PUBLIC INFORMATION DISCLOSURE POLICY IMPLEMENTATION IN DEPARTMENT OF INFORMATION AND COMMUNICATION CODING IN NORTH BARITO DISTRICT, CENTRAL KALIMANTAN PROVINCE, INDONESIA

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Abstract:

Government's PR has a vital role in the public space; so, the public can gain access to information. All the public bodies are required to ensure that there is an open, transparent, accountable policy execution which can be accessed quickly, timely, effective, at low costs and in a simple way. However, in order to achieve this goal Diskominfosandi North Barito, amid limited human resources and lack of infrastructure, is trying to make it happen. In the spirit of Yes Mulik Curved Turan (No Retreat Before Success), with the support of government and all the elements of society, Diskominfosandi strives to provide the best service to the public. The method used for the investigation was a qualitative approach. The research, that is descriptive, tends to use the analysis and is aiming to discover, understand, explain from the data and facts obtained on the ground. Based on the results, it can be concluded that the Public Disclosure Policy Implementation in the Office of Communications Information and Coding North Barito regency is not optimal due to limited infrastructure and lack of human resources.

Keywords: policy, disclosure, information, communication

1. Introduction

The law on public information disclosure has consequences in the legal provisions for all citizens in the field of communication and information. The act describes the public information as information that is generated, stored, managed, delivered, received by a public body. The public bodies include: the legislative, executive, judiciary and the

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institutions which have the task, functions, roles and responsibilities related to the implementation of the state policies.

The law No. 14 of 2008 requires each public body to ensure the availability of information to be open for the public, accountable, transparent, to be accessed quickly, timely, effective, low cost. The government's PR must be able to work professionally and proportionately in explaining to the public the government-related activities, using both publications and documentation of the institution. Public relations' main function is to act as a bridge for the government in disseminating information, administration and community development, but it also to assess the attitudes of society.

The position of public relations is related directly to the leaders and/or top management. The performance of the PR is optimal when it communicates directly with the decision-maker or the supreme leader (Opinion John Tondowijoyo (2004: 9). Its function of is vital for the management, together with human resources, marketing, production, and finance. PR is needed to support the success of the organization's goals effectively and efficiently. Its activities have a complex role, a strategic position on collecting distribute information.

Public relations department should be able to establish a synergic and harmonious relationships with reporters for the implementation of public relations activities and control the information that is communicated to the public. PR is the frontline in delivering the vision, mission and performance of government programs either already are or to be implemented.

PR departments are obliged to improve the management and service of information in every department and unit, as well as to encourage the participation of citizens to the success of the various activities and programs. It is a priority to improve the skills and abilities required to master the tools of public relations information and communication technologies, including the use of social media to know the wishes of the people. In the era of information and communication public relations occupies an important role in maintaining a positive image of government institutions.

2. Research Methods

The research methodology used was descriptive with a qualitative approach. The analysis aimed to discover, understand, explain and obtain data and facts on the ground. Qualitative research underlying data comes from statements and actions, further include additional data in the form of documentary and other materials (Nasution, 2003). Thus, the data source is focused on the speakers, namely:

1. Kadis Kominfosandi North Barito regency;
2. Secretary of the Department of Communications Information and Coding North Barito regency;
3. Head of Public Communication Information;
4. Head of Informatics Applications;
5. Head of Coding;

Data collection techniques were: 1) observation of the activity on the process of a phenomenon to obtain the required information, 2) interview with informant research, 3) documentation of secondary data derived from documents, literature, files, records or other documentation 4) stages analysis using an interactive model Miles and Huberman (1984). The procedures used for analyzing visualizing data included: 1) reduction of data which aims to solve the discovery, review, interpretation of the research questions, 2) presentation of data in the form of posts to incorporate the information in the field. 3) conclusions performed during the study process (Denzin & Lincoln, 2009).

3. Results and Discussion

Decree Barito Utara No. 38 2016 about organizational structure and regional work Barito Utara and decree Barito Utara No. 16 Year 2017 about the duties and job description position at the Department of Informatics Communication and Coding in North Barito district assigns main duties and functions. Department of informatics communication and coding has the following functions:

1) formulate policy following the scope of their duties;
2) implement policies following the scope of their duties;
3) implement evaluation and reporting following the scope of their duties;
4) the administration department following the scope of their duties;
5) carry out other functions provided.

Realizing these goals and objectives required by setting the mission includes:

1) realizing the quality of human resources and public services professional based information and communication technology;
2) realizing partnership, cooperation, communication, and information institutions to increase the capacity of the service dissemination of information;
3) realizing the information security system thoroughly with coding optimize resources in a transparent and accountable;
4) realizing the utilization of information and communication technology infrastructure and integrated informatics applications in government agencies to achieve efficiency and effectiveness.

Office of Communications Information and Coding made a breakthrough and innovation to make it happen. This model has four variables including communication, resources, disposition and the structure of the bureaucracy.

As a follow up of Law No. 14 of 2018 on Public Information, the Office of Communications Information and Coding become responsible for communicating governance information and community development to the wider community. Diskominfosandi continues to play a role on communicating the activities of government in collaboration with social media.

Clarity is a further aspect of communication that is transmitted to the performer, targets and other interested parties. Consistency is a factor that also affects the

communication policy. If the implementation of the policy is effective, then the command delivered to policy implementers have an element of clarity. If the order is not consistent; then, the command will not ease to understand for the policy implementers in performing their duties. The entire executive is expected in communication-related to governance, development and community always coordinating with the leadership of one level above because the communication that we convey will affect the wider community and must be accounted for.

Second, the resources according to George C. Edward III (Samodra, 1994) are important in the implementation of good policies.

In Diskominfosandi all ASN, temporary employees and contractors, have a duty and their respective functions following the job description. The highest authority is the department head as the decision-making which have the responsibility for all activities. Besides, there are facilities owned in the delivery of public information activities. Diskominfosandi has the role of informing the public about the development and progress of government, development and society that have, are and will be implemented. This information is conveyed through managed media covering every aspect such as political, social, cultural, economic, defense and security information, vision and mission, tourism, etc.

Every year Diskominfosandi inform contractors to follow the technical training of each field in order to improve the technical competence of application fields, journalism, public relations, photographers, administrative, financial and coding that aims at improving the competence of the skills possessed and is a guarantee for technical personnel to work in order to obtain optimal results. Because no matter how good policy design is structured, if it is not supported by the human resources to understand and be able to implement the program, it can fail in the middle of the road.

Third, implementing policies regarding disposition or attitude is an important factor. If the implementation of this policy is effective, then the policy implementers must not only know what to do but also have the ability to execute. In practice, the disposition has two forms, namely:

- level of compliance implementation, and
- incentives (incentives).

Diskominfosandi creates SOP for the activities run effectively and efficiently. However, in the application, there are still obstacles due to the ASN or contract workers poor knowledge of the SOP. In terms of leadership, responsibility is fully given to all employees for performing tasks independently; the responsibility is different one from each other, following their field and expertise.

Fourth, the structure of the bureaucracy covers two main characteristics of bureaucracy, namely:

- the working procedure / basic size or often referred to as the standard operating procedures (SOP), and
- fragmentation.

4. Conclusion

Implementation of policies involves four factors, namely communication, resources, disposition and bureaucratic structure. Nevertheless, the officers still carry out their duties optimally from the constantly updated information on social media. SOP and coordination carried out by officers in implementing the policy of public disclosure are enough to meet the needs of the bureaucratic structure factors as described by Edwards in the theory of policy implementation.

Based on the results, it can be concluded that the Public Disclosure Policy Implementation in the Office of Communications Information and Coding North Barito regency is not optimal due to limited infrastructure and lack of human resources.

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