

Management of Online Media Publications at the DPRD Secretariat

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Abstract. The South Sulawesi Provincial DPRD Secretariat carries out management development from mass media to online media. It means disseminating information to the public in the Sub-Section of Public Relations, Protocols, and Publications which strives to be a bridge between government agencies and the public in providing information services to the public. This study aims to determine and analyze how the Public Relations of the South Sulawesi Provincial DPRD Secretariat managing online media through news sites and the website of the South Sulawesi Provincial DPRD Secretariat Institute. This research uses qualitative research methods with non-probability sampling techniques. The results of this study indicate that the Public Relations of the DPRD of South Sulawesi Province classifies online media management; 1). The content section that manages or manages news content, 2). The design department was responsible for the appearance of the website. This research is expected to contribute to being an innovation in improving public information services, especially in government Public Relations.

Keywords: Publication Management; News; Online Media; DPRD Secretariat; Government Public Relations

1 Introduction

Government public relations generally serve as communicators in the implementation of government programs. Routines carried out by the government must be shared with the public by Public Relations. The things that are informed include new policies, achievements, and achievements of the government itself. This matter is expected to build a positive image of related institutions and form a favorable public opinion on government performance. The goal is to appropriate for Public Relations to utilize all available channels.

The need for public information services through online media is currently supported by the growth of information and communication technology. The ease with which users can access information anytime and anywhere is the main advantage of online media. In a data that the author quotes from Kumparan.com, out of 2721.1 million Indonesians, internet users in Indonesia reach 175.4 million. It shows that more than half of Indonesia's population uses the internet in their lives. Based on these data, it indirectly affects all things, including the

work procedures of Public Relations (PR) and the development of institutions or agencies. Through internet technology and online media, distance is not a barrier for Public Relations to communicate with the public (Hidayat, 2014: 94).

The Secretariat of the DPRD of South Sulawesi Province in the Sub Division of Public Relations, Protocols, and Publications also develops mass media to online media to disseminate information to the public. In Governor Regulation Number 15 of 2016 concerning duties, functions, and work procedures of the Regional Representative Council Secretariat of South Sulawesi Province, the Sub's activities. The Public Relations section of the South Sulawesi Provincial DPRD Secretariat deals with two issues, namely providing information data and publishing DPRD activities. It has become a common concern that online media is one of the keys to reaching the public apart from using "old" methods such as newspaper, television, radio, and banners/billboards.

2 Literature Review

2.1 Media Online in Digital Era

The internet has entered a phase called web 2.0. (web two point-oh) since 2000, where everything has become more interactive. Now everyone can immediately take a role and share anything on the internet. Online media or new media (New Media) is included in mass communication because it is communicated to a broad audience. Technically or physically, online media is a telecommunication and multimedia-based media (PC and internet). Portal, website, or website, including online media category.

One government agency that is sensitive in keeping up with technological developments in the Public Relations of the South Sulawesi Provincial DPRD Secretariat. Through this digital-based technology, barriers to distance, dimension, and space can be overcome, allowing events that occur in various parts of the world to be seen live or real-time around the world instantly, and vice versa. The form of democracy regarding information disclosure in the digital information era is also contained in Pancasila and the Preamble to the 1945 Constitution. Social justice, which is expected to be one of its elements, is justice in obtaining information relating to the nation's dignity. Government public relations play an essential role in this matter.

It is hoped that information disclosure can become a foundation in the development of an institution's program as stipulated in Law Number 14 of 2008, which can create active community participation in monitoring the activities carried out and can foster community participation in activities carried out by the government. This information disclosure is expected to encourage the realization of Good Governance. Good governance is a good governance concept, participatory, accountable, transparent, objective, and fair (Srijanti, 2007). It is the same as the principle of transparency in all government activities in general.

The principle of transparency is expected to become a foundation in the interactions between government and society. Piotrowsy and Van Rinzin (In Dwiyanto, 2011) explain that transparency in government can be defined as the ability to explain what is happening in organizations in the public sector through open meetings, providing access to documents, actively publishing information through websites, protecting whistleblowers, and even through illegal leaks of information. Information and communication technology via online media in the digital information era is beneficial in informing all government activities. It is done to

realize the concept of good governance, participatory, accountable, transparent, objective, and fair.

2.2 Management Theory of Public Relations

Public Relations, which is better known as the Indonesian term Public Relations or Public Relations. Government agencies used to call it Public Relations. There is no difference between the meaning of Public Relations and Public Relations in terms of understanding, process, objectives, functions, and work procedures. Due to the complexity of the definition of Public Relations or PR, there can be differences in the meaning of certain parties when viewed from the point of view of communication, publication, management, marketing or advertising, and various other factors.

Government public relations plays a role as a connector between the government and the public. According to Crespo and Echart (2011), government performance can be provided by the public through the government's capacity in dealing with problems and managing public policies through the stages of Public Relations management "POAC," namely planning (planning), Organizing (organizing), Actuating (implementation), and Controlling. (supervision). (Frank Jefkins, 2004: 10).

It becomes a concern that the duties and functions of public relations are no longer just documentation and clippings but rather provide information and build and become a good relationship between the community and the government through web 2.0 as stated in Permenpan RB No. 31 of 2011 concerning government public relations infrastructure which places the internet and website as essential components in the guidelines for implementing government public relations duties. Thus, this study will show the Public Relations of the DPRD of South Sulawesi Province in managing publications on online media to meet the government's needs and the public.

3 Methodology

This research was conducted at the Secretariat of the Regional Representative Council of South Sulawesi Province as an agency that uses online media as a medium for information and publications using descriptive qualitative research. After collecting the research data, an analysis of the research data will be carried out. The qualitative data obtained will be analyzed by collecting all the data from interviews with informants and direct observation at the research location.

There is no standard way of setting up a qualitative analysis so that each researcher can do it differently. According to specific categories, interpreting the data obtained by words or sentences and then drawing conclusions from the research will be the basis of analysis in qualitative research carried out in this study. The sampling technique used in sampling in this study is the purposive sampling technique. The definition of purposive sampling, according to Jogiyanto (2007: 79), states that purposive sampling is carried out by taking samples from the population-based on specific criteria. The criteria used can be based on a particular consideration (judgment) or quota (quota).

The data from the research findings were obtained from in-depth interviews with several people whom the authors consider representative in this study—namely, the DPRD Secretary who directly oversees the South Sulawesi Provincial DPRD Secretariat. The second informant is the Head of the Trial and Legislation Section. The third is the Head of the Public Relations,

Protocol, and Publications. The following criteria for informants are the Public Relations Staff as the Public Relations Technical Implementer in the Secretariat of the DPRD of South Sulawesi Province, totaling four people.

4 Result and Discussion

Online Media Management at the Public Relations of the South Sulawesi Provincial DPRD

The results of the research that have been done show that the Public Relations of the DPRD of South Sulawesi Province classifies online media management into two parts, namely:

a) The Content Section that Manages or Manages News Content

The first step in information gathering activities is to find and decide on content and news content in online media, both on online media portals and websites. The management of online media at the Public Relations of the DPRD of South Sulawesi Province is not without inadequate planning, the content shared may or may not refer to problems found in the field.

The most fundamental part of program planning is the organizational goals, one of which is to promote work programs and publish ministerial meetings to the public. Program planning can change from time to time depending on conditions in the field, given the busy activity of the DPRD of South Sulawesi Province. Managing online media as a medium for public information is Public Relations as a communication bridge between the community and members of the DPRD of South Sulawesi Province.

Content on online media is managed by two PR staff of the Southern Provincial DPRD. The staff is also responsible for news releases as well as being a photographer for any animal activities. Online media content consists of articles, news and includes photos, videos, and infographics. The dissemination of news in online media is almost the same as that of PR in other governments. After one of the staff wrote a news script simultaneously by working with Public Relations in other government offices.

There are two ways the Public Relations of the South Sulawesi Provincial DPRD works, namely by inviting journalists who will cover directly and the second by sending releases and photos that have become news and then shared with media crews who are posing at the DPRD of South Sulawesi Province and the staff of the Provincial DPRD Secretariat website. South Sulawesi to update the news.

b) The Design Department Responsible for the Appearance of the Website

This design section deals with the appearance of the website. One staff member of the Public Relations section of the DPRD Sulawesi Selatan Province is given responsibility for managing the website's appearance. This staff also selects and becomes the editor of every news that is updated on the website. It requires reliable human resources, who not only understand computer operations but are also reliable in managing online media and dispensing journalistic news.

5 Conclusion

This research shows that the South Sulawesi Provincial DPRD Secretariat, through the Public Relations Section of the South Sulawesi Provincial DPRD Secretariat, has used online media as a medium for public information. Public Relations of the South Sulawesi Provincial DPRD Secretariat, in this case, applies the Public Information Openness Law by utilizing online media as a two-way communication link between members of the South Sulawesi DPRD and the community.

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