



**AN EFFECTIVENESS OF COMMUNICATION GROUP DEVELOPMENT
INNOVATION DISSEMINATION DEPARTMENT COMMUNICATION AND
INFORMATION OF NORTH SUMATERA**

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ABSTRACT

The Department of Communication and Information of the Government of North Sumatra has the main task of preparing materials for the formulation of technical policies within the scope of Communication and Information Technology, organizing development, public relations leadership, institutional relations, and Communication and Information Technology services; conduct assessments and evaluations of the implementation of Communication and Information Technology. This operation will "make it easier" for the Government in carrying out its function as a protector, regulator, and driver of community progress. This study aims to analyze the implementation of the policy of the Department of Communication and Information Technology of North Sumatra in the Information Center Program. The sample was taken by purposive sampling as many as 27 people as implementers in the implementation of the Information Center. Data analysis was carried out descriptively with a single table. The results showed that the implementation of the Public Information Center Policy at the Ministry of Communication and Informatics of North Sumatra Province seen from the input, process, output, and output of the Public Information Center policy, in general, has been going well, but when viewed from each policy variable, there are differences in the successful implementation of the Public Information Center. Judging from the input, namely the resources used in the implementation of the Public Information Center (HR, technology, finance, facilities, and infrastructure) as the spearhead in the administrative process and the implementing organization is not adequate. Judging from the process, there is still a lack of coordination and communication between actors, namely communication, especially between relevant agencies as implementers and users, both district/city government agencies, entrepreneurs, and the community. Judging from the output, namely the output produced directly from the policy process of the Public Information Center, it is only in the form of information services that are: published, cannot be interactive and transactional. Judging from the Outcomes, the results are expected to have provided benefits, especially in facilitating and presenting the materials obtained from the News Room Division, Audio Visual Division, On-line Media Division, and Print Media Division to the



user community. The factors that influence the implementation of the Public Information Center Policy at the Department of Communication and Informatics of North Sumatra Province are political, institutional, and technological developments. With the decentralization policy, the management of public information has experienced a shift from the center to the regions, which has a real impact on institutions in managing information in the regions. Technological developments have brought major advances in data processing and transfer, telecommunications, paperless offices, automation of production/work processes, and electronic media.

Keywords: *Policy Implementation, Public Information Center.*

INTRODUCTION.

Indonesia has a variety of tribes and customs that are still preserved by traditional leaders in a certain region or area. according to suprawoto (2011), indonesia is an archipelagic country consisting of 17,508 islands, 485 ethnic groups, and 583 regional languages.

Indonesia is very rich with various types of traditional media or folk performance media to convey information or just to entertain. according to blake and haralson, (cangara, 2002), media is a medium used to convey a message, whereas this medium is a path or a tool with a message running between the communicator and the communicant. referring to the regulation of the minister of communication and information technology number 08 of 2010 concerning guidelines for the development of empowerment of social communication institutions, traditional media are folk performance groups or other similar groups that carry out information dissemination activities and absorption of public aspirations. traditional media is also known as people's media. rangnath defines people's media as a living expression of the lifestyle and culture of a society, which has developed over the years (rochayat and ardiyanto, 2011).

Some of the advantages of people's media or traditional media should open the eyes of the government and other institutions, to use and develop them widely. alternative this is a smart development strategy, considering that the mastery and creation of technology are still low in our society. research results in r.j. griffin (2003) found that information campaign planners dealing with complex societal issues need to explicitly choose different or appropriate media types so that they can reach different audience sectors (dilla, 2007). therefore, it takes the right communication media and is close to the community so that the messages of development to be conveyed can be easily understood by the community.

There are several purposes for using folk media (traditional), namely: building close relationships, binding/gluing social transactions, recognizing/appreciating self-identity and cultural existence, balancing the dominance of modern media, and removing barriers to traditional and modern systems. the themes that usually develop in folk media involve



expressions of life, examples, symbols, rituals, cultural ideals, and values (good and bad). in the theme, messages or information that have been deposited are inserted. here, folk performances serve to guide people to understand the limits of good and bad that must be done and how to do it. through people's performances, all development ideas, ideas, or innovations are told and adapted to the existing forms of media. thus, development ideas and local cultural products can complement each other (dilla, 2012).

In the 1945 constitution of the republic of indonesia article 28 f it is stated that every person has the right to communicate and obtain information for information is a human right as a manifestation of the life of a democratic nation and state. one of the important elements in realizing an open state administration is the public's right to obtain information by the laws and regulations. the right to information becomes very important because the more open the state administration is to public scrutiny, the more accountable the state administration will be. everyone's right to obtain information is also relevant to improving the quality of community involvement in the public decision-making process.

Every Public Agency must open access to Public Information related to the Public Agency for the wider community. The scope of Public Bodies in this Law includes executive, judicial, legislative, and other state administrators that receive funds from the State Revenue and Expenditure Budget (APBN)/Regional Revenue and Expenditure Budget (APBD) and includes non-governmental organizations. openness will create good governance and transparent community participation and high accountability as one of the prerequisites for realizing true democracy. Thus, it can accelerate the realization of an open government which is a strategic effort to prevent the practice of corruption, collusion, and nepotism (KKN), and the creation of good governance.

I d. that the management of public information is one of the efforts to develop the information society;

The North Sumatra Province Communication and Information Office, as one of the technical institutions under the North Sumatra Provincial Government, has a strategic role in achieving the goals of the North Sumatra Province Communications and Information Office. The Department of Communication and Information of the Government of North Sumatra Province has the main task of preparing materials for the formulation of technical policies in the scope of Communication and Information Technology, organizing development, public relations leadership, institutional relations, and Communication and Information Technology services; conduct assessments and evaluations of the implementation of Communication and Information Technology.



Public information services are KOMINFO operations that touch the interests of the community and touch the interests of the government in carrying out their functions as servants. This operation will "make it easier" for the Government in carrying out its function as a protector, regulator, and driver of community progress.

To provide optimal services to the public who expect transparent, accountable, and clear information sources, KOMINFO institutions must utilize an information network system that is coordinated between institutions. One of the policies carried out is to establish a Public Information Center at the Communication and Information Office of North Sumatra Province.

The success of the Office of Communication and Information Technology will greatly determine the success of the North Sumatra Provincial Government. To achieve this success, it is highly demanded that optimal performance from the Office of Communication and Information Technology is required. The fact shows that the performance of the Department of Communication and Information of North Sumatra Province has not been able to fully satisfy all existing stakeholders.

LITERATURE REVIEW.

2.1. Public Policy

Public policy has a varied meaning depending on who is proposing it so that it cannot be generalized into a satisfactory representative understanding. According to James Anderson (in Islamy, 2000:17) defines policy is "A purposive course of action followed by an actor or set of actors in dealing with a problem or matter of concern". by an actor or group of actors to solve a particular problem).

In the opinion of Thomas R. Dye (in Islamy, 2000: 18) defines public policy as "Is whatever governments choose to do or not to do". This opinion implies a decision to take any action or not to take any action so that even silence can be considered as a policy. Furthermore, Richard Rose (in Winarno, 2002:15) suggests that policy should be understood as "a series of activities that are more or less related and their consequences for those concerned rather than as a separate decision."

From these opinions it can be concluded that public policy has the following characteristics:

1. Always have a specific goal or a goal-oriented action.
2. It is positive in the form of government actions to address certain problems, or negative in the sense that it is a government decision not to do anything.
3. A series of activities that do not stand alone.



4. Created and carried out by the government.
5. Based on a statutory regulation invitational and coercive.
6. Intended for the public interest.

About the Policy of the Public Information Center at the Office of Communication and Information of the Province of North Sumatra, it is the government's policy in the field of regulating public information disclosure. Implementation of the Public Information Center Policy at the Communication and Information Office of North Sumatra Province, wherein making the decision has gone through the stages of policy making such as agenda-setting, policy formulation, and policy adoption between the legislature and the executive.

According to William Dunn, every public policy includes several stages that are interdependent according to the chronological order: agenda setting, policy formulation, policy adoption, policy implementation, and policy assessment.

2.2. Traditional Media.

The traditional media of folk performing arts, the mirror theater group, serdang bedagai regency, still plays a very large role in disseminating public information and development information that is very much needed by the community, especially those who live in rural areas. in addition to entertainment, information on education, culture, and development is always presented in folk art performances and can be witnessed directly in the form of interesting stories that are easy to understand and remember by the audience.

the mirror theater group has made the north sumatra province and serdang bedagai regency proud at the festival in april 2014 in jakarta and

This achievement shows that the serdang bedagai regency government provides full support for advancing regional arts, especially traditional performance media (<http://www.kabarindonesia.com>).

theater mirror group too able to win the title of best champion i in sumatra regional level weekend traditional media performances back to represent north sumatra province.

METHOD OF RESEARCH.

The policy implementation model needs to explain the policy implementation process. There are several models of policy implementation related to research problems, including those proposed by Van Meter and Van Horn.



In this case, Van Meter and Van Horn (in Winarno, 2002:109) emphasize the variables that influence the success of the policy implementation process, namely:

1. Basic measures and policy objectives
2. Policy resources.
3. Inter-organizational communication activities- implementation activities.
4. Characteristics of implementing agencies.
5. Economic, social and political conditions. 6. Implementing tendencies.”

The basic measures and policy objectives are useful in outlining the objectives of policy decisions as a whole, they should be formulated clearly so that the objectives can be achieved where the clarity of the formulation of standards and policy objectives will determine policy performance from the contents of the policy formulation. The existing implementation instructions can be a guide for policy implementers so that they do not deviate from their actual goals.

Policy resources or resources are needed to support the smooth implementation of effective policies which include human resources such as expertise, dedication, creativity, activity, and funding resources, facilities, and infrastructure. Communication between organizations and implementation activities involves clarity, accuracy, consistency, in communicating these measures and objectives so that it will facilitate implementers in achieving policy objectives. Thus, successful implementation requires good communication. The communication includes both internal and external, namely the relationship within the political system environment with the target group and between organizations.

The characteristics of implementing agencies concern the norms and patterns of relationships that occur repeatedly in executive bodies that have both potential and real relationships with what they have by carrying out policies, which consist of the characteristics of the formal structure of the organizations and their attributes. informal from their personnel.

From the model proposed by Van Meter and Van Horn, it can be concluded that many factors influence the success of policy implementation. To meet the basic measures and policy objectives, characteristics, implementing bureaucracies, proper communication is needed. It is also necessary to have resources including human resources and financial resources, facilities, and infrastructure so that policies can be implemented. And the availability of economic resources as well as the social and political environment that can support the successful implementation of policies. In this study, the Van Meter and Van Horn models are taken with



one variable, namely social, economic, and political conditions that are thought to influence the success of policy implementation. By considering the variables of socio-economic and political conditions that have relevance to existing research problems that occur in today's society.

Edwards III further stated that four factors that influence the success of a policy are communication, sources, tendencies, and bureaucratic structure. This research also uses Edward III's policy implementation model by taking communication and resource variables that are thought to influence the success of policy implementation. The Edward III model is almost similar to the Van Meter and Van Horn models. In Edward III's model, it is more clearly explained regarding the variables of communication and resources, and this is very relevant to the research conducted.

According to Ripley (1985:134) that implementation can be seen from 2 perspectives, namely compliance (compliance) and what's happening (what happens). From a what's happening perspective, it is assumed that many factors influence policy implementation, including the environment. To limit the scope of the research and lead to the focus of the research, this study using a what's happening perspective includes factors that are thought to influence implementation.

Different interpretations often lead to debate. However, this debate will give birth to a new, better program. From the point of view of interpretation, it can be seen that the interpretation process is mostly carried out by executive bodies, bureaucrats, and several other parties who are seen in organizing certain programs.

This research is descriptive, namely problem-solving procedures investigated by describing the current state of the subject/object of research based on visible facts. The target population and sample in this study were all components (implementers) involved in the implementation of the Public Information Center Policy at the Communication and Information Office of North Sumatra Province. The number of those involved is by the Decree of the Head of the Communication and Information Office of North Sumatra Province Number: 900/30443/DKI/VI/2011, concerning the Composition of the Committee for the Implementation of the Public Information Center at the Communication and Information Office of North Sumatra Province, consisting of 27 people excluding the insurer. answer.

The collection technique uses primary data (interviews, questionnaires, and observations) and is carried out with documentation techniques, namely the data obtained has been processed both in the form of numbers and in the form of a description of something related to this research and can be used as information material obtained from the relevant agencies in the field of research. Implementation of Public Information Center Policy at the Communication and



Information Office of North Sumatra Province. In this research, the data analysis technique is a descriptive method.

ANALYZE AND RESULT.

Public Information Center Policy Process is a process of interaction between actors, namely communication between relevant agencies as implementers and users, both government agencies, entrepreneurs, and the community. In the implementation of the Public Information Center at the Department of Communication and Informatics of North Sumatra Province, involving all regencies and cities totaling 33 regencies and cities throughout North Sumatra.

The importance of the Public Information Center (Media Center) in communication and information policies, among others:

1. Fulfillment of the public's right to know through the management of development and utilization of communication and informatics infrastructure, development and provision of hardware/software, as well as the provision of information content, it is hoped that every citizen can access, utilize, and share information that enables every individual, community, and community to develop their potential and quality of life for the better.

2. Accommodation of community aspirations in policy making public involvement is a prerequisite for the realization of good governance. for public engagement to take place optimally, transparent and effective communication channels are needed. therefore, every state institution is obliged to provide a system of access to information and public communication so that the public has the opportunity to know all information related to policies, programs, and activities of state institutions.

a. Good public communication must supported by reliable management of public information which includes processes and procedures of state institutions in collecting, managing, and disseminating information that the public needs to know. The Directorate General of Information and Public Communication (Ditjen IKP) of the Ministry of Communications and Informatics continues to develop the Governance of Public Information and Communication Services (PIKP).

b. The dissemination strategy of state institutions is carried out by establishing the widest possible partnership with institutions that act as supporting communicators such as the Public Relations Coordinating Board (Bakohumas), Media Centers, Public Media, Mass Media, and other strategic partners from community organizations, businesses, associations, universities. , and community information groups.



c. The Public Relations Coordinating Board (Bakohumas) of the Ministry of Public Relations/LPNK, BUMN Public Relations, and local government public relations.

The division of authority is regulated in Law Number 32 of 12004, where all authorities are in the regions, except for the authority in the fields of foreign policy, defense and security, judiciary, monetary and fiscal, religion, and other fields of authority. In detail, the division of authority between the Center and the Province is regulated in PP 25/2000, while the authority of the Regency/City is all authorities outside those that have become the authority of the Center and the Province. Central authorities outside the 5 powers that are not delegated are those of macro planning, the stipulation of guidelines, norms, criteria, and standards. Meanwhile, the authority of the Province is that which is cross-Regency/City within the Province concerned.

With this decentralization, in general, things related to stabilization and distribution are carried out by the higher level Government (Central Government), while the allocation function will be carried out more by the Regions because the Regions are closer to the community so that priorities and needs can be identified. local community.

The impact of regional autonomy on the implementation of the Public Information Center is the occurrence of institutional changes in information management. Before the enactment of the regional autonomy policy, information management was under the Ministry of Information and at the Provincial Level was carried out by the Head of the Information Department, but after the autonomy of the central institutions in the regions (Kanwil) was abolished and the management of information was fully handed over to the Regional Government, which was carried out by the SKPD, either in the form of an office, agency or office.

The Presidential Instruction essentially implies that the government must immediately implement the transformation process towards e-government. Through this transformation process, it is directed that the government can optimize the use of advances in information technology to eliminate bureaucratic organizational barriers, as well as establish a network of management systems and work processes that allow government agencies to work in an integrated manner to simplify access to all information and public services that must be provided. provided by the government.

Thus, all state institutions, the public, the business world, and other interested parties can make optimal use of government information and services at any time. Therefore, a strong commitment from the leadership of government agencies is needed so that the transformation process towards e-government can be carried out as well as possible.

Through the development of e-government, management systems and work processes are arranged in the government environment by optimizing the use of information technology. In this



context, the utilization of information technology includes two related activities, namely (1) data processing, information management, management systems, and work processes electronically; and (2) the use of advances in information technology in internal work procedures interactively and efficiently. Furthermore, externally so that public services can be accessed easily and cheaply by people throughout the country.

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