely from June to August.

Researchers determined 3 informants who had worked at the Ministry of Defense: Researchers gave informants the freedom to understand the questions that researchers conveyed this was done with the assumptions issued by informants on the content of the discussion of how public services at the Ministry of Defense, Ministry of Defense employees captured the meaning of the content of each question. The informants can also argue in addition to what the researcher asks, so that the informant can show the facts that the researcher has asked.

In the implementation of interviews that have been conducted, it was found that the Ministry of Defense Public Relations is very active. This is evidenced by the informant's answer, namely: "The Ministry of Defense's public relations has a public relations function in it. Tasked with providing information related to the service and development of information and communication to the community by means of socialization with various media. Judging from its development, the Ministry of Defense, there is also a general bureau of public relations and protocols. The function of public relations is not only in Communications, Public Relations of the Ministry of Defense has the same function of disseminating information on services in the Ministry of Defense, more generally and in accordance with government affairs. Regarding the utilization of information, (M.Adi Wibowo, S.Sos., M.Si, Head of Production and Documentation Division).

The answer from the Public Relations of the Ministry of Defense itself is also evidenced by answers from the general public regarding the role of public information services and development at the Ministry of Defense. "In this technological development, I feel the difference, especially regarding information channeled from various media where the information automatically appears on each of my social media pages such as tiktok, instagram, facebook, and search engines when I want to search for information both about policies and work" (Sari et al., 2023).
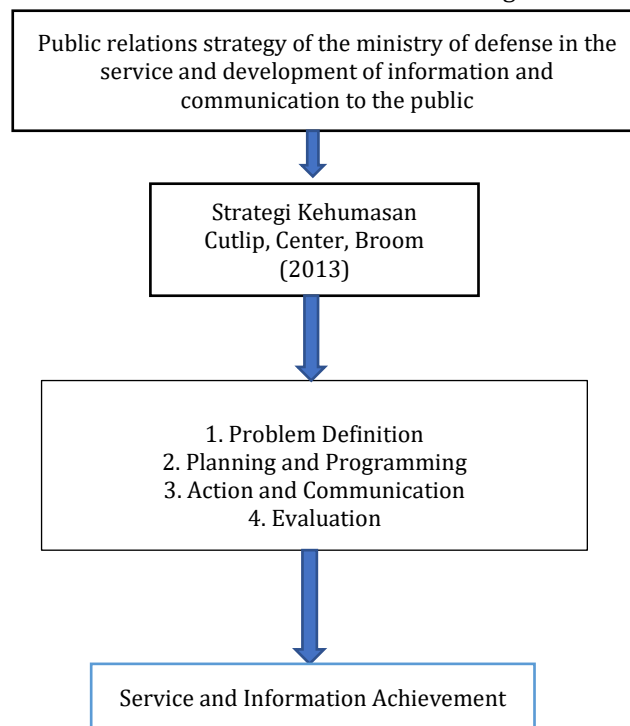
The Role and Function of Public Relations: Public relations is derived from the verb relationship and the noun society, which means having an interest in the public. Meaning having an interest in the publi. So that the purpose of public relations in organizations is to create mutual understanding, maintain and maintain trust, and create cooperation or good relationships. Ruslan (2018) mentions six objectives of the role of public relations seen in the aspects of communication approaches and strategies, namely to inform, to explain, to suggest, to persuade, to invite, and to convince.

The role of public relations according Kujur & Singh (2020), there are four elements which are as follows: a. Public relations acts as a management function. The success of the goals cooperation between the organization and the public is the main concern organizational leadership. Practical public relations is tasked with providing advice, time, manner, and form important relationships to take action. b. Public relations involves two-way communication. Communication is not just informing people about the needs of the organization. It also it also listens to feedback. Receiving feedback is part of the relationship-building process. c. PR as a strategic planner of activities. Actions taken on behalf of the organization must be planned by the field of public relations consistently and carefully so that the objectives and values are maintained. maintained. Because the main concern of the organization is success. d. Public relations as research based social (social researcher). This means that practitioners public relations practitioners make it possible to communicate effectively and understand the understand the environmental conditions of the problems faced by the organization. organization. So that it can provide input on a way out of the problem. Based on the clear role and purpose of public relations activities, several public relations functions can be described as follows then it can be described several public relations functions as stated by stated by Bertrand R. Canfield quoted Wono et al (2023), namely: a. Serve the public interest. Organizations can be successful if all actions are based on devotion to the public interest. General interest includes internal or external publics by maintaining good relationships, creating mutual understanding, and maintaining trust.

b. Maintaining good communication. Through communication a good relationship can be created. Leaders who carry out public relations activities will succeed in their leadership if they get along with the public. Leadership if he gets along with employees. Communicate not only about work but also outside of work. c. Focusing on morals and good behavior. A good leader will appear in his moral behavior. moral. Well behaved and authoritative so that it becomes a role model for subordinates. for his subordinates. 3. Scope of Public Relations the scope of public relations practitioners put forward by Cutlip and Broom in Kriyantono (2009), namely: (1) publications, such as writing and editing news releases. (2) research, collecting public opinion, issues, community trean, political climate, laws and regulations. (3) management and administration, practical public relations need to do managing. This means programming or strategic planning of public relations activities. (4) counseling, giving or receiving advice and input to management in dealing with social, political, and political problems. Management in dealing with social, political, and regulatory issues. (5) special events, organizing and managing press forms, open houses, branding the good name of the organization, and so on. (6) communication channels communication channels using multimedia expertise. (7) contact, the public relations field is tasked with liaising with mass media, communities, and internal and external groups.

4.1. Presenting the Results

Table 1. Framework of Thought

Public relations strategy of the ministry of defense in the service and development of information and communication to the public
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Strategi Kehumasan Cutlip, Center, Broom (2013)
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1. Problem Definition 2. Planning and Programming 3. Action and Communication 4. Evaluation
↓
Service and Information Achievement

Based on the research framework above, the author conducted research at the Ministry of Defense, in the field of Public Information and Communication where researchers will conduct interviews with the head of the field and staff to obtain data for this research. Researchers use Communication theory as the basis for the application of the Public Relations Bureau which is used to determine the role in the service and development of information and communication to the public. Based on the background, problem formulation and research objectives previously described, the type of research to be carried out is qualitative descriptive research. Explains that research is conducted to describe phenomena in depth. This research does not prioritize the size of the population to be studied, but what is more emphasized is the depth of the data, not the amount of data (Kriyantono, 2006).

According to Sarifudin et al (2020) qualitative research methods are research methods based on the philosophy of post-positivism, used to research on natural object conditions, as opposed to experiments where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive or qualitative, and qualitative research results emphasize meaning over generalization (Sugiyono, 2014). b. Research Location. The location of this research

was carried out at the Ministry of Defense. c. Data Collection Technique. Data collection techniques are the means the author uses to collect data. In this study the authors used several techniques, including Creswell (2015): (1) Interview: The interview method is a meeting of two people where the researcher conducts a face-to-face interview with the participant. The author will conduct interviews with informants who have been determined by the author, namely the Public Relations Bureau Staff of the Ministry of Defense. (2) Observation: Observation is an activity where a researcher goes directly to the field to observe the behavior and activities of individuals at the research location. In this observation, the researcher records the activities that occur in the study. Observation in this study was carried out at the Ministry of Defense. (3) Documentation: Documentation is a research method where researchers will collect documents. This document can be in the form of notes, screenshots of news in online media, photos. Documents in this study aim to obtain valid information and support data analysis and interpretation. Triangulation analysis is accessing more varied sources to obtain data regarding the same issue, then researchers test the data obtained from one source to compare with other sources (Pawito, 2013). According to Sugiyono (2016) it is defined as checking data from various sources in various ways and various times. This data testing is done by checking and comparing the data provided by informants with other sources, other informants, either in the same or different ways and times. Sugiyono (2019) says "data validation can be done in three ways, namely triangulation of sources, triangulation of data collection techniques, and time". In accordance with the opinion and the chart described, the researcher describes the triangulation process of the research as follows:

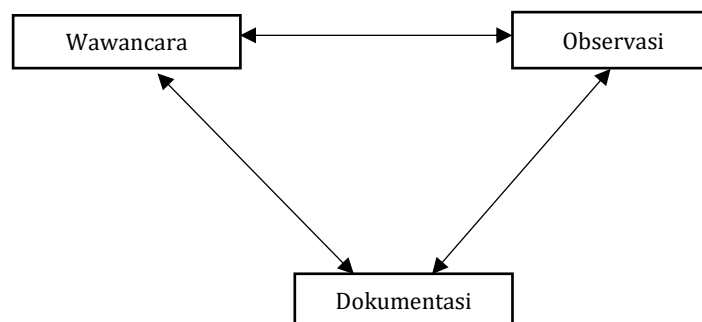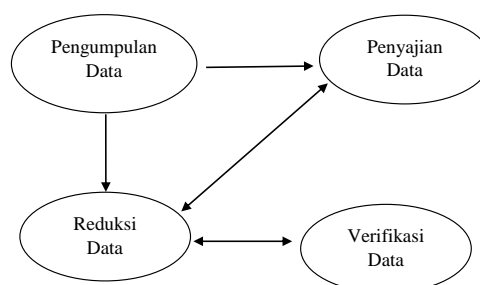**Table 2.** Triangulasi Data

Table 3. Framework for Data Analysis Techniques According to Miles and Huberman

Sumber: Miles dan Huberman (Miles, Huberman dan Saldana, 2014)

The components of the interactive data analysis model are explained as follows: (1) Data Collection. Data obtained by researchers in the field through interviews, observations and documentation are reduced by summarizing, sorting and focusing on state data in accordance with the research objectives. At this stage, researchers reduce data by sorting, categorizing and compiling abstractions from field notes, interviews and documentation. (2) Data Presentation. Data presentation is done after data reduction. Data obtained from observations, interviews and documentation are then packaged in the form of interview notes, field notes and documentation notes. Furthermore, data that has been packaged in the form of interview notes, field notes and documentation notes is marked with

data codes to organize the data, so that researchers can analyze it quickly and easily. Researchers make instructions that are in accordance with the guidelines for interviews, observation and documentation."

(3) Inference Drawing or Verification: Drawing conclusions from this verification is based on data that has been reduced and presented, then the researcher draws conclusions that are corroborated by facts at the data collection stage. The conclusion is the result of the formulation of problems and questions that have been made by researchers. The role of Public Relations of the Ministry of Defense Communication in its realization can be exposed in public relations activities. Public relations really need communication to realize its activities. The reciprocal relationship between the organization and its public is a principle that must be carried out. According to Effendy (2003), public relations is a two-way communication with the public in a reciprocal manner in order to support management functions and objectives by enhancing the development of cooperation and the fulfillment of common interests. According to Mukarom and Muhibudin Wijaya Laksana, public relations staff are required to be able to make other people understand a message, in order to maintain the reputation or image of the institution they represent.

Represent. Thus, public relations practitioners must be able to shape the values, understanding, attitudes and behavior of the public to be in line with the needs of the organization. with the needs of the organization (Mukarom Zaenal, 2017). Based on theory, public relations practitioners are required to be able to lead their public so that they can direct public attention to the messages conveyed. Not only directing attention but the message conveyed has the impact of the public going further to walk in harmony with organizational goals with a fixed mission on fulfilling common interests because Public Relations is a typical management function that supports fostering and building mutually beneficial efforts through communication, understanding, acceptance, and good cooperation between the organization and its public. Based on the above understanding, the Public Relations Role of the Ministry of Defense plays an active role in carrying out the vision and mission where there is a distribution of various information related to the latest issues to the public and the development of direct deployment to the community and using various media so that the information can be conveyed to the public as a whole. Related to the public relations function in achieving goals, the community through direct or face-to-face meetings, socialization and the use of applications will be to the community through various media. Communication has an important role for human life, from human daily activities are carried out by communicating. Wherever, whenever, and in any kind of awareness or situation humans are always stuck with communication. By communicating humans can needs and achieve their life goals, because communicating is a very basic human need. is a very basic human need. Therefore as social beings humans want to relate to other humans. Humans want to know their surroundings, they even want to know what is happening within him. With this curiosity that forces humans need to communicate. (1) Preparation of interview guidelines based on the background that informants have gone through as well as the microstructure that researchers choose, (2) Conducting interviews with informants face-to-face. (3)Transcribing the interview results from the interviews that have been conducted. (4) Analyzing the results of the interview data that has been carried out. When the data has been collected, the researcher conducts a focused process by dividing the data into 3 sections so that the data is neatly organized and easy to understand, namely: (1) Research Results. (2) Description of Research. (3) Research Discussion: The informants interviewed by the researcher related to this research along with the time and place of the interview will be.

4.2. Create a Discussion

Relations Strategy Public relations strategy is a management process thatprocess that enables organizations to identify long-term opportunities and threats, mobilize assets and implement successful programs. and threats, mobilize assets and implement successful programs. Public relations in carrying out activities or programs must prioritize the reasons why program planning is needed. The following is an explanation according to, namely: (a) Setting targets for public relations operations that become benchmarks for the achievement of all results or programs. achievement of all results or goals. (b) Take into account, time sheet, job number, and costs required. (c) Arrange a priority scale to determine the type of program or activity. (d) Determine the feasibility or readiness of program implementation in accordance. (d) Determine the feasibility or readiness of program implementation in accordance with the quantity and quality of human resources owned, physical equipment support, and available budget funds. After understanding these reasons, we know how important a public relations planning strategy is. Public relations strategy as a foundation in carrying

out the vision and mission of the organization that has been planned (Saputra & Mahaputra, 2022). Because basically strategy is to provide techniques and long-term determinants of the organization in deciding the direction of action needed to influence the public. Then public relations gathers public opinion and trust through the dissemination of information in print media, social media, or websites mention that related to public relations strategy management, there are the following two models as a reference in the strategic decision to be used, namely: (a) Strategic planning, which is oriented towards long-term goals, is general in nature, and is a strategic decision. long-term, general in nature, and is the ultimate goal that the organization wants to achieve. (b) Tactical planning, which is oriented towards short and medium term goals, is specific or specific tasks that must be achieved to deliver on the strategy that has been set. It has been mentioned that public relations management strategies are related to efforts to develop potential resources to achieve the desired goals. Zaenal (2017) continues that in public relations practitioners use management concepts as stages or steps used such as planning, organizing, implementing, and evaluating. This aims to facilitate the implementation of public relations tasks. The public relations management strategy was developed by Center (2005) with the following steps:

Problem Definition. The initial stage is to determine "What is happening now?" which means that something is wrong and can be fixed. This involves a search for the facts of knowledge, opinions, attitudes, and behavior of the internal public and external public related to and affected by the actions and policies of the organization. In essence, this is the organizational intelligence function as the basis for all steps in the problem-solving process. Planning and Programming: The facts gathered in the first step are used to strategic decisions regarding program objectives, target publics, and the communication actions, tactics, and goals to be used. to be used. This involves factoring the findings from the first step into the organization's policies and programs. Step two is the process of answering based on what has been obtained in the situation, namely what should be done to solve the problem or what decisions will be made.or what decisions will be made. Action and Communication: The third step involves the implementation of a program of action or the implementation of communication tactics designed to achieve specific objectives for each public to achieve program goals.

4. Conclusion

Based on the formulation of the problem and the results of the research discussion has been done about how it can be concluded that the role of Public relations in the service and development of information and communication is as follows: (1) The role of Public Relations of the Ministry of Defense in Communication and Information is very active in carrying out the vision and mission where there is a distribution of various information related to the latest issues to the public and developments through socialization or direct deployment to the community and using various media so that the information can be conveyed to the public as a whole. (2) Based on the function as a communicator, the Ministry of Defense Public Relations always conveys messages in the form of information to the public regarding issues, both positive and negative issues through various media, with the aim of leading the community in a good direction. (3) In building a good relationship with fellow agencies and the public, the Public Relations of the Ministry of Defense has a forum of fellow Local Government agencies where in the forum a meeting is always held directly in discussing information services to the public by making plans between fellow agencies. (4) Public Relations of the Ministry of Defense has two managements where the first is the Official Decree of the Ministry of Defense regarding Public Information Services and the second is the communication and informatics application admin. (5) The application of communication theories in public relations by the Office of Communication and Informatics where the theory is sign theory, relationship theory, and public opinion theory.

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