



Cyber Public Relations of the Department of Communication and Informations (DISKOMINFO) of Kuningan Regency in Information Management and Public Communication to Achieve Good Governace

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ABSTRACT

This research aims to find out how cyber public relations of the Office of Communication and Information in managing information and Public Communication to Achieve Good Governance. The method used is Descriptive Qualitative with reference to the theory of Bob Julius Onggo about the types of cyber public relations. Data collection is done through the process of observation, interviews and documentation. The results of this study found that Diskominfo Kuningan uses three types of cyber public relations which include e-mail, websites, and multimedia (Instagram and YouTube), while the other two types of cyber public relations that are not used are blogs and e-magazines, the non-use of these two media is due to budget constraints and human resources to manage these media.

INTRODUCTION

In today's era, with the presence of technology, the flow of information circulates rapidly, and its accessibility is high, leading to an ever-increasing demand for information by the public every day. The government is one of the parties responsible for providing public services, including information services. In this regard, the government is required to provide optimal information and communication services to the public, as stipulated in Law Number 25 of 2009 concerning Public Services, Article 1, Paragraph 1, which emphasizes that information provided to the public must not be produced arbitrarily. The information presented must be open, transparent, and accountable (BPK, 2009). This is also reinforced by Law Number 14 of 2008 on Public Information Disclosure (BPK, 2008).

Meeting the public's information needs and ensuring the information provided is accurate and trustworthy is certainly not an easy task. It requires effort, collaboration, and strong synergy between various elements to meet these demands. Through the efforts and hard work of the Government and the Department of Communication and Information Technology of Kuningan Regency (Diskominfo Kuningan), they have successfully provided optimal communication and information services. This is evidenced by Kuningan Regency winning the Public Information Openness Award with the predicate of "towards informative" in 2021 (Diskominfo, 2021).

In the following years, Kuningan received the title of Informative Regency awarded by the West Java Provincial Information Commission (KI) and continues to maintain this recognition to this day (Diskominfo, 2021). Winning this award three consecutive times clearly demonstrates the government's commitment to improving Kuningan Regency by paying full attention to the public service process, especially in the field of information and communication, through the Department of Communication and Information Technology of Kuningan Regency. As the provider of information services, Diskominfo is responsible for meeting the public's information needs, where news is prepared and packaged in such a way before being disseminated to the public. In addition to preparing and disseminating information, Diskominfo is also responsible for determining the appropriate media for information dissemination. In this context, Diskominfo must be smart and wise in selecting the relevant media to ensure the information is conveyed effectively and reaches the intended audience.

Every region undoubtedly has its aspirations, one of which is achieving good governance, and improving public services is one of the ways to achieve this. Public service reform can even be considered the prime mover in driving changes in governance practices (Dwiyanto, 2021). The consistency of Kuningan Regency in earning the title of Informative Regency for three consecutive years since 2021 has drawn the researcher's interest to explore further how the Cyber Public Relations of the Department of Communication and Information Technology of Kuningan Regency, as the executor of government public relations duties and functions, manages information and communication to achieve the region's aspirations of good governance. This research aims to identify the types

and management of cyber public relations used by Diskominfo Kuningan in managing public information and communication.

LITERATURE REVIEW

It cannot be denied that the involvement of Public Relations (PR), also known as Public Relations (Humas) in Indonesian, plays a very important role. PR is often considered the spearhead of an institution or company it represents. The success or failure of the company, its growth, and the public's perception and opinion of it depend on how well its PR is managed.

Public Relations, if interpreted literally, "public" refers to a group of individuals who share a common interest or concern and have mutual interests and objectives (Silviani, 2020). The public can be a small group of individuals or a large collective. Meanwhile, "relations" is derived from the English term meaning relationships. In Public Relations, this term implies a reciprocal relationship or two-way communication. Cyber Public Relations can be literally defined as PR activities that utilize the internet to build a company's brand and maintain trust, understanding, and reputation in the eyes of the public (Hidayat, 2014). Onggo explains that E-PR, which stands for Electronic Public Relations, refers to activities performed by PR practitioners using the internet as their publicity platform (Hidayat, 2014). E-PR is also known as Cyber Public Relations.

Definition of E-PR:

- E (Electronic)** : Refers to the media used, namely internet-based electronic media.
- P (Public)** : Refers to the public as the target audience. By leveraging internet media, PR practitioners can easily reach audiences quickly and broadly.
- R (Relations)** : Refers to the relationship-building aspect of PR. It is the responsibility of PR practitioners to create and maintain harmonious relationships with their audience.

In today's era, PR practitioners are no longer only responsible for managing information and communication in the real world but are also required to manage these aspects in the online realm. PR practitioners must be skilled in utilizing online media to ensure relevance and meet the public's information needs. Therefore, it is crucial for PR practitioners to understand the types of media and the strategies to be employed to ensure information is conveyed effectively and to the right target audience.

Cyber Public Relations has various types based on its utilization. According to Bob Julius Onggo, there are at least five types of Cyber Public Relations (Erliansyah, 2017):

1. Email: Email is an integral part of the business world, especially in E-PR. Email can effectively build or destroy the reputation of individuals, organizations, or companies. Common issues, such as improper email writing, poor choice of diction, or lack of responsiveness from administrators, may seem trivial but can severely damage a reputation within minutes or hours.

2. Electronic Magazine (Ezine): Ezine refers to online magazines that, like traditional ones, contain a variety of information. Ezines can be web-based or sent directly to users' emails. The main focus of ezines is their content, which serves as a selling point to attract target audiences. Organizations must stay updated on trends to ensure the content is relevant and effectively delivers messages to the public.
3. Blogs: Blogs are a form of content management media that allow users to publish written material accessible to the public. Many organizations and companies now utilize blogs due to their interactive nature, allowing for audience interaction through comment sections. Such interactions can provide valuable feedback and insights into audience responses and reactions to published content.
4. Wire Service (Website): Wire service, more commonly known as websites, serves as a flexible public service medium. Websites allow users to access information anytime and anywhere. They typically contain organizational information, news, activities, social media links, and contact information.
5. Multimedia: Multimedia combines text, audio, visuals, graphics, and videos into digital files designed to distribute messages to audiences. Social media platforms like TikTok, Instagram, Facebook, and YouTube are examples of multimedia that PR practitioners use to stay relevant and communicate effectively.

PR practitioners use social media to keep up with changing times, ensuring the information they convey remains relevant. Public communication management is regulated by the government through Presidential Instruction (Inpres) Number 9 of 2015 concerning Public Communication Management (BPK, 2015). This instruction mandates that information should be disseminated through various media and communication channels to the public quickly, accurately, objectively, and in an easily understandable manner. Ahmad Kurnia Soerawidjaja elaborates that public communication management involves controlling public information, including planning, preparation, and implementation of public communication related to government policies and programs (Ramadani, 2019). According to the Minister of Communication and Information Technology Decree No. 371/KEP/M.KOMINFO/8/2007 regarding the Code of Ethics for Government Public Relations, Government Public Relations refers to activities carried out by organizations or individuals performing communication and information management functions for stakeholders and vice versa.

Based on its characteristics and ethical code, it can be concluded that Government Public Relations bears the responsibility of providing high-quality and trustworthy information to the public. The quality of this information is closely related to transparency, which is a key element in achieving good governance. Transparency in service delivery is a crucial indicator of public service that characterizes good governance. Transparency plays an essential role in improving governance practices, as many issues in governance arise from low levels of transparency. Utilizing Cyber Public Relations is a strategic step to help governments distribute information to the public. Cyber Public Relations offers

advantages, such as constant communication and accessibility without limitations of distance, space, or time, allowing the public greater freedom to access information.

Governance refers to the management of public affairs at all levels, encompassing the use of economic, political, and administrative power. According to the United Nations Development Program (UNDP), good governance has nine main characteristics: participation, rule of law, transparency, responsiveness, consensus orientation, equity, effectiveness and efficiency, accountability, and strategic vision (Rohman, 2019). Cyber Public Relations plays a significant role in helping to achieve regional aspirations for good governance. Its utilization in managing public information and communication supports governments in fulfilling several characteristics of good governance, such as participation and transparency. Cyber Public Relations serves as a medium or tool for managing public communication and information comprehensively, transcending limitations of distance, space, and time.

METHODOLOGY

This study adopts a constructivist paradigm, which posits that reality is a construction of an individual's thinking process. This paradigm rejects the notion that research is value-free. In the constructivist paradigm, if a reality can only be observed or understood through a theoretical framework, then it can only be viewed through a value-laden lens. In this study, the researcher employs a qualitative descriptive research method, with primary data sources obtained through direct field research. Primary data collection involves conducting in-depth interviews with several informants from the Communication and Information Office of Kuningan Regency (Diskominfo Kuningan), guided by a pre-determined interview guide. The selection of informants will follow a purposive sampling method, where informants are chosen based on the specific data needs and their knowledge related to the research subject.

RESEARCH RESULT AND DISCUSSION

In the process of managing information in this digital era, cyber public relations play a significant role. The Department of Communication and Information Technology (Diskominfo) of Kuningan Regency, in carrying out its duties as the executor of the public relations function of the Kuningan Regency Government, utilizes various types of media. These media are used to help Diskominfo optimize the process of providing public information and communication services by understanding what information is needed by the public, which media are currently popular, which media are appropriate for distributing information, and what type of content or information is of interest to the audience.

The following are the researcher's analysis results regarding the five types of cyber public relations by Bob Julius Onggo, utilized by the Department of Communication and Information Technology (Diskominfo) of Kuningan Regency:

E-mail

Diskominfo of Kuningan Regency is one of the parties using e-mail in carrying out its duties. Essentially, e-mail can be used as a communication tool between the public and Diskominfo Kuningan through the e-mail address diskominfo@kuningankab.go.id. The public is free to voice their aspirations, submit information requests, or file complaints. Diskominfo Kuningan is open to and accommodates messages from the public through this e-mail. However, messages sent via e-mail will not receive an immediate response. The received messages will be monitored and validated for their accuracy before being followed up.

Despite its significant role, the use of e-mail as an information and communication medium has declined. Aspirations, requests, or complaints are rarely received through e-mail. Currently, at Diskominfo Kuningan, e-mail is primarily used for sending specific information. In certain circumstances, official e-mails are used as an identity when attending coordination meetings held by the Central Government to discuss national agendas or for conveying strategic information. Additionally, e-mail is used for submitting official requests to certain parties. The most fundamental function of e-mail is to facilitate access to Diskominfo's social media accounts. Although Diskominfo already has an e-mail, its use in supporting its tasks is still not optimal. On several occasions, Diskominfo still relies on conventional methods of sending information through letters. As one type of cyber public relations, the involvement of e-mail in public communication is not very intense because e-mail is more private in nature, and not everyone can access it.

E-Magazine

An e-zine, or electronic magazine, is essentially the same as a conventional magazine, containing various content and information. E-magazines are intended for readers to enjoy magazine content online without the hassle of purchasing a physical copy. Regarding e-magazines, Diskominfo Kuningan does not yet have its own e-magazine due to budget constraints and limited human resources to manage it. Despite budgetary challenges, Diskominfo Kuningan remains committed to providing information and communication services to the public. It is undeniable that budget constraints can hinder program implementation, but alternative solutions can be pursued. One alternative taken by Diskominfo is to establish partnerships, enabling programs to continue running. One such partnership is with the *Manglé* magazine.

To date, e-magazines do not play a significant role in public communication in Kuningan Regency. This is because the use of e-magazines as a medium for disseminating information by Diskominfo Kuningan is still in the planning stage and depends on establishing partnerships with collaborators. As such, e-magazines have not yet been utilized as a medium for managing public information and communication.

Blog

Blogs refer to content management platforms that provide ease of use for individuals interested in writing and publishing their content for public consumption. The use of blogs among companies or institutions has become quite widespread. Through blogs, institutions or companies can present regular updates, often daily, with the latest content related to their organization. Despite the growing adoption of blogs for publication and communication purposes, Diskominfo Kuningan has not yet used blogs as a medium for its information and communication activities. Diskominfo Kuningan believes that its website is sufficient for this purpose. The absence of a blog does not hinder Diskominfo Kuningan's publicity efforts. The agency continues to provide information and communication services by maximizing other media, such as websites and social media. In this way, the public's need for information can still be met effectively.

Wire Service (Website)

A website refers to a medium for public information services that is flexible in nature. Websites allow users to access information anytime and anywhere. Currently, the use of websites in government institutions is not merely an option but a mandatory requirement. This aligns with the Indonesian Minister of Communication and Information Technology Regulation of 2017 on the Administration of Government Portals and Websites (Kominfo, 2017). The Department of Communication and Information Technology (Diskominfo) of Kuningan Regency is no exception and is also required to have its own website. In its implementation, Diskominfo manages three websites: the Kuningan Regency Government website, Diskominfo's own website, and the complaint service website.

a. Government Website

This website contains various information related to Kuningan, activities of regional leaders, and regional programs. The Kuningan Regency Government website is designed to make it easy for users to access various information. The user-friendly design includes a simple interface, clear and easy-to-navigate menus, good typography to ensure visitors feel comfortable and find it easy to read, and information complemented by supporting documentation. On the homepage, visitors are greeted with the main page, which features 10 icons that, when clicked, direct users to websites of related government agencies (SKPD) providing specific information. This feature makes it easier for visitors to access information. Typically, the public may feel confused when accessing information because they do not know the official website addresses of relevant SKPDs.

Upon entering the homepage, visitors are presented with photos and profiles of regional leaders, regional news, government news, announcements, and a monograph of Kuningan Regency. The top navigation bar includes features such as "About Kuningan," "Government," "Regional Potential," and "Social Community." The Kuningan Regency Government website is designed in accordance with the Indonesian Minister of Communication and Information Technology Regulation of 2017 on the Administration of Government Portals and Websites. Diskominfo, as the administrator, is quite proactive in managing information, with the Kuningan Regency Government website regularly publishing articles or news almost daily, often releasing two to three articles in a single day. Diskominfo consistently strives to provide high-quality, current, and reliable information. This effort is made not only to gain public trust but also to capture the attention and trust of media professionals. The government website serves not only as an information service provider but also as a reference source for journalists preparing content related to Kuningan Regency.

b. Diskominfo Website

In addition to managing the official website of the Kuningan Regency Government, Diskominfo also manages its own website. It is not only the government that is obligated to present various activities and programs to the public; Diskominfo also holds the same responsibility. This is a form of public information transparency. Diskominfo is diligent in managing public information and communication, with nearly daily updates reporting departmental activities or agendas through articles or news published on the Diskominfo website. Essentially, the features offered on the Diskominfo website are similar to those on the government website. However, one distinguishing feature is the suggestion box. This feature allows website visitors to provide feedback on the information they obtain. Through the suggestion box, Diskominfo can gain insights into public satisfaction levels regarding the information presented, as well as identify strengths and weaknesses of the website. This feedback helps Diskominfo improve its public information management.

c. SP4N-LAPOR! Website

The SP4N-LAPOR! website is a complaint service under the supervision of the Ministry of Home Affairs and the Ombudsman. It provides services for aspirations, complaints, and information requests. The types of reports are categorized into three: complaints, aspirations, and information requests. Diskominfo Kuningan acts as the coordinating administrator for all government agencies in Kuningan Regency. As the coordinating administrator, Diskominfo receives and manages all reports submitted via the SP4N-LAPOR! platform before forwarding them to the relevant agencies. Diskominfo has full authority as the coordinating administrator to assign reports to specific SKPDs and issue warnings if the SKPD fails to promptly respond or follow up on the submitted reports.

This platform is much more effective for submitting reports, as SP4N-LAPOR! is the only medium that guarantees a response from the relevant parties. In practice, public communication through this platform is two-way, with Diskominfo Kuningan integrating it into a centralized complaint service known as SPAN-LAPOR! The integration aims to centralize all reports in one medium, facilitating data collection and feedback processes. Additionally, this integration helps prevent the spread of hoax news. True to its name, SPAN-LAPOR! ensures that the public receives services for information requests, aspirations, or complaints directly through the system with a quick response mechanism. This demonstrates the government's effort to be responsive to public concerns, fostering good interaction between the government and the public. If consistently and continuously developed, such responsiveness could help Kuningan achieve its vision of good governance. This aligns with the principles outlined by the United Nations Development Program (UNDP), which states that one of the nine principles of good governance is a responsive government.

Multimedia

Multimedia is a medium that combines visuals, text, audio, and video to convey a message. Multimedia holds a unique appeal. One example of multimedia is social media platforms, such as Instagram, Facebook, TikTok, X, and YouTube. Due to its more engaging presentation, the public's use is gradually shifting from conventional media to multimedia. In line with the primary duty of Diskominfo, which is to provide information to the public across various segments – each with its distinct characteristics – Diskominfo is required to utilize various media to reach all segments of society. For the younger demographic, social media is the most commonly used medium. Statistical data show that Indonesians spend an average of 7 hours and 38 minutes daily accessing the internet, with an average of 3 hours and 11 minutes spent on social media.

As of now, Diskominfo of Kuningan Regency actively uses at least two social media platforms:

1. YouTube

The use of YouTube generally serves as a platform for publicity in the form of videos. Additionally, YouTube provides a live streaming feature that allows audiences to watch content in real-time. Another feature is short videos, which are suitable for delivering information such as event highlights or previews of programs. Diskominfo Kuningan uses YouTube to disseminate information, both regional and national strategic information. This information is packaged in various video content formats such as documentaries, public service announcements, and educational videos.

Diskominfo also frequently utilizes live streaming to cover regional activities or programs, broadcasting them directly on its YouTube channel. This allows all residents, including those outside Kuningan, to participate in the regional activities being held. Since the public plays a monitoring role for the government, Diskominfo facilitates this function, enabling the community to stay informed about the activities and programs of the Kuningan Regency Government. In addition to live streaming, the Diskominfo YouTube channel provides weekly updates through the *Kilas Berita Kuningan (KITAKU)* content. This content summarizes regional news for the week in a concise and clear manner. Keeping up with current trends, Diskominfo Kuningan also produces podcast content titled *Kuningan Informatif (KUIIN)*, which discusses trending topics with relevant guest speakers. Diskominfo also delivers strategic regional or national information and highlights regional activities through YouTube Shorts. This strategy aims to convey information through brief videos, recognizing that lengthy announcements can make it harder for audiences to retain the core message, leading them to forget its key points.

2. Instagram

Instagram is one of the most popular social media platforms today. It offers a variety of engaging features and unlimited content, transcending physical boundaries, space, and time. Moreover, Instagram enables users to interact through comment sections, notes, and direct messages (DMs). These comprehensive features make it particularly appealing and encourage users to spend considerable time on the platform. Diskominfo Kuningan has been actively disseminating information via Instagram since 2020. Through its official account, *@kominfokuningan*, it provides news on the activities of the Kuningan Regency Government, regional strategic news, and national strategic news. In managing information through Instagram, Diskominfo leverages various features to present information and messages in an attractive and dynamic manner.

3. Feeds

The Feeds feature is used to publish routine or recurring content, such as educational content and activity updates, including those of regional leaders and departmental activities. Since feed content is permanent and does not expire unless deleted or lost due to other reasons, it serves as an ideal medium for retaining information.

4. Stories

Stories, being temporary and lasting only 24 hours, are typically used for announcements and reminders, such as notifications about regional events. Stories are also often used to provide daily updates on activities being undertaken by the Regional Government or Diskominfo itself.

5. Live Streaming

In addition to uploading content to Instagram feeds, Diskominfo utilizes Instagram's live streaming feature to cover regional leaders' activities or regional events. Similar to YouTube live streaming, this feature aims to ensure that residents unable to attend events in person can still follow the proceedings. Diskominfo usually notifies followers in advance about upcoming live streams through Instagram Stories, specifying the date and time. Those who miss the live stream can access the archived version on Diskominfo's Instagram account.

Some of the content featured on Diskominfo Kuningan's Instagram account includes:

1. Leadership Activities Content

This content documents activities undertaken by regional leaders of Kuningan Regency. It enables the public to monitor the activities of their leaders. Posts of this nature are typically marked with the hashtag #KEGIATANPIMPINAN to make it easier for audiences to locate and identify the content.

2. Departmental Activities Content

Similar to other activity-based content, this content documents activities carried out by the Department of Communication and Information Technology of Kuningan Regency. In addition to being obligated to disclose information about the activities of regional leaders, Diskominfo is also required to provide transparency about its own activities. These posts are tagged with #KEGIATANDINAS.

3. Regional Promotion Content

Beyond sharing updates on regional government activities and programs, Diskominfo also promotes events, products, and tourism in Kuningan. This is in line with Kuningan's current tagline, "Kuningan Beu," which aims to attract both local and out-of-town tourists to explore Kuningan's attractions.

4. Educational Content

Diskominfo consistently uploads at least one educational content per week to provide the public with new knowledge. These are usually presented as graphic designs or video graphics to make the content more engaging.

5. Announcement Content

As the name suggests, this content provides strategic announcements about both regional and national matters. It typically highlights information that requires urgent dissemination to the public.

More than just an information provider, Diskominfo's Instagram account also serves as an interactive platform where the public can freely offer criticism, suggestions, questions, aspirations, or complaints through features like comment sections and direct messages. While messages are not responded to immediately, they are monitored and validated before determining the necessary follow-up actions. Social media serves as a valuable tool for Kuningan Regency in realizing its vision of good governance by adhering to one of its principles: transparency.

The content uploaded by Diskominfo Kuningan on social media exemplifies information transparency, allowing the public to stay informed about regional leaders' agendas, ongoing or completed programs, and other significant updates

CONCLUSIONS AND RECOMMENDATIONS

Bob Julius Onggo, in his book, explains that Cyber Public Relations is divided into five types: e-mail, e-magazine, blog, website, and multimedia. Based on the analysis of Cyber Public Relations in the Communication and Information Office (Diskominfo) of Kuningan Regency, out of the five types, Diskominfo utilizes only three: e-mail, websites, and multimedia. E-mail is used as the digital media identity of Diskominfo Kuningan. It is also employed to access information from the central government related to directives for organizing activities, notifications, or instructions for disseminating strategic information.

The websites managed by Diskominfo Kuningan include three platforms: the Regional Government Website, the Diskominfo Website, and the SP4N-LAPOR! Website. The multimedia platforms used by Diskominfo Kuningan are Instagram and YouTube. Diskominfo focuses on these two social media platforms to present information in a more creative and contemporary manner, targeting the user demographics of social media as its audience. The other two types of Cyber Public Relations blogs and e-magazines are not utilized by Diskominfo due to budget limitations and a lack of human resources to manage these media effectively.

ADVANCED RESEARCH

The other two types of Cyber Public Relations blogs and e-magazines are not utilized by Diskominfo due to budget limitations and a lack of human resources to manage these media effectively.

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