

REGIONAL GOVERNMENT STRATEGY IN IMPROVING PUBLIC SERVICE PERFORMANCE OF THE PUBLIC RELATIONS SECTION OF THE REGIONAL SECRETARIAT OF GAYO LUES REGENCY

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ABSTRACT

This research aims to find out the strategy and work program of Gayo Lues Regency that has been planned and will be implemented, this can only be done through the Gayo Lues Regency public relations department. This study uses a qualitative descriptive method with observation and literature methods. The results in this study are Gayo Lues Regency Public Relations. has a role in publicizing government activities, namely as a communicator in making and covering government activities, relationships, namely building good relations with internal and external publics, backup management by approaching how the community reacts and responds to posts from the Kampar Regional Secretariat's public relations account, as well as good image markers, namely by creating a positive image for the Government of Gayo Lues Regency. Then it was suggested to Gayo Lues Regency Public Relations, always be active in making news, and asked all Public Relations staff of the Gayo Lues Regency Government to have the ability, visual, to deal with future developments and demands for public services

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1. INTRODUCTION

In running the government system, it is demanded that there be a new paradigm in its implementation, namely the government paradigm that leads to good governance processes. For the sake of realizing good government administration, there needs to be openness, easy access, accountability and transparency in every service provided (Abdussamad, 2016). Government institutions, such as offices, departments, and agencies that are included in the Regional Work Units, are starting to realize the importance of input from the community and related parties to realize good governance.

One of the government institutions whose job is to create a form of openness, easy access and transparency is the duty of the Head of Public Relations. to the image of the government where PR is located (Ananda, 2020). In accordance with the Public Information Disclosure Act which was published on May 1, 2010 which is based on article 28 of the 1945 Constitution letter F which reads: Every individual has the right to communicate and obtain information for the progress of individuals and groups in their environment, and has the right to seek, obtain, as well as managing and disseminating information through available media.

The presence of the public information disclosure law requires government public relations to be quicker and more responsive to the information provided. Public Relations has an important role in organizing two-way communication between the government and the public. The goal of public relations in carrying out its activities focuses on the wishes of the public relations public in the public relations environment to work. The main objective is to form and maintain good relations and create a positive image of local government in the public's eyes. Public Relations of the Regional Secretariat of Gayo Lues Regency (Setda) is one of the divisions that carries out the function of channeling government information to the public. As a regional information center, the Public Relations Secretariat should be able to collect the latest information that is happening in the Gayo Lues Regency area.

For this reason, good relations with each Regional Work Unit (SKPD) will facilitate public relations performance. At this time, the information managed by the public relations department has not been carried out properly, a lot of information related to the Regional Government has not been conveyed, resulting in a lack of information received by the public. This happens because many SKPDs still manage information individually, so that the information concerned is not known by public relations and results in reduced information being received by the public. For this reason, it is necessary to have a Regional

Secretariat Public Relations Strategy in providing information to the public so that information related to local government such as the policies set can be known by the public.

Strategic management is art and knowledge formulating, implementing, and evaluating decisions - strategic management focuses on the process of setting goals organization, development Policy and planning to achieve goals, and allocation to implement policies and plan the achievement of organizational goals. Strategic management combines the activities of various functional parts of a business to achieve organizational goals (David, 2004). There are three stages in strategic management, namely: Formulation of strategy, Implementation of strategy, Evaluation of strategy.

Public Relations has a responsibility to be a liaison between government agencies, government agencies and non-governmental organizations, government agencies and the media and between government agencies and their apparatus and the wider community. In its role as a connecting bridge, Government Public Relations collects, processes and disseminates information related to programs or policies, activities and achievements achieved by institutions to institutional responses to responses, aspirations and opinions that develop in society towards these institutions.

Therefore the Public Relations Section of Gayo Lues Regency must implement and evaluate the chosen strategy effectively and efficiently, so that organizational goals, as well as The goal of public relations in carrying out public information disclosure activities to the public is that the policies set can be known by the public and also create a positive image.

2. LITERATURE REVIEWS

2.1 Strategy Management

According to (David, 2004), strategic management is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objectives. Whereas (Hariadi, 2003) argues that strategic management is a process designed systematically by management to formulate strategies, implement strategies and evaluate strategies in order to provide the best values for all public to realize the vision of the organization.

Strategy allows the organization to carry out its mission in an effort to produce something, (operational planning to produce goods and / or services and services) quality, and optimization directed at achieving the organization's strategic goals. According to (Hariadi, 2003), the notion of strategic management is a process that is arranged systematically by management to formulate strategies, implement strategies, and evaluate the strategies implemented. All of these activities aim to realize the vision and mission of an organization.

According to (Mulyadi, 2011), the notion of strategic management is a process carried out by managers and employees to formulate and implement strategies in providing the best customer value to realize the organization's vision.

According to (Single, 2004) Strategic management consists of the following nine critical tasks:

1. Formulating the company's mission including a broad statement regarding the purpose, philosophy and goals.
2. Develop a company profile that reflects on internal conditions and capabilities.
3. Assess the company's external environment, including both competitive factors and factors related to the general context.
4. Analyze the company's options by matching the company's resources with its external environment.
5. Identify the most desirable options by assessing each option in light of the company's mission.
6. Choose a set of long-term goals and grand strategies that will achieve the most desirable option.
7. Develop annual objectives and short-term strategies that correspond to a set of long-term objectives selected from the grand strategies.
8. Implement strategic choices with budgeted resource allocation tools that match tasks, people, structure, technology and emphasize reward systems.
9. Assess the success of the strategic process as input for future decision making

From some of the definitions above, it can be concluded that strategy is a process or series of decision-making activities that are basic and comprehensive in nature, accompanied by a determination of how to implement them, made by the leadership of the organization and implemented by all levels within the organization to achieve goals.

2.2 Performance

Performance is the periodic determination of the effectiveness of the organization's operations, parts of the organization and its employees based on predetermined goals, standards and criteria (Srimindati, 2006). According to (Gibson et al, 2003), job performance is the result of work related to organizational goals, efficiency and other performance effectiveness performance. Meanwhile according (David, 2004), Performance is the appearance of the work of personnel and within an organization. The appearance of the work is not limited to personnel holding functional or structural positions but also to the entire range of personnel within the organization. Performance refers to a level of achievement of tasks performed by someone. It describes how well a person fulfills the demands of his job.

According to (Murdijanto, 2004), states that performance is the result of work that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities in the context of efforts to achieve the goals of the organization concerned legally, not violating the law and in accordance with morals and ethics. Meanwhile according to (Hadari, 2014) Performance is the result of carrying out a job, both physical/mental and non-physical/non-mental.

Performance appraisal acts as feedback on various things such as abilities, fatigue, deficiencies and potential which in turn is useful for determining goals, paths, plans and career development (Siagian, 2016). According to (Irawan, 2015), that performance is a result of work that is concrete, observable, and measurable. If we recognize three kinds of goals, namely organizational goals, unit goals, and employee goals, then we also know three kinds of performance, namely organizational performance, unit performance, and employee performance.

Employee performance (work achievement) is the employee's actual performance compared to the expected performance of the employee. Expected work performance is a standard achievement that is compiled as a reference so that employees can see the performance according to their position compared to the standards set (Dessler, 2000). According to (Murdijanto, 2004), states that performance is the result of work that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities in the context of efforts to achieve the goals of the organization concerned legally, not violating the law and in accordance with morals and ethics.

Another definition of performance put forward by (Simanjuntak, 2005) stated Performance is the level of achievement of results on the implementation of certain tasks. Company performance is the level of achievement of results in order to achieve company goals. Performance management is the overall activity carried out to improve the performance of a company or organization, including the performance of each individual and work group in the company.

Another understanding according to Malayu SP Hasibuan is that performance (work achievement) is a result of work achieved by a person in carrying out the tasks assigned to him based on skill, experience and sincerity as well as time (Hasibuan, 2009). The definition of performance according to Hasibuan above is that in order to achieve a performance, an apparatus must have the skills, experience, sincerity and time so that it can run as expected. Another opinion about performance, performance is carrying out an activity and perfecting it according to their responsibilities with the expected results (Adella et al, 2009)

From the definition above, in carrying out and perfecting an activity it must be based on a sense of responsibility in order to achieve the expected results. Based on several opinions about performance and work performance, it can be concluded that the notion of performance and work performance contains the substance of the achievement of work results by a person or group of people.

Thus that the performance and work performance is a reflection of the results achieved by a person or group of people. There is a close relationship between individual performance and institutional performance or corporate performance. In other words, if the employee's performance (individual performance) is good, it is likely that the company's performance (corporate performance) is also good.

Ability and skill will be less meaningful if it is not followed by work morale and employee discipline in realizing goals. The description of performance involves three important components, namely:

- a. performance goals,
- b. Performance Measures
- c. Performance assessment.

Determining the goals of each organizational unit is a strategy to improve performance. This goal will give direction and influence how the work behavior expected by the organization should be for each personnel. However, setting goals alone is not enough, because it requires a measure, whether a person has achieved the expected performance. For quantitative and qualitative performance standards for each task and position play an important role.

3. METHODS

The nature of this research is qualitative descriptive research, qualitative descriptive research is research conducted to determine the value of an independent variable, either one variable or more (independent) without making comparisons, or connecting with other variables. While the research object is the Public Relations Section of Gayo Lues Regency. The sample is part of the population that has the same properties as the object which is the source of the data. There are several characteristics conveyed about the sample, namely the dimensions of the sample, such as shape, color and type. (Sugiyono, 2013). The purpose of sampling is to reduce the object under study, this will provide benefits in research. In this study the sampling method used Proportional sampling is a way of taking samples by setting the characteristics according to the purpose. (Sugiyono, 2013), The sample or object of research this time is the Public Relations Section Gayo Lues Regency.

The type of data that the writer collects is primary data. Primary data is a data source that directly provides data to data collectors (Sugiyono, 2012). This primary source is in the form of interview records obtained through interviews that the author conducted. In addition, the authors also make field observations and collect data in the form of notes about situations and events in the library. Primary data is taken through research, namely;

1. Field Research, Field Research is through: Observation and Interview Methods.
2. Library Research, which collects a number of information about local government programs, strategies for the Public Relations Division of Gayo Lues Regency as well as articles and journals summarized in previous research.

Data analysis techniques, The data that has been processed is then analyzed using a qualitative descriptive analysis. The results of the analysis are then interpreted to provide a clear picture of the problems posed.

4. RESULTS AND DISCUSSIONS

4.1 Southeast Aceh District Public Relations Department

Has the task of organizing information and news affairs, management and complaints and protocols and documentation. To carry out the task, the public relations and project department has the following functions:

1. Preparation of policy formulation and administrative services in the field of information and reporting, complaint management as well as protocols and documentation
2. Implementation of policies in the field of information and reporting, management of complaints as well as protocols and documentation
3. Implementation of studies, evaluation analysis and reporting of activities in the field of information and reporting.
4. Implementation of other tasks given by the general administration assistant in accordance with the field of work.
5. Public Relations Sub-Division Has the task of:
 - a. Carry out the collection and presentation of information and reporting
 - b. Prepare study materials, implementation analysis, information and reporting
 - c. Carry out information dissemination of government and social institutions through materials and materials, as well as the mass media
 - d. Facilitating routine and incidental lectures and dialogues, face to face through exhibitions, workshops, discussions and interactive dialogues
 - e. Carry out monitoring of the circulation of commercial, non-commercial and printing presses, as well as carry out dissemination of government information through print media
 - f. Carry out activities on government and community activities and events that occur using audio, video and visual facilities
 - g. Carry out clarification of information and reporting to the press.
 - h. Carry out other tasks given to the head of the section according to the field of duty.
6. Events Sub-Section Has the task of:
 - a. Carry out an inventory, prepare materials for drafting a policy for collecting and managing complaints
 - b. Prepare study materials, analysis and reporting on the implementation of complaint management
 - c. Carry out administrative duties and sections
 - d. Carry out other tasks given by the head of the section according to the field of duty
7. Protocol Sub Section Has the task of:

- a. Coordinate protocol activities and documentation
 - b. Prepare materials and equipment to support protocol activities
 - c. Carry out regional protocol activities and document local government activities
 - d. Facilitate local government protocol and documentation activities
 - e. Carry out the management and documentation of the results of coverage and broadcasting in the form of clippings, recordings, videos and films
 - f. Carry out other tasks and given by the head of the appropriate field
8. Gayo Lues Regency Public Relations Programs and Activities The Gayo Lues Regency government public relations program activities are as follows:
- a. Information technology utilization optimization program with the following activities:
 1. Dissemination of regional development information via radio
 2. Preparation of information systems for public services
 3. Compilation of regional development information through the website.
 - b. Information cooperation program and mass media
 1. Dissemination of information on local government administration
 2. Dissemination of regional development information
 3. Cooperation of mass media and bouquets.
 - c. Communication, information and mass media development program Guidance and development of communication and information resources
 - d. Program for human resource development facilities in the field of communication and information Socialization program for regional development through regional public relations forums with the community.

The aims and objectives of implementing programs or activities in the PR department of the Kampar regional secretariat are as follows:

- a. Dissemination of regional information via radio The aim of this activity is to provide information dissemination via Gayo Lues District government radio. While the purpose of this activity is to disseminate information on the development of Gayo Lues Regency.
- b. Information system development activities for the public. The purpose of this activity is to provide information through billboards, banners, etc. While the purpose of this activity is information can be spread well.
- c. Compilation of information through the website The purpose of this activity is to disseminate information through the government's official website and also social media held directly by public relations such as Facebook, Instagram and YouTube. The purpose of this activity is to spread regional information about Gayo Lues Regency.
- d. Fostering and developing communication and information resources. The purpose of this activity is to create synergy between the public relations department and SKPD within the local government of Gayo Lues Regency. So that it becomes a bridge for the dissemination of public information disclosure. Meanwhile, for the purpose of this activity is the formation of a public relations coordinating body and officials managing information and documentation for the regional government of Gayo Lues Regency.
- e. Dissemination of information on regional government administration The purpose of this activity is to disseminate Kampar Regency Government policies through print media in the form of cooperation on regional development promotion pages and cooperation with public relations with online media in the form of links, advertorials and link banners by increasing public knowledge and insight about District development Gayo Lues.
- f. Socialization of Gayo Lues Regency government programs through regional public relations forums with the community. The purpose of this activity is to disseminate information to all levels of society through socialization and establishing good cooperation between the district government and the press and the public. Meanwhile, the purpose of this activity is to disseminate information to the public about the programs and activities of the government of Gayo Lues Regency.

4.2 Gayo Lues Regency Public Relations Performance

Information services are a form of public relations performance provided to the public who use information. Public Relations provides information services to the public in accordance with established professional beliefs and standards. This is intended so that information services have value and can meet the needs and expectations of society. Public information is information that is generated, stored, managed, sent and received by a public body related to administrators in accordance with the law and related to the public interest. Public bodies are executive, legislative and judicial institutions that function and have main

tasks about state administrators. The forms of performance carried out by the Gayo Lues Regency government public relations so far are:

1. Conduct broadcasting and reporting cooperation contracts with local print and electronic media regarding programs and activities of the regional government of Gayo Lues Regency
2. Sending and receiving information about activities both programmed by the regional government of Gayo Lues Regency and by the central government.
3. Manage and analyze good news from the central government, provincial government and district government. The public relations department is the mouthpiece for the regional government of Gayo Lues Regency in socializing local government programs and activities. Given the importance of the role of public relations, public relations is required to carry out its duties and functions properly in the field of information and communication.

5. CONCLUSION

Public Relations as a bridge to convey news about government plays an important role for the progress of government agencies, because Public Relations must have extensive insight before delivering the news so that people can understand and understand the results of the posts. Gayo Lues Regency Government Public Relations must play a role in publicizing government activities, especially Gayo Lues Regency and make public relations a bridge of communication and play a role in overcoming matters that exist in government, public relations must also build good relations with internal and external publics and then see how the community responds from publication of government activities and can provide good information so that the government of Gayo Lues Regency gets a positive image.

Communicator: Gayo Lues District Government Public Relations as a communicator becomes a bridge of communication between organizations and their publics who have a role in overcoming matters that exist in government. Not only that, public relations must be able to master how to make good news to be published to the public through the Kampar Secretariat's Public Relations social media account. Public Relations acts as a sender of messages to the communicant in the communication process, in other words, a communicator is a person or group of people who takes the initiative to become a source in a relationship.

Relationship Public Relations Gayo Lues Regency Government builds good relations with internal and external publics, internal publics such as superiors and subordinates in government agencies, while externals provide information to the public through Facebook accounts

Public Relations of the Regional Secretariat of Gayo Lues Regency and also with other online media who voluntarily post news obtained from the Public Relations account of the Gayo Lues Regency Regional Secretariat free of charge.

The Public Relations Management of the Gayo Lues Regency Government in taking an approach by looking at how the community reacts and the response of the community in published news whether it hinders the development or supports the progress of the company, then public relations can carry out planning by determining goals, target messages, and more effective communication media to convey the news, here public relations prefers facebook, then the public relations evaluates and from here can answer the extent to which the objectives of public relations are achieved to publish government activities and also used for improvements and guidelines in planning the next public relations work

Public Relations of the Gayo Lues Regency Government Trying to provide good and thorough information (Good Image Marker) to the community in order to get a positive response and image, with that the community is more familiar and more aware of the functions and roles of government officials in carrying out all forms of activities published through Kampar Secretariat Public Relations Facebook account.

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