

Optimization of The Role of Protocol and Communication of The Leadership of The Regional Secretary Office Sikka Regency in Public Information Services

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ABSTRACT

This study aims to examine the optimization of the role of the Protocol and Communication of the Leadership (Prokompim) of the Sikka Regency Secretariat in providing public information services through the Sikka Buletin Facebook account. The focus of the study is to evaluate the effectiveness of social media content management and communication strategies to increase public involvement. A qualitative approach is used to describe content management based on observations, interviews, and documentation studies. Data were collected through interviews with the admin of the Sikka Buletin Facebook account and followers as well as analysis of published content. The data analysis technique adopted the Flow Analysis Models of Miles and Huberman, which include data reduction, data presentation, and verification to produce in-depth understanding. The results of the study indicate that although Prokompim has attempted to manage content using the 5W1H elements with a formal but relaxed communication style, there are still challenges in increasing audience engagement. The main findings include low public interaction with posted content and less than optimal time and collaboration in content management. This study recommends a more planned time management strategy, collaboration with related agencies to enrich content, and a focus on audience engagement to strengthen the relationship between the government and the community through social media.

Keywords: Facebook Sikka Bulletin, Optimization, Protocol and Leadership Communication, Public Information Services, Social Media

INTRODUCTION

Communication is one aspect that cannot be ignored by humans, because fundamentally, communication is the core of human life as a social being. In general, communication is defined as the process of conveying and receiving information. In the context of an organization, communication plays an important role in determining success, because through communication, a leader can plan, organize, and direct members of the organization. This shows that the communication skills of each individual have a direct impact on personal and organizational effectiveness, including in government organizations. (Adhiatma & Mahmudah, 2023)

Rapid technological advances today encourage the government to provide quality services that have a positive impact on its citizens. Technological developments have brought about major changes in the way we live, which ultimately trigger global and social transformation. To ensure smooth communication with the media and the public, government institutions, especially the Prokopim work unit, need to be able to manage and disseminate information well, efficiently, effectively, and economically.

In the era of globalization that demands rapid exchange of information, communication technology plays a very vital role. In general, information and communication technology covers various aspects involving technology, engineering, and management techniques used to control, process, and utilize information. In information and communication technology-based learning, there are three main elements, namely computers, multimedia, and telecommunications. In addition, information and communication technology covers various activities related to the processing, manipulation, management, and transfer of information through various media, making it an inseparable part of modern life. (Wiryaningrum et al., 2022)

Public Relations and Protocol Division is one of the organizations in the regional government environment. Prokopim acts as one of the main supporters of the Regional Secretariat function while still focusing on providing protocol and public relations services. Prokopim's duties include preparing policy implementation, coordinating regional apparatus tasks, and monitoring and evaluating regional policies in the fields of protocol, leadership communication, and documentation. In carrying out its role, Prokopim also carries out organizational communication functions, which include information, regulation, persuasion, and integration functions. (Kedoh, 2023)

Prokopim has a very important and strategic role in government, functioning as a liaison to create a conducive atmosphere between various stakeholders, both inside and outside the organization. The main objective of this role is to build a positive image of government institutions. In carrying out publication activities, Prokopim is directly involved in government activities, conducting documentation, and compiling news which is then shared through social media accounts. However, it should be noted that publication activities by Prokopim do not always guarantee the effectiveness and accuracy of data. This is due to the fact that the team Prokopim is not only responsible for government activities, but also has additional tasks related to publication, such as documentation and news production for social media. Thus, there are challenges in ensuring that the information delivered remains accurate and effective. (Jaya, 2024)

The rapid flow of information is a major challenge for government institutions, especially for government PR, which plays a key role in managing public communication. As part of its duties and responsibilities, government PR is responsible for ensuring public access to information, encouraging public participation in the policy-making process, and supporting the creation of transparent governance. (Priyatna et al., 2020)

Facebook is one of the most popular social media in the world, including in Indonesia. This platform was first introduced in February 2004. Facebook was founded by Mark Zuckerberg with his fellow Harvard University students, namely Eduardo Saverin, Andrew McCollum,

Dustin Moskovitz, and Chris Hughes. Facebook's headquarters are located in Menlo Park, California, United States.

Facebook has experienced a very rapid increase in popularity. Its growth is supported by the ease of use and the various complete features offered, which are also the characteristics of this platform. The uniqueness of Facebook distinguishes it from other conventional communication channels, such as letters, newspapers, and other electronic media. One of the most prominent characteristics is its network nature, which is the main differentiator compared to traditional media.(Hasan & Suprihatin, 2020)

Social media plays an important role for organizations, especially as a means of conveying information to the wider community and stakeholders in general. In addition to functioning in building discourse and forming opinions, the media is also often used to build the image of the government and regional heads. This publication activity is not temporary, but rather long-term oriented, along with the sustainability of regional government and all the dynamics that accompany it.

Social media is an online platform that allows users to actively participate and share information easily. This media functions as a connector that brings together audiences with similar interests and concerns without being hindered by factors such as geographic location, profession, age, and others (Permenpan No. 83 of 2012 concerning the Utilization of Social Media in Government Agencies). Social media acts as an effective and intensive two-way communication tool, allowing for reciprocal interaction between the sender and recipient of the message.(Darwis & Rizal, 2015)

In general, social media means that the content delivered is not limited to certain individuals, messages appear without going through limitations or barriers, and are delivered directly. Content can be received quickly, making its users creators and actors that allow them to express themselves. In addition, social media also includes interaction, sharing, existence, relationships, status or reputation, and user groups.(Juanda, 2017)

Social media brings benefits in increasing social interaction, both individually and in communities, including in the business world and government. Its presence has changed the pattern of information distribution and consumption, where social media complements conventional media. This platform allows individuals to produce and disseminate information quickly and on a wide scale.

Chris Heuer (in Solis, 2010), formulated several things that need to be considered in managing social media, one of which is the 4C concept,(Adhiatma & Mahmudah, 2023)includes:

1. Context (how we frame the story): This concept includes designing the message, both visually and in terms of content, to ensure the story being told is engaging and relevant.
2. Communication (the practice of sharing stories, listening, responding, and growing): Social media is used as an interaction tool, so the content of the message must be designed to be easy to understand and conveyed well to the audience.
3. Collaboration (working together to create better, more efficient, and more effective results): Social media allows for connections, both between platforms and between users. By actively engaging in trending topics, the messages or content created will be more engaging and more effective.
4. Connection (the relationships we build and maintain): It is important to create and maintain good relationships with the media and other users. This can be done through interactions such as giving likes, comments, or responding to comments on content that has been created.

The circular model in social communication according to Luttrell (2016) consists of several important stages that help social media managers interact with the audience,(Adhiatma & Mahmudah, 2023)consist of:

1. Share

At this stage, social media managers determine the target audience and choose the right type of platform and media for the organization. The goal is to build trust and identify channels that allow interaction with the audience. Managers must have a clear strategy in using social media so that communication can take place effectively and efficiently.

2. Optimize

At this stage, the manager identifies the problems that exist in social media management to find more optimal solutions in the future. This includes determining the type of content to be published, as well as managing the team responsible for social media activity. Monitoring discussions that occur on social media accounts is also important to measure audience engagement with published content.

3. Manage

Social media management requires good time and message management. Actions that need to be taken include determining the right posting time and using a content management system to follow the conversation in real time. In addition, managers must also actively interact with the audience through the comments column and direct messages, and set indicators of success that will be measured in the social media monitoring report.

4. Engage

Audience engagement in social media content is very important because it can affect the assessment of the account. This engagement is shown through the audience's interest in the content posted, which allows them to interact and share the content with a wider audience. Managing an engagement strategy is challenging, but if companies realize the benefits of authentic engagement, good relationships can be formed. Engaging audiences and influencers is an important component of a social media strategy.

According to Bonsón, Royo, & Ratkai, (2015) the instant, direct, and interactive communication components offered by social media provide great benefits to governments at all levels. Social media creates opportunities for governments to be more transparent, engage public participation, and build collaboration with their audiences. The use of social media also expands the government's ability to interact and engage the public. The more open public relations model presented through the use of social media is very beneficial for the government.(Purwadi & Irwansyah, 2019)

The digital era has brought significant changes in the way people access information, and district governments need to utilize technology to strengthen relationships with the public, as well as maintain transparency in providing relevant and accurate information. The digital era brings many conveniences in carrying out various life activities. However, it turns out that the responsibilities and work of the Protocol and Leadership Communication in government, especially in the field of digitalization, are still faced with several challenges that make the role of Prokompim less than optimal.(Anggraini & Maulida, 2023)

According to Nababan (2020), the provision of public information is a very important aspect in the role of government public relations. Their duties are not only limited to designing effective communication strategies, but also include delivering information that supports the realization of government accountability. Government public relations needs to establish external communication with various parties, such as political parties, community leaders, associations, and other target groups, to convey public information that can improve government performance. In carrying out the function of public information services, government public relations acts as a communication facilitator, liaison, and supporter of management in the information delivery process. They are expected to be able to reach various levels of society, create opportunities to hear public aspirations, and ensure that the messages that management wants to convey can be well received by the public.(Adhiatma & Mahmudah, 2023)

The Protocol and Communication of the Sikka Regency Secretariat Leadership also faces many challenges related to the digitalization era where the role and function of Prokompim are also affected. These challenges include how to convey information that is in accordance with the diverse needs of the community. In general, the content published is more related to formal government activities. Although the Sikka Buletin Facebook has succeeded in reaching thousands of followers, not all information conveyed is well received by the community. One of the main indicators is that public interaction with information posted on the Sikka Buletin Facebook account is relatively low, which can be seen from the absence of comments, likes, shares, or direct messages to the government.

The communication process of the Prokompim section is less than optimal, thus slowing down coordination in carrying out daily tasks. It was also found that in carrying out its duties and roles, the Prokompim section of the Sikka Regional Secretariat is still not effective in conveying information to the public through the Sikka Bulletin Facebook account where some activity documentation is not posted according to the activity schedule and the results of the activities are not included in the posts.

From the description above, the researcher wants to study the optimization of the role of the Protocol and Communication of the Sikka Regency Secretariat Leadership in public information services through the Sikka Bulletin Facebook account.

RESEARCH METHODS

This study uses a qualitative method, aiming to explore the management of social media content by Protocol and Communication of the Head of the Sikka Regency Secretariat. This method aims to describe the results of content that has been shared on social media accounts. Facebook Sikka Bulletin. By using this method, researchers can provide a deeper picture of how social media content is managed and received by the public.

According to Sugiyono (2020), a qualitative approach allows researchers to analyze and describe research objects based on social activities, attitudes, and perceptions of society, both individually and in groups. Data and information obtained in the field are the basis for the analysis. (Adhiatma & Mahmudah, 2023)

Data collection was carried out through interviews with social media account admins. Facebook Buletin Sikka and 3 followers of the account. The researcher also conducted a documentation study and observation of posts on the Buletin Sikka Facebook account. The data analysis technique in this study uses the Flow Analysis Models proposed by Miles and Huberman. This analysis process involves three main activities, namely data reduction, data display, and drawing conclusions or verification. With this approach, data analysis is carried out systematically to produce a deep understanding of the information that has been collected. (Adhiatma & Mahmudah, 2023)

RESULT AND DISCUSSION

Characteristics of Social Media Facebook Sikka Bulletin

After collecting data, the researcher then described it based on the characteristics of the Sikka Buletin Facebook social media based on the 4C theory:

1. Context

The context aspect explains how a subject frame the story it wants to convey. In this case, Prokompim Setda Sikka has formed a Publication and Documentation Team to manage content. This team is tasked with collecting materials relevant to the Regent's work agenda, working with the graphic editor team to produce and publish content. The success of the publication is measured by the number of views, likes, and comments received, which reflects the level of audience engagement with the content presented.

2. Communication

In terms of communication, the content creation process is carried out by the admin who also functions as an editor. The communication style used on Facebook Buletin Sikka tends to be formal, with captions that include important information such as the title of the activity, location, participants, time, and results of the activity. The use of the 5W1H elements (what, who, where, when, why, how) in writing captions shows an effort to convey information clearly. Responses from followers in the form of likes and comments indicate that there is interaction taking place.

3. Collaboration

Collaboration aims to create better and more effective content. However, Prokompim Setda Sikka Regency has not collaborated with other government agencies or private parties in producing content for the Buletin Sikka Facebook account. This shows that there is untapped potential to improve the quality and variety of content.

4. Connection

The connection aspect includes the relationship built between the institution and the audience. Prokompim uploads content every day according to the leader's agenda, although the implementation is not yet fully optimal. There are some contents that are not posted according to schedule due to the leader's busy activities. However, the admin tries to build a good relationship with followers through the use of more relaxed and relaxed captions, to avoid the impression that this account is a formal, rigid institution.

Overall, Prokompim Setda Sikka showed good performance in the communication aspect, as seen from the use of 5W1H elements and the selection of appropriate words in the caption. However, there is still room for improvement, especially in terms of collaboration with other social media users and the ability to follow emerging trends. These efforts are important to attract public attention and increase engagement with published content. By understanding the characteristics of each social media, Prokompim can optimize content production and publication more effectively.

Facebook Social Media Management Sikka Bulletin

1. Share

At this stage, Prokompim Setda Sikka has succeeded in determining the right target audience, namely the community who follow the Buletin Sikka Facebook account. The selection of the Facebook platform as a communication medium is a strategic step, considering its popularity among the community. By forming a Publication and Documentation Team, Prokompim shows its commitment to building trust with the audience through the delivery of relevant and structured information. However, to increase the effectiveness of communication, it is important for managers to have a clearer strategy in using social media, including in determining the type of content to be published.

2. Optimize

At this stage, Prokompim Setda Sikka needs to identify problems in content management. Although they have collected materials relevant to the Regent's work agenda, there is still untapped potential, such as collaboration with other government agencies or the private sector. This can help improve the quality and variety of published content. In addition, monitoring discussions on social media accounts is also important to measure audience engagement and adjust content strategies in the future.

3. Manage

Effective social media management requires good time and message management. Prokompim Setda Sikka has attempted to upload content every day according to the leader's agenda. However, the implementation has not been fully optimal due to the busy activities

of the leaders which caused some content not to be posted according to schedule. Therefore, it is important for managers to use a content management system that can help them follow conversations in real-time and determine the right time to post. In addition, active interaction with the audience through the comments column and direct messages must also be improved to build better relationships.

4. Engage

Audience engagement is a crucial aspect of social media strategy. Prokompim Setda Sikka has shown efforts to build good relationships with followers through the use of more relaxed and less rigid captions. Responses from followers in the form of likes and comments indicate that there is interaction taking place. However, to increase engagement, Prokompim needs to consider involving the audience in more interactive content, such as quizzes or polls, and collaborating with relevant influencers. This can help expand the reach of content and increase audience participation.

Overall, Prokompim Setda Sikka has implemented several aspects of the circular model of social communication according to Luttrell, although there is still room for improvement. With a more planned and collaborative strategy, and a focus on audience engagement, Prokompim can increase the effectiveness of communication through social media and build stronger relationships with the community.

CONCLUSION

The conclusion of the analysis of the characteristics of the Sikka Buletin Facebook social media shows that Prokompim Setda Sikka has made good efforts in managing content and building communication with the audience through the use of 5W1H elements and a formal but relaxed communication style. However, there are several areas that need to be improved, such as collaboration with other agencies to enrich content and more effective management of posting times. With a more planned strategy and focus on audience engagement, Prokompim can improve communication effectiveness and strengthen relationships with the community, so that it can achieve more optimal publication goals.

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