

## PR ACTIVITIES AT THE ENREKANG DISTRICT DPRD SECRETARIAT OFFICE IN PUBLICATION OF LEGISLATIVE MEMBERS' CONSTITUENT VISITS

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### **Abstrak**

*Penelitian ini bertujuan untuk mengetahui aktivitas humas pada kantor sekretariat DPRD Kabupaten Enrekang dalam publikasi kunjungan konstituen anggota legislatif. Teknik penelitian yang di gunakan adalah penelitian kualitatif. Teknik pengumpulan data dengan analisis data menggunakan model siklus. Pengumpulan data dilakukan dengan teknik observasi, wawancara dan dokumentasi. Analisis data penelitian ini menggunakan tiga komponen yang terdiri reduksi data, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Aktivitas humas sekretariat DPRD Kabupaten Enrekang meliputi banyak hal salah satunya sebagai penyedia publikasi kunjungan konstituen anggota legislatif, aktivitas humas terdiri dari non fisik dan fisik yang meliputi pengambilan bahan publikasi dan kemudian diolah menjadi informasi yang layak bagi masyarakat. Aktivitas humas pada publikasi kunjungan kerja hanya merupakan satu dari sekian banyak aktivitas yang dilakukan humas, sedangkan Implementasi publikasi yang diberikan humas implementasi ini tidak lain merupakan sebuah aktivitas dan tindakan yang dilakukan humas pada publikasi pada kunjungan kerja yang dilakukan oleh anggota legislatif Kabupaten Enrekang. Selain bentuk implementasi peran komunikasi untuk keberlangsungan kegiatan dalam hal ini publikasi juga sangat penting. Implementasi humas dalam menyediakan informasi tidak hanya sebagai penyedia tetapi juga membuat masyarakat sebagai pengawas terhadap kerja dari anggota legislatif yang diberikan amanah oleh masyarakat.*

**Kata kunci:** *Aktivitas Humas, Publikasi, Implementasi, Konstituen, Anggota Legislatif*

### **Abstract**

*This study aims to determine public relations activities at the secretariat office of the DPRD of Enrekang Regency in the publication of constituent visits by members of the legislature. The research technique used is qualitative research. Data collection techniques with data analysis using a cycle model. Data collection was carried out by observation, interviews and documentation techniques. Analysis of the research data uses three components consisting of data reduction, presentation, and drawing conclusions. The results showed that the public relations activities of the Enrekang Regency DPRD secretariat included many things, one of*

*which was as a provider of publications for visiting constituents of the legislature, public relations activities consisted of non-physical and physical which included taking publication materials and then process them into appropriate information for the community. Public relations activity in the publication of work visits is only one of the many activities carried out by public relations, while the implementation of publications given by public relations this implementation is nothing but an activity and action carried out by public relations in publications during working visits carried out by members of the Enrekang Regency legislature. In addition to the form of implementing the role of communication for the continuity of activities, in this case, publication is also very important. Implementation of public relations in providing information not only as a provider but also makes the community as a supervisor of the work of members of the legislature who are given the mandate by the community.*

**Keywords:** *Public Relations activities, Publications, Implementation, Constituents, Members of the Legislature.*

## INTRODUCTION

State institutions are agencies that have resources that have several people with the same task to carry out state obligations based on the responsibility of each individual in achieving the agency's goals with joint decisions. Generally, state institutions have a vision and mission or goals for achieving the agency through the use of human resources, as well as various elements of other agencies regarding the ownership of the institution and its systematic and sustainable management (Purnomo, 2018). Public Relations or public relations has a very important function and role in establishing relationships with the public, both internal and external, in a company, institution or government office. According to Jefkins, there are several qualifications for a Public Relations or PR person. Public Relations, also known as Public Relations, is important in a government agency or public body, such as the Regional DPRD of Enrekang Regency. As a public body, the Enrekang Regency DPRD has the obligation to provide information openly and transparently to the public or the community. This is as regulated in Law Number 14 of 2008 concerning public information disclosure.

The aim of Law Number 14 of 2008 is first to guarantee citizens' rights to know plans for making public policies, public policy programs and public decision-making processes, as well as the reasons for making a public decision (Supriatna, 2017). Second, encourage community participation in the public policy making process. Third, increasing an active role in making public policies and good management of public bodies. Fourth, realizing good state administration, namely transparent, effective and efficient, accountable and accountable. Fifth, know the reasons for public policies that affect the lives of many people. Sixth, develop national and/or state knowledge. Seventh, improving information management and services within public bodies to produce quality information services (Supriatna, 2017). Sixth, develop national and/or state knowledge. Seventh, improving information management and services within public bodies to produce quality information services (Supriatna, 2017). Sixth, develop national and/or state knowledge. Seventh, improving information management and services within public bodies to produce quality information services (Supriatna, 2017).

It is impossible for the Enrekang Regency DPRD to realize this goal without the role of Public Relations, because in principle, structurally, the function of Public Relations in an

organization is an integral part that cannot be separated from an institution or organization (Sidharta et al., 2021). Then, as per the Enrekang Regency DPRD Regulation Number 01 of 2014, the Enrekang Regency DPRD Secretariat as a state institution which has the main responsibility and utilization of coordination and provision of administrative services requires data on the capabilities contained in the institution, in fact being able to evaluate and measure the extent of the services provided. by the institution whether it is able to fulfill the dreams and provide relief to service users. Based on the background description, the researcher was then interested in finding out how the Public Relations activities of the Enrekang Regency DPRD were in publicizing the constituent visits of legislative members. As an extension of the Central Government, the Enrekang Regency DPRD certainly really needs the optimal role of Public Relations when carrying out its activities to make it easier to optimize tasks and functions.

Theaker in his book entitled *The Public Relations Handbook* states "Public relations is about reputation, the result of what you do, what you say and what others say about you". This means that public relations is about reputation, what you do, what you say and what others say about you (Gunawan & Toni, 2020). Public relations is also interpreted as a management function that evaluates public attitudes, identifies policies in the procedures of an individual or an organization based on the public interest, and carries out a program to gain public understanding/acceptance (Hidayah, 2015). Based on the "two ways traffic of communication" guidelines, the duties of public relations or public relations in organizations or government agencies are detailed as follows (Lubis, 2016):

- a. Providing information (information) to the general public (general public) and certain communities (special public) about government activities, and so that people are willing to participate actively and use the services provided by the government.
- b. Convincing the public about the aims and objectives of government regulations, their usefulness for society and so on.
- c. Providing information about the desires, aspirations of the community to the authorities, so that the government can make the right decisions.
- d. Conveying public opinion so that the regulations made are always based on facts and can be accepted by the public.
- e. Inviting the public to express the opinions they hold in their hearts without fear of the government. Public Relations has a dual responsibility, namely in the form of social responsibility and responsibility for the implementation of state ideals and government programs.

According to Ruslan (2012), Public Relations functions to create a conducive climate in developing responsibility and participation between public relations officials and the public (target audience). This function is realized with the following public relations approach or strategy:

- a. Operational Strategy Through the implementation of a public relations program carried out with a social approach (sociological approach), through socio-cultural mechanisms and values that apply in society from public opinion or the will of the community recorded in every news or reader letter published in the mass media
- b. Persuasive and Educative Approach The function of public relations is to create two-way (reciprocal) communication by disseminating information from the organization to the

- public that is educational and enlightening, as well as by taking a persuasive approach, in order to create mutual understanding.
- c. Social Responsibility Approach to Public Relations Fostering an attitude of social responsibility that the goals and objectives to be achieved are not aimed at taking unilateral advantage from the target public, but to obtain mutual benefit.
  - d. Collaborative Approach Seeks to foster harmonious relationships between the organization and various groups, both internal and external relationships to increase cooperation (Kriyantono: 2015).

The legislative perspective in the trias politica theory states that legislative institutions are representatives of the people who are given the power to make laws and enact them (Sulaiman, 2020). The Legislative Institution has several functions, including absorbing people's aspirations, aggregating people's interests, carrying out political recruitment, controlling and supervising executive performance. Constituent visits or what is known as Recess is a period when the DPRD carries out activities outside the session period, especially outside the DPRD building, whether carried out by DPRD members individually or in groups to visit their electoral areas to absorb the aspirations of the people (Sunarto, 2016: 12). The implementation of the DPRD recess in order to carry out its duties and functions as DPRD, to create a sense of justice and prosperity in the fields of development, government, social, economic and other matters relating to people's lives.

## METHOD

The research approach used in this research is qualitative research. This method describes the empirical reality behind the phenomena that occur. The location of this research was carried out at the Enrekang Regency DPRD Secretariat Office which is located at Jalan Sultan Hasanuddin, Puserren, Enrekang District, Enrekang Regency, South Sulawesi 91711. And the time this research was conducted was approximately two months. The informants in this research were 6 (six) people, namely, 3 members of the Legislative Commission A, Public Relations of the Enrekang District DPRD Secretariat, Head of Public Relations and Protocol Subdivision., And Journalist.

- a. Primary Data Source is data directly collected by researchers from their first source. The primary data sources in this research are the results of observations and the results of interviews conducted with research informants.
- b. Secondary Data Source is data collected by researchers as support from the first source. It can also be said that data is arranged in document form. The sources of secondary data in this research include documentation at the research location and other additional documents related to the research study.
- a. Observation is a method of collecting data by making direct observations at the Enrekang Regency DPRD Secretariat Office. Then the researcher will analyze and understand various symptoms related to the focus of the study being studied.
- b. Interview in research are meetings between researchers and informants which aim to obtain some data by conducting questions and answers or oral dialogue. In conducting interviews, researchers use tools such as notebooks, voice recorders and other supporting tools.
- c. Documentation is data collection carried out by reviewing documents. Document study as complementary material to interviews and observations. Documentation can take the form of

reference books, letters, reports, photos and daily notes obtained from the Enrekang Regency DPRD Secretariat Office and anything deemed relevant to the research focus.

## FINDINGS AND DISCUSSION

Based on research that has been carried out for approximately two months from January to March 2023 in four (4), namely the public relations and protocol sub-agency along with 3 non-ASN staff where the informants are people who are directly involved in the process of publication of constituent visits. legislative members. Researchers used a data collection method, namely direct observation through in-depth interviews with informants. The data and research findings that the researcher conducted relate to the publication of constituent visits by Enrekang Regency legislative members.

### **1. Public relations activities at the Enrekang Regency DPRD Secretariat office include publication of constituent visits of legislative members**

- a. Based on the public relations activity indicators of the Enrekang Regency DPRD Secretariat office in the publication of constituent visits of legislative members, regarding how the activities are and what form the public relations activities take. From the interviews that have been conducted, it is stated that public relations activities include nothing more than covering and publishing, so it can be concluded that the 60 public relations activities of the Enrekang Regency DPRD Secretariat office during the publication of constituent visits of legislative members include covering the activities of Regency DPRD members. Enrekang, publishes activities carried out and coordinates with leadership and media partners.
- b. Based on the public relations activity indicators of the Enrekang Regency DPRD Secretariat office in the publication of constituent visits of legislative members, it is related to what kind of planning and programming is carried out in public relations. From the entire interview it can be concluded that it is related to the planning and programming carried out in public relations, namely public relations planning related to the activities of members of the District DPRD. Enrekang, then related to preparations for collaboration with private sector media partners.
- c. Based on the public relations activity indicators of the Enrekang Regency DPRD Secretariat office in the publication of constituent visits of legislative members, regarding evaluations and obstacles faced by public relations. From the interview above, it is stated that the PR of the District DPRD. Enrekang routinely carries out evaluations, as well as obstacles, namely the lack of natural resources capable of producing news and publications. So it can be concluded based on the overall interview on activity indicators, namely Communication and evaluation of the process of public relations activities is one of the main things, communication is the initial basis for an activity formed by public relations in carrying out its duties and functions.

### **2. Implementation of public relations publications at the Enrekang Regency DPRD Secretariat office during the publication of constituent visits of legislative members**

- a. Based on the implementation indicators of the public relations publication of the Enrekang Regency DPRD Secretariat office in the publication of constituent visits of legislative members, related to the form of implementation in the publications related to constituent visits of legislative members. From the overall interview results, it can be concluded that the



form of implementation in the publication is related to constituent visits of legislative members. In publication, communication plays an important role in the publication process which then results in public relations activities.

- b. Based on the implementation indicators of the public relations publication of the Enrekang Regency DPRD Secretariat office on the publication of constituent visits of legislative members, related to the purpose of the publication with constituent visits of legislative members. Based on the interview above, it can be concluded that the purpose of the publication during the legislative member's constituent work visit is a form of responsibility of Enrekang Regency DPRD members to the community.

## DISCUSSION

### **Public Relations Activities at the Enrekang Regency DPRD Secretariat Office in the Publication of Legislative Member Constituent Visits**

Based on the results of the analysis in the interview above, it can be seen that the activities carried out by public relations are not just publications regarding visits made by legislative members but also include elements of planning and programming based on human relations theory to be able to provide work results and for communication and evaluation in the activity process. Public relations is one of the main things, communication is the initial basis for an activity formed by public relations in carrying out its duties and functions. And for public relations activities during work visit publications is only one of the many activities carried out by public relations, the duties and functions of public relations apart from providing information services, their duties are also to serve leadership both in terms of communication and coordination. Evaluation of public relations for publications is always carried out from preparation to results and ensures that the public receives the information properly and as it is without bringing anyone down. In connection with the relationship between theories regarding strategic human relations, public relations practitioners use management concepts as stages or steps used such as planning, organizing, implementing and evaluating.

### **Implementation of Public Relations Publications at the Enrekang Regency DPRD Secretariat Office in the Publication of Legislative Member Constituent Visits**

Based on the analysis of interviews conducted by researchers regarding the implementation of public relations publications related to constituent visits of legislative members, this implementation is nothing more than an activity and action carried out by public relations in publications during working visits carried out by Enrekang Regency legislative members. Apart from the form of implementation of the role of communication for the continuity of activities, in this case, publication is also very important, communication is also very important, both in activities and implementation by public relations in carrying out their duties and functions. The relationship between Strategic Human Relations Theory and this research is Strategic Human Relations Theory, also known as the strategic human relations approach, is a framework that views the relationship between organizations and employees as a key aspect in achieving organizational goals. This theory emphasizes the importance of effective communication, trust, and good relationships between leaders, staff, and organizational members.

Then Evaluation is a process involving an assessment of the preparation, implementation and impact of the program that has been implemented. Adjustments can be made while the

program is being implemented or based on the results of evaluation feedback regarding whether the program is running well or not, from the relationship between theory and what happened at the Enrekang Regency DPRD secretariat which is quite significant and runs straight with theory, although not all of it, but in combination with the values cultural values in the Enrekang area. This theory emphasizes the importance of effective communication, trust, and good relationships between leaders, staff, and organizational members. Then Evaluation is a process involving an assessment of the preparation, implementation and impact of the program that has been implemented. Adjustments can be made while the program is being implemented or based on the results of evaluation feedback regarding whether the program is running well or not, from the relationship between theory and what happened at the Enrekang Regency DPRD secretariat which is quite significant and runs straight with theory, although not all of it, but in combination with the values cultural values in the Enrekang area. This theory emphasizes the importance of effective communication, trust, and good relationships between leaders, staff, and organizational members.

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## CONCLUSION

Based on the results of the analysis and data findings, the researcher concluded that the public relations activities at the Enrekang Regency DPRD Secretariat office in the publication of visits by constituent members of the legislature were as follows:

1. The public relations activities of the Enrekang Regency DPRD secretariat include many things, one of which is as a provider of publications for constituent visits of legislative members, public relations activities consist of non-physical and physical which includes taking publication materials and then processing them into appropriate information for the public. Public relations activities in working visit publications are only one of the many activities carried out by public relations, the duties and functions of public relations. Public relations has various activities outside of publishing working visits of legislative members,

but the role of public relations in publicizing activities is very large. Without public relations, there is no provider of information to the public.

2. The implementation of publications provided by public relations is none other than an activity and action carried out by public relations on publications during working visits carried out by members of the Enrekang Regency legislature. Apart from the form of implementation of the role of communication for the continuity of activities, in this case, publication is also very important. The implementation of public relations in providing information not only as a provider but also makes the community a supervisor of the work of legislative members who are entrusted by the community.

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