

Utilization of Digital Media as a Public Information Openness Service Platform on the www.ppid.diskominfo.jatengprov.go.id

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Abstract. Advances in digital media not only encourage effectiveness and efficiency in the economic and educational fields, but also make a major contribution to the management of public information disclosure. Seeing this fact, it is important for the relevant public bodies to optimize the availability of digital media as a medium for public information disclosure services. This study aims to describe the use of digital media as a public information disclosure service at the PPID of the Communication and Information Office of Central Java Province using descriptive qualitative methods. The results of this study revealed that the public information disclosure service carried out by the PPID of the Central Java Communication and Information Service had fulfilled the provisions stipulated in the Peraturan Komisi Informasi Nomor 1 Tahun 2010 tentang Standar Layanan Publik. Not only referring to applicable regulations, through its website www.ppid.diskominfo.jatengprov.go.id, PPID Diskominfo Central Java also includes a number of information and supporting services such as reports on circulating hoax issues, service satisfaction surveys as a form of reciprocity from the community.

Keyword: Digital Media, Public Information Disclosure, Media Optimization

1 Introduction

Public information is a necessity that must be provided by public agencies, and openness to access to public information is the responsibility of every public agency. Given, the creation of good governance is a real demand faced by democratic countries. One indicator of the realization of good governance is marked by the success of the government in enforcing transparency in state administration. In this case, the state is obliged to fulfill the public's right to know as one of the human rights protected by the constitution.

The issuance of Undang-Undang Nomor 14 Tahun 2008 about Keterbukaan Informasi Publik is a breath of fresh air for the community because of the legal certainty that guarantees their right to obtain public information. This is also in line with Asshidiqie's statement that the disclosure of public information in a democratic country is the foundation in building good, transparent, open and participatory governance [1]. The implementation of a democratic legal state is based on the mandate of the people, so it is only natural that the public has the right to know information about government performance. In addition to aiming to enforce transparency, Undang-Undang Nomor 14 Tahun 2008 also encourages the active participation of the public in supervising the administration of the state [2].

With the issuance of these regulations, every public agency is obliged to open communication channels for the public. So that the public can easily access the public information they need, as long as the information does not include excluded information. In this case, government public relations plays an important role in supporting the success of the organization to provide public information services that are able to meet the expectations of the community, so that it is hoped that the organization's reputation can increase.

Considering that according to Suhendar, the big challenge facing public agencies today is to build a quality public information and communication system, packaged accurately and attractively [3]. When public information is able to meet people's expectations, the credibility of public bodies can also increase. One of the challenges faced by these public bodies can be seen from the research of Agus Setiawan et al in a study entitled Implementation of Public Information Disclosure Policy at the Department of Communication and Information of the City of Tasikmalaya, which revealed that some people in the City of Bandung did not understand the disclosure of public information. This could be due to the lack of socialization of the Bandung City Government regarding the disclosure of public information [4].

In line with Undang-Undang No. 14 Tahun 2008, the Central Java Provincial Government issued Central Java Provincial Regulation Number 6 of 2012 concerning Public Information Services for the Implementation of Central Java Provincial Government. This regional regulation mandates that public information services are based on the principles of equality, rationality, efficiency and effectiveness. Thus, applicants can obtain public information quickly and on time, at low cost, and in a simple way (article 2).

In addition to the regional regulation, Central Java Governor Regulation Number 12 of 2015 concerning Amendments to Central Java Governor Regulation Number 47 of 2012 concerning Instructions for Implementation of Central Java Province Regional Regulation Number 6 of 2012 concerning Public Information Services for the Implementation of Central Java Provincial Government was issued. One of these regulations contains the main duties and functions of the Main Information and Documentation Management Officer (PPID) and the Assistant PPID within the Central Java Provincial Government which plays a central role in providing excellent service in the field of public information to applicants. In the regulation, it is explained that the main PPID task held by the Head of the Regional Apparatus Work Unit (SKPD) in the field of communication and information technology is not only to store, document, provide, and provide information services to the public. However, it also conducts an inventory of excluded information for consequence testing, and coordinates and oversees the process of testing the consequences of exempted information with the relevant agencies.

In 2018 there was a decrease in the budget, from a total in 2017 of Rp. 18,023,154,000, - then to Rp. 16,750,702,000, - in 2018. This indicates that there is no increase in the target set by the Central Information Commission. The Main Performance Indicators of Central IP agreed with BAPPENAS are: i) Percentage of Public Information Dispute Settlement, and ii) Percentage of Public Bodies that implement Provisions on Public Information Disclosure. If in 2017, the percentage indicator of information dispute resolution is 65%, in 2018 it is still with the same target, which is still at 65%. Likewise with the indicators of Public Bodies that implement the provisions on public information disclosure, in 2017 the target is 70% for Public Bodies, so in 2018 it also has the same target of 70%.

The Central Java Provincial Government continues to forge itself to provide quality public information services for the community. Based on the Report on the Implementation of the Public Agency Information Disclosure Awarding Activities conducted by the Indonesian Central Information Commission during 2015 to 2020, the Central Java Provincial Government was designated as one of the provincial government public bodies that succeeded

in making satisfactory achievements in the field of public information disclosure. For six years lastly, the value of public information disclosure of the Central Java Provincial Government tends to increase, as shown in the following table.

Table 1. Ranks and Values of Public Information Disclosure/Central Java Provincial Government for the 2015-2020 Period

| Year | Rating | The Value of Public Information Disclosure |
|-------------|---------------|---|
| 2015 | 5 | 74,861 |
| 2016 | 8 | 84,00 |
| 2017 | 2 | 92,13 |
| 2018 | 1 | 96,95 |
| 2019 | 1 | 97,00 |
| 2020 | 1 | 99,15 |

(Processed from the official website of the Indonesian Central Information Commission (https://komisiinformation.go.id/?page_id=883))

The Central Information Commission of the Republic of Indonesia periodically monitors and evaluates public information services organized by every public agency, both at the central and local government levels, universities, and other public bodies. The results of the monitoring and evaluation are reported transparently through the Public Agency Information Disclosure Awarding Activities every year and the reports can be accessed on the official website of the Indonesian Central Information Commission. In addition, a categorization of public bodies was established based on the value of public information disclosure achieved into five groups (table 2).

Table 2. Qualifications of Public Bodies Based on the Value of Public Information Disclosure

| Category | Value Range |
|---------------------|--------------------|
| Informative | 90 - 100 |
| Towards informative | 80 – 89,9 |
| Quite informative | 60 – 79,9 |
| Less informative | 40 – 59,9 |
| Not informative | < 39,9 |

(Processed from the official website of the Indonesian Central Information Commission (https://komisiinformation.go.id/?page_id=883))

When viewed from the scores in table 1, it appears that the Central Java Provincial Government has shown positive developments in providing public information services. Initially in 2015, the Central Java Provincial Government was included in the fairly informative category, then became a category towards informative in 2016, and succeeded in becoming an informative public body from 2017 to 2020.

2 Method

This research was conducted with descriptive qualitative method. Erickson in Susan Stainback in Sugiyono [5] explains that qualitative research methods are carried out in depth, where researchers involve themselves in the field and record what they find carefully, conduct theoretical studies on documents obtained during research, then make detailed research report.

Data was collected through interviews, referring to the interview guide that had been prepared. In addition, empirical data is also collected through observation and documentation. The empirical data obtained was then carried out by the coding process for analysis.

3 Result

As a form of embodiment of a democratic life, the disclosure of public information is something that needs to be taken seriously. PPID as a public body in this era of openness has an important role in building the reputation of a public body which is often assumed by the public as a closed management system. As the main gate, PPID certainly needs to improve and maintain a better quality of public information services, in accordance with the principles of good governance and user-friendliness, meaning that it does not only provide public information, but also pays more attention to the ease of accessibility and completeness of information as society needs [6].

Access and information technology will certainly change with the times. This will practically affect the accessibility of archives and access requests so that the archive system as a record "warehouse" needs to keep up with technological developments. Given the demands of this efficient digital era, public information disclosure services can be said to be optimal if they have easy accessibility, wide coverage, and have guarantees for security [7].

The Central Java Provincial Government has utilized social media as a new form and way of interacting and providing services. In addition to offering a more practical method, social media has two-way and open communication capabilities that make it easier to participate and serve the community. After being named the most informative province in 2020, the Central Java Provincial Government continues to optimize the use of digital media, especially on its official website as a public information disclosure service platform. As reflected in the legal umbrella governing the disclosure of public information namely UU Nomor 14 Tahun 2008, it can be seen what exactly is the meaning of public information, referring to Article 1 paragraph 2 it is explained that public information is information that is generated, stored, managed, sent, and/or received by a public agency related to the organizers and administration of the state and/or the organizers and administration of other public bodies in accordance with this Law as well as other information related to the public interest. Disclosure of public information is the responsibility of a public body.

Furthermore, the meaning of public bodies is also explained in Pasal 1 ayat 3 UU Nomor 14 tahun 2008, public bodies are government institutions in this case both legislative, executive, and judicial institutions whose functions and duties are related to state administration. Based on UU Nomor 14 Tahun 2008 about Keterbukaan Informasi Publik BAB IV, information that must be provided by a Public Agency includes information that must be provided and announced periodically which appears every 6 months, information that must be announced immediately, information that must be available every time, and information that is excluded. As another legal umbrella, the issuance of Information Commission Regulation No. 1 of 2010 concerning the standard of public information services, Governor's Regulation (Pergub) No. 56 of 2019 concerning instructions for implementing Regional Regulation No. 6 of 2012 concerning public information services for the administration of Central Java provincial government, Governor Regulation No. 12 of 2015 concerning amendments to the regulation of the Governor of Central Java Number 47 of 2012 concerning the instructions for implementing the Central Java Provincial Regulation Number

6 of 2012. Then, there is the Governor's Regulation Number 70 of 2016 on December 15, 2016 concerning the Organization and Work Procedure of the Central Java Province Communication and Information Office. The ratification of the Governor's Regulation became the forerunner to the commencement of the implementation of public information disclosure at the Central Java Provincial Communication and Information Office with the establishment of the PPID (Information and Documentation Service Officer) Assistant to the Central Java Province Communication and Information Office in 2017 with an updated Decree of the Head of the Communication and Information Office every year.

Referring to Information Commission Regulation No. 1 of 2010 concerning Public Information Service Standards, PPID Diskominfo Central Java Province has met a number of established standards. This can be seen from basic things such as the types of information provided. Referring to the legal basis of Information Commission Regulation No. 1 of 2010 it has been regulated in such a way as to what types of information must be provided by public bodies, for example in chapter III, part one, it is written information that must be provided and announced periodically. Article 11 paragraph 1 letter a number 2 states that "Every Public Agency is obliged to periodically publish Public Information which at least consists of: information on the profile of the Public Agency which includes the organizational structure, general description of each work unit, brief profile of structural officials". This is reflected on the PPID Diskominfo website of Central Java Province which has provided a profile feature that contains the profile of the Central Java Diskominfo PPID, the Organizational Structure of the Auxiliary PPID, both Structure Charts and Team Decrees, Structural Officials, and Service Notices.

Still in Article 11 paragraph (1) letter b of the Information Commission Regulation, it is also explained that information periodically includes the name of the program being intensified, on the PPID website, the Communication and Information Office of Central Java Province seems to have fulfilled these elements. On the home page of the Central Java PPID Diskominfo website, it shows what work programs or important issues are being focused on by the Central Java provincial government. For example, strategic development planning, 3 work programs of the Central Java Province Communication and Information Office, of course, in improving communication and information technology, strategic issues, and so on which if indeed become important things that must be underlined for the benefit of access to public information disclosure for the community.



Fig. 1. 3 Work Programs of the Central Java Ministry of Communication and Informatics in Improving Communication and Informatics

Then, in serving further public information disclosure, PPID Diskominfo Central Java also pays attention to Article 12 regarding the types of information immediately, further explained in Article 12 paragraphs 1 and 2 that information that can threaten the lives of many people and public order, such as natural disasters and Non-natural disasters, for example, information about COVID-19 can be categorized as immediate types of information. One form of information immediately available on the PPID website of the Central Java Communications and Informatics Service is the Central Java Governor's Circular Letter Concerning the Enforcement of Restrictions on Community Activities and Anticipating an Increase in Covid-19 Cases in Central Java number 443.5/0000429 dated January 8, 2021.

Furthermore, as has been mandated in Article 13 of the Information Commission Regulation Number 1 of 2010 concerning Standards for Public Information Services, Central Java's PPID Diskominfo has provided Information that Must be Available at All Times such as Data on the Procurement of Goods and Services Contracts for 2020 and the Work Agenda of the Office from 2018 to 2020. One form of PPID readiness of the Central Java Provincial Communications and Information Office in order to maintain the performance of access to public information disclosure there are also regulations or information regarding regulations that have been ratified/applicable within the Central Java provincial government, of course this is in line with the obligations of a public bodies to provide information at any time in accordance with Article 13 regarding information at any time, which is stated in the Information Commission Regulation No. 1 of 2010. On the PPID Diskominfo Central Java website, there is a feature that specifically provides information on regulations. This is of course in line with Article 13 paragraph (1) letter b which mandates that every public body is obliged to provide information on regulations, decisions, or policies issued. PPID Diskominfo Central Java has fulfilled these elements. PPID Diskominfo Central Java's performance is shown by providing a special feature that can filter out what types of regulations, from a certain time range. People just need to adjust to the information they need. This page is integrated with the legal documentation and information network.

As a public body, the Central Java Province Communications and Informatics Service through the Information Management and Documentation Officer (PPID) who has the

authority to guarantee access to public information disclosure still pays attention to excluded information, referring to information commission regulations No. 1 of 2010 articles 14 and 15 explaining about the exception of public information, simply the exception of public information is information that is excluded from being informed to the public, it does not mean that it does not guarantee access to information disclosure and transparency, but the exclusion of such information is carried out through consideration, especially the consequences if the information is disseminated. In this article it is emphasized that closing Public Information can protect a greater interest than opening it or vice versa. Of course, with the exception of public information, it doesn't just happen, there is still a process that complies with regulations and standard operating procedures. In the information commission regulations, it has also been explained how public bodies are, in this context it means PPID of the Central Java Province Communications and Information Technology regarding the procedures for the exclusion of public information. Furthermore, it has been explained in the information commission regulation No. 1 of 2010 part two of article 16 regarding the procedure for the exclusion of public information, it is stated in paragraph (1) in this case the PPID is obliged to conduct a consequence test based on the reasons in pasal 17 UU Keterbukaan Informasi Publik as public information that excluded, meaning that it can be understood that in practice the Central Java Provincial Communication and Information Office still pays attention to the Standard Operating Procedures for excluded information. PPID Diskominfo Central Java also pays attention to information that is excluded as regulated in articles 14 and 15, such information as internet protocol addresses and assets of vital facilities belonging to the Central Java Provincial Government, because the information relates to the interests of the state.

Then how is the mechanism for requesting public information at the Central Java Province Communication and Information Office? The service menu features a mechanism for requesting information, it is further explained that the system for submitting requests for information can be done online and offline. If the community wants it to be offline, it means that the community must come to the information service desk at the Central Java Communication and Information Office to fill out a form with proof of identity card. The current pandemic period does not close the door for people who want to apply for information, because an online or online system is also provided, the public can simply access the PPID website of the Central Java Communications and Information Office, then enter the service feature, select the information request mechanism, it will appear. the procedure for submitting a request for information, if it is done online, there will be a link that the applicant can click.

"Applicants can also fill out the information request form themselves at [this link](#)"

In the words "This link" the applicant simply clicks to get the format for filling out the application form for public information. The use of digital media seems to be optimally pursued by the Central Java Province Communication and Information Office because it provides services for submitting requests for information via electronic mail, namely email while still filling out the forms provided. The application form for public information can be sent by electronic mail (email) to the address ppid.diskominfo@jatengprov.go.id. Incoming information requests will of course be re-filtered, adjusted to the cluster of issues/data required, if there are types of information that are excluded according to existing regulations, the request for such information can be rejected, accompanied by basic reasons. Optimizing the use of digital media, one of which is through the website, appears to have been carried out by the Central Java Discominfo, it can be seen that the official PPID website of Central Java Province has also been equipped with a live chat feature that is connected to the WhatsApp

messaging application as a form of synchronous communication. This certainly provides convenience, especially for people with low digital literacy skills.

Judging from the behavioral aspect of people who want an easy and fast form and communication process or "anti-complicated" this is the underlying reason why PPID Diskominfo Central Java needs to initiate an additional live chat feature that is connected to the WhatsApp application. This is considered more effective than when people have to download certain applications just to apply for information. Although, indeed this makes it easy for applicants because they only need to send messages on the live chat feature, but it is still quite difficult for Central Java PPID Diskominfo officers to manage incoming messages, due to limited human resources working. Then if the applicant objected to the information obtained or received, then he/she can submit an information objection request, usually this feature is used if the submitted information request is rejected.

As another novelty element, the PPID of the Central Java Province Communication and Information Office does not only provide public information disclosure services, and complaints about service dissatisfaction, but tries to apply other substances that are no less important, it can be seen that the Central Java Provincial PPID also provides complaints procedures. civil servant behavior. This means that not only classic problems such as distribution of aid for beneficiary families or data on social assistance recipients, flood data, and piles of garbage are reported or reported, but the performance and service attitude of state civil servants working in the Central Java provincial government can also be reported. The community as the holder of the highest sovereignty, can jointly monitor the quality of public services and the performance of public bodies, both at the legislative, executive, and judicial levels. Similar to other professions, the State Civil Apparatus (ASN) also needs to uphold professionalism and make the code of ethics a foothold in serving and serving the needs of the community. The number of incidents of public services that are not excellent for the community, or many ASNs who are not disciplined with existing regulations such as skipping morning apples, are the reasons why there is a need for new ideas to provide complaint services on the performance of state civil servants (ASN) in the Central Java provincial government.

By filling out the State Civil Apparatus (ASN) complaint form, which can be downloaded on the PPID Diskominfo Central Java website, the complainant can write a complaint explaining the chronology of the reported events, and send it to the Central Java Communications and Information Office office both offline and online. In the complaint channel, Central Java's PPID Diskominfo continues to prioritize Standard Operating Procedures (SOP) by paying attention to the complaint code of ethics, hoping that the identity of the reported and the complainant will still be guaranteed. Then, another interesting novelty element in the PPID Diskominfo Central Java website is the open data feature, which is any data portal in the scope of Central Java.

Another interesting thing, as part of a Public Agency that is active in the field of communication, Central Java Diskominfo PPID is required to always be updated on the latest information developments, therefore Central Java Diskominfo PPID provides the latest information data, either in the form of news or other information. In addition, hoax news which is increasingly mushrooming also brings a concern in the midst of people's lives. PPID Diskominfo responds to this by routinely providing reports on hoax issues on the 'Home' page which is connected to the official website of the Ministry of Communication and Information, Republic of Indonesia, as one of the efforts to prevent hoax news that can cause an anxious situation. PPID Diskominfo Central Java Province also provides a satisfaction survey column in which respondents need to fill in a number of information including age, gender, last

education, occupation, type of public service that has been accessed and so on. Community satisfaction survey feature.

Based on the description above, it can be seen that government public relations does not only function to create a positive image and reputation of the organization, but also provides public information services to all citizens. Government public relations are also considered to be broader when compared to public relations practitioners who work in companies or other organizations. There are several regulations that can be used as a reference to understand the meaning of government public relations in particular. The Decree of the Minister of Communication and Information Number 371/KEP/M.KOMINFO/8/2007 concerning the Code of Ethics for Government Public Relations states that government public relations is the activity of institutions and or individuals who carry out management functions in the field of communication and information to the public and stakeholders. otherwise. Meanwhile, the definition of government public relations as stated in the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform No. 55 of 2011 concerning General Guidelines for Public Relations in Government Agencies states that government public relations is a public relations institution and/or government public relations practitioner who performs management functions in the field of information. and persuasive, effective, and efficient communication to create a harmonious and mutually beneficial relationship with the public through various public relations facilities in order to create a positive image and reputation of government agencies [8].

If it is related to the existing theory, then the relationship between government public relations performance in this case PPID Diskominfo Central Java can be explained by the Excellence Theory theory. Basically, this excellence theory explains how organizations that implement excellence communication manage to reach their point of success. This success is achieved through the optimal role of public relations in the organization. Regarding the optimization of the role of public relations, this study is actually a continuation of the four classic models of the development of the role of public relations in organizations that had been formulated by Grunig. The four models are presented in table 3:

Table 3. Four Role Models of Public Relations

| Model | Communication Type | Characteristics |
|----------------------------------|---------------------------|--|
| <i>Press Agency or Publicity</i> | One-way communication | Using persuasion and manipulation techniques, especially through mass media to influence the public to act in accordance with the wishes of the organization |
| <i>Public Information</i> | One-way communication | Use press releases and other one-way communication techniques to inform the organization's activities. Public Relations plays a role as a "journalist" in the organization |
| <i>Two way asymmetric</i> | Two-way communication | Feedback from the public is used to compose a persuasive message and influence the public to act in accordance with the wishes of the organization |
| <i>Two way symmetric</i> | Two-way communication | Emphasizes the achievement of mutual understanding, mutual respect, |

| Model | Communication Type | Characteristics |
|-------|--------------------|--|
| | | and is oriented towards the formation of long-term relationships between the organization and the public |

The implementation of excellence theory is most ideal if it is applied to organizations whose internal and external communication emphasizes a balance or equal position among the communicating parties. If it is associated with the four public relations role models, the fourth or two-way symmetric model is the most ideal condition for implementing Excellence Theory. Furthermore, in Excellence Theory there is Excellence Communication which is the key in researching the ideal role of a public relations officer. Excellence Communication is the ideal form produced by Grunig and his team regarding public relations. Where a public relations officer in the organization has the ability to manage its strategy and also carry out dynamic communication between the organization and its publics, both internally and externally.

In implementing Excellence Communication, a public relations officer is required to have knowledge of strategic management and two-way communication. A public relations officer must be able to carry out management functions such as designing communication programs that meet the wishes of leaders and the public. Public relations must also carry out its function as a two-way communication, where a public relations officer must be able to establish communication with the public and obtain information about the wishes and public opinion of the organization. The information and data are submitted to the leadership as consideration in making decisions and policies. Then after decisions and policies are made, public relations communicates them back to the public and looks at the public opinion. Likewise, the flow of two-way communication carried out by a public relations officer to the organization and the public.

4 Conclusion

Public information is a necessity that must be provided by public agencies, and openness to access to public information is the responsibility of every public agency. As the main gate, PPID certainly needs to improve and maintain a better quality of public information services, in accordance with the principles of good governance and use friendly. This means being able to understand the needs of the community and provide easy access for the community. The Central Java Provincial Government continues to optimize the use of digital media, especially on its official website as a service platform for public information disclosure, one of which is through the official website www.ppid.diskominfo.jatengprov.go.id. As reflected in the legal umbrella governing the disclosure of public information namely UU Nomor 14 Tahun 2008, PPID Diskominfo Central Java continues to improve performance in ensuring access to public information disclosure. The ratification of Governor's Regulation Number 70 of 2016 dated December 15, 2016 concerning the Organization and Work Procedure of the Central Java Province Communication and Information Technology Office is the gateway and forerunner to the start of public information disclosure in Central Java. In practice, PPID Diskominfo Central Java still prioritizes Standard Operating Procedures.

Referring to Information Commission Regulation No. 1 of 2010 concerning Public Information Service Standards, PPID Diskominfo Central Java Province has met a number of established standards. This can be seen from basic things such as the types of information

provided. Referring to the legal basis of Information Commission Regulation No. 1 of 2010 it has been regulated in such a way as to what types of information must be provided by public bodies. The novelty elements that appear on the PPID Diskominfo Central Java website are the live chat feature that is connected to the WhatsApp application, the data portal feature, the regulatory feature that is integrated with the communication network and legal information, the latest information data, reports on hoax issues on the linked 'Home' page. with the official website of the Ministry of Communication and Information, Republic of Indonesia, as one of the efforts to prevent hoax news that can cause an anxious situation. PPID Diskominfo Central Java Province also provides a satisfaction survey column on access to public information disclosure. However, the limitations of competent human resources in the field of public relations are an obstacle and challenge for PPID Diskominfo Central Java in the practice of public information disclosure. In addition, there is a need for a strategy in disseminating public information disclosure by utilizing the Central Java PPID Diskominfo website considering the low level of digital literacy of the community

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