Government Public Relation Management: Human Resources Workload Industry 4.0 In Diskominfo Sp


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Abstract— Following the Ministry of Communication and Information mandate to establish a structure in Communication and Information to the Regency/City level to facilitate the dissemination of information, especially to the public. Technology development has encouraged Diskominfo SP of Surakarta City to enter Industry 4.0. As a result of the many work needs, it causes an excessive workload on Human Resources in Communication and Encryption. This study aims to uncover the causes of excessive workload and overcome them. The research was carried out by reviewing the profile book of Diskominfo Surakarta and conducting interviews with the head of the Communication and Encryption Division. The results obtained are that the workload is excessive due to the lack of available human resources and the lack of maximizing the automated system/bot, especially in screening issues against the City of Surakarta and the website/complaint application that allows for lightening the work while waiting for the addition of human resources from the results of CPNS and TKPK.

Keywords— Public Relations Management, Government Public Relations, Human Resources Workload

I. INTRODUCTION

The government structure will not be separated from communication and media because this field will be the bridge between the government and the community. Likewise, the Surakarta City Communication, Information, Statistics, and Encryption Service (Diskominfo SP), which was formed in 2017, is one of the essential structures in the Surakarta City Government. Based on the Surakarta Mayor Regulation Number 27-C of 2016, the main task of the Surakarta City Communication, Information, Statistics, and Encryption Service is to carry out mandatory affairs in the fields of communication and informatics, statistics, and coding based on the principles of regional autonomy and co-administration.

Diskominfo SP Surakarta is divided into the secretariat, communication and coding, informatics, and statistics. The research in this article focuses on the field of communication and coding where following the Surakarta Mayor Regulation Number 27-C of 2016, the main tasks of the functions of the Surakarta City Communication and Encryption sector are: 1) Management of local government public information and communication; 2) Encryption for securing local government information; and 3) Determination of the pattern of password communication relationships between regional apparatus. Some of the activities carried out in the field of Communication and Encryption include outdoor media, print media, electronic media, traditional media, management of official websites, and management of encryption.

The number of activities and responsibilities held by the Communication and Encryption sector causes
a large workload and is not balanced by a sufficient number of human resources. Although currently the work responsibilities can still be handled by the available human resources, the workload borne has exceeded the reasonable limit. Excessive workload also causes the ideal working hours not to be fulfilled for workers. Based on Presidential Decree No. 68/1995 concerning Working Days in Government Institutions ("Keppres 68/1995"), ASN working hours have been set at 37.5 hours/5 days. However, what happened in Communication and Encryption, workers worked an average of 25 hours/day.

Based on the background of these problems, the study in this research focuses on the issue, namely the factors causing the excessive workload of HR in the field of Communication and Encryption. The purpose of this study is to find out the factors driving the excessive workload of human resources in industry 4.0 and how to overcome this in the field of Communication and Encryption of Diskominfo SP Surakarta City.

II. RESEARCH METHODS

This study applied qualitative research methods. Qualitative research is divided into five types: phenomenological, grounded theory, ethnography, case studies, and narrative research [1]. Qualitative research that will be applied is qualitative ethnographic research; researchers conduct research studies by exploring ongoing phenomena or events [2].

The stages in carrying out research using the case study method have been described as follows: 1) Choose a theme, topic, and case, b) The researcher identifies the case, and then the researcher collects literature, c) Finally, formulate the research problem. d) Data collection, data collection techniques that can be used in case of study methods, including interviews, focus group discussions (FGD), and observation. e) Researchers process data and report research results as a form of research responsibility [3].

The data collection techniques used in this study were interviews, observations, and document reviews from electronic media. Obtaining information through interviews was carried out with informants who served as Head of Media and Informatics of Diskominfo SP Surakarta City. As for the implementation of observations at the SP Surakarta Diskominfo Office, websites, and social media. Finally, a document review in the 2020 Diskominfo SP Surakarta Profile Book.

The analysis technique used in this research method uses data analysis of the Spradley model. In qualitative research divides the stages of data analysis, among others: 1) Domain analysis, namely obtaining a general/comprehensive picture of the research object; 2) Taxonomic analysis, i.e., the selected domain is described in more detail; 3) Componential analysis, namely knowing the specific characteristics by contrasting the elements; and 4) Analysis of cultural themes, namely looking for the relationship between domains and what the relationship is like with the whole, and then stated in the theme and research title [4].

III. THE RESULTS AND DISCUSSION

The government structure cannot be separated from communication and media because this field will be the bridge between the government and the community. Likewise, the Surakarta City Communication, Information, Statistics, and Encryption Service (Diskominfo SP), which was formed in 2017, is one of the essential structures in the Surakarta City Government. Based on the Surakarta Mayor Regulation Number 27-C of 2016, the main task of the Surakarta City Communication, Information, Statistics, and Encryption Service is to carry out mandatory affairs in the fields of communication and informatics, statistics, and coding based on the principles of regional autonomy and co-administration.

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Although it was only established in 2017, the tasks carried out in Communication and Encryption are quite a lot. Activities carried out in the field of Communication and Encryption include: a) Use of outdoor media, including billboards, banners, backdrops, and standing banners; b) Use of print media, including Solo Berseri (tabloid), leaflets, aviation magazines, and public service advertisements in newspapers; c) Use of electronic media, which includes television and radio; d) traditional media, which includes traditional media communication forums (FK Metra); e) Management of the official website; and f) Encryption management.

A. Government Public Relations Management

The Ministry of Communication and Informatics has stipulated the Regulation of the Minister of Communication and Information (Permenkominfo) No. 14/2016 concerning Guidelines for the Nomenclature of Regional Apparatuses in the Field of Communication and Information, especially on the Public Relations of Regional Governments (Pemda) in districts/cities. This Permenkominfo is an effort to strengthen the local government's public relations structure to implement the mandate of Article 109 paragraph 2 of Government Regulation (PP) of the Republic of Indonesia No. 18/2016 concerning Regional Apparatus (Ministry of Communication and Information, 2016a). Based on this regulation, the Regional Government must have a structure in communication and information as an ideal integration for government public relations. The mandate from the Minister of Communication and Informatics is clear to form a channel that starts from the ministry at the central level to the lowest level (district/city). So that it can facilitate government public relations when explaining information thoroughly [5].

In the government's public relations policy, it is stated that government public relations carry out the functions, as stated in Presidential Instruction No. 9/2015 concerning the Management of Public Communication, namely (a) nation-branding, (b) socialization, (c) education, (d) program campaigns, and (e) counter-narrative. The roles are (a) communicator so that government public relations plays a role in opening access and two-way communication channels, between government agencies and the public, either directly or indirectly, through public relations facilities; (b) facilitators, government public relations play a role in absorbing the development of the situation and public aspirations to be used as input for the leadership of government agencies in making decisions; (c) dissemination, government public relations plays a role in providing information to internal organizations and their publics, either directly or indirectly, regarding the policies and activities of each government agency; (d) a catalyst, government public relations plays a role in carrying out various approaches and strategies to influence public attitudes and opinions to align the interests of the government with the public; (e) counselors, advisors and interpreters, public relations are consultants, advisors, and translators of government policies; and (f) Prescriber, public relations plays a role as one of the strategic instruments of the top policy-making leaders.

The government's public relations mission, as stated in the General Guidelines for Public Relations Governance in Government Agencies, is (a) to build a positive image and reputation of the government, (b) to form, improve and maintain positive public opinion, (c) accommodate and cultivate public aspirations, (d) ) seek, classify, clarify and analyze data and information, (e) disseminate government programs and policies, and (f) build public trust. Government public relations must show that as a service institution, the government bureaucracy is imaged as an institution that is responsive and proactive in
providing services to the community.

B. Industry 4.0

Changes in communication today are also influenced by industry 4.0. Starting from people familiar with advances in technology and information, it creates conditions for the government to participate and engage in industry 4.0. The industrial revolution 4.0 brings us to the development of the potential to carry out transformations in all aspects of daily life, starting from the way humans make decisions, improving customer experience, and giving birth to new business models that optimize the value chain to arrive at previously unimaginable levels of efficiency [6].

The industrial revolution as a combination of four technologies, namely (a) mobile internet (mobile internet): Mobile devices take over the use of fixed-line devices as the primary device in accessing the internet; (b) cloud technology: Internet connection that is getting cheaper and faster allows more and more computing capabilities that can be accessed from various places; (c) Internet of Things (IoT): In 2015, there were 18.2 billion internet-connected devices [7].

C. Industry 4.0 in Diskominfo SP

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The priority in Communication and Encryption is the people of Surakarta City, the mass media, and other fellow agencies. Diskominfo SP is cautious in acting and disseminating information as part of the government. However, maintaining the reputation of the City of Surakarta is a form of an obligation of Diskominfo SP. One of the intermediaries and means used to communicate information to the public is social media. Today, social media is an easy and fast bridge to communicate.

Dissemination of information is not only through the official accounts of the City Government (Pemkot) or Diskominfo SP, but there are many social media accounts, especially Instagram. There are many accounts out there in Surakarta City’s name and have tremendous influence. No wonder many people are familiar with these accounts, for example, agendasolo, discountsolo, soloinfo, and others. These accounts are always crowded with many comments, likes, and even shared everywhere. This is also a concern in the field of communication and encryption. Especially in the current era, it is not uncommon for negative issues to arise in Surakarta.

The Communications and Encryption Division decided to monitor and embrace the holders of these accounts to prevent unwanted things. They are meeting once a month and forming an online group to strengthen the relationship between the two parties. Unlike the management of social media, mass media in Surakarta City are treated the same. Making news is consistently confirmed by the SP Diskominfo before the information is raised to the public.

Now, the news appears not only in print media but also in online media. SP Diskominfo, which functions as public relations for the government, should respond to information that appears, especially news with negative issues. Unfortunately, the field of Communication and Encryption still uses the manual method to check news related to Surakarta. The Communication and Encryption Sector has not yet utilized an automated system or bot to filter information on behalf of the City of Surakarta. This is, of
course, very risky to the reputation of Surakarta City and public opinion. In addition, with a system that is still manual, of course, workers have to work extra because they are forced to be careful and fast in filtering issues against the City of Surakarta.

The Communication and Encryption Division also develops official websites and complaints. The official website contains information in announcements, articles, profiles, and others. Meanwhile, this complaint website is specifically made for people who want to submit complaints, criticisms, suggestions related to the City of Surakarta. This website is called Ulas Kota Surakarta, and now it is also developing into an application on a smartphone. Complaints can also be submitted via social media with the hashtag #Lapormasgibran.

Workers are always required to be responsive to complaints 24 hours a day. Although there is a list of frequently asked questions, Diskominfo has not maximally utilized automated systems or bots to respond to public queries or complaints. Community satisfaction is a top priority in the field of Communication and Encryption. The scale of the measure of community satisfaction is also not yet available effectively. For example, if there is a complaint about a fallen tree on a highway, the Communications and Encryption sector will provide feedback in the form of an image as evidence that the failed tree problem has been resolved to the previous complaint. The level of satisfaction measured by Diskominfo is still in the form of a "Thank you" from the community. This will be more effective and measurable if the satisfaction system is made like a 1 to 5-star scale.

From this statement, the Head of Communication and Encryption acknowledged that HR currently has a lot of workloads to bear and requires additional human resources. As a result, the working hours of the workers exceed the rules that have been set. The average working hours of HR exceed 24 hours/day. Although the workload can still be overcome, most human resources do not get welfare at work. Currently, the field of Communication and Encryption is waiting for additional human resources from selecting CPNS and TKPK. The Head of Communication and Encryption hopes that the increase in HR will ease the workload of existing HR in the field of Communication and Encryption.

Diskominfo SP has entered industry 4.0 with well-structured and advanced management. With the many responsibilities and activities carried out in Communication and Encryption, they can be open and work quickly with the public, mass media, and other services.

**IV. LITERATURE REVIEW**

Several previous studies related to government public relations were more focused on technical or managed media systems. Some of these studies include 1) Research by Iriantara on government public relations 4.0 with the aim of research to find out how they use and management of social media are used in government public relations practices because social media is now an essential part of human communication activities, of course, it also demands government public relations use this social media to be able to quickly respond to information that needs further explanation from the government [9], and 2) Research by Damanik & Purwaningsih on e-government and its application in the local government environment with the aim of the study being to describe the application of e-government in the perspective of the quality of information available on the Bengkalis Regency Government website, and identify deficiencies found on the Government website [10]. Bengkalis Regency can reduce the value of information quality.

**CONCLUSION**

The results of this study conclude that Diskominfo SP has entered industry 4.0 with good and structured management. The many responsibilities carried out in the field of Communication and Encryption cause
an excessive workload on their human resources. The recommendation given from the results of this study is to maximize the use of automated systems/bots, mainly to filter issues related to the City of Surakarta and websites/complaint applications that allow for lightening the work while waiting for additional human resources from the results of CPNS and TKPK.

REFERENCES