

## The Role of Public Relations of the Sukabumi City DPRD Secretariat in Delivering Public Information

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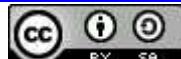
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### Abstract

*Public relations (PR) plays a strategic role in bridging communication between government institutions and the public to achieve transparency in public information. The Public Relations Division of the Secretariat of the Regional House of Representatives (DPRD) of Sukabumi City is required to deliver information effectively, transparently, and accountably. This study aims to identify the role of the PR Division in providing public information. A descriptive qualitative method was employed, with the research conducted at the DPRD Office of Sukabumi City. Data collection techniques included observation, interviews, and documentation. Informants in this study consisted of the Head of Public Relations, PR staff, and representatives of DPRD members. The object of this research is the PR Division of the DPRD Secretariat of Sukabumi City, particularly its role in delivering public information. Data analysis followed the Miles and Huberman model, encompassing data collection, data reduction, data presentation, and conclusion drawing. The findings reveal that the duties of the PR Division go beyond documentation and media coverage; they also serve as communicator, relationship builder, management support, and image maker. Social media and collaboration with mass media are utilized as the main communication channels for disseminating public information. The main obstacles include limited human resources and inadequate supporting facilities. Overall, the PR Division has performed its role fairly well, although improvements are still needed through capacity building and technical support.*

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## 1. INTRODUCTION

Public Relations (PR) is a managerial function whose purpose is using efficient communication to build and maintain harmonious relationships between organizations and their audiences. According to Setya Purwo and Puspasari (2020), To achieve goals based on shared understanding, public relations summarize all planned communications, both internal and external, between an organization and all its stakeholders. The function of public relations as a communicator that facilitates open access and acts as a bridge for two-way communication between the community and government organizations (Sani & Sjafirah, 2020).

Information is very important for government agencies to communicate with the public and other organizations. The purpose of public relations is to provide a forum for individuals to ask questions and seek information about a company. (Romalina, 2023). The collection and dissemination of information about government agencies and specific organizations is the responsibility of public relations in an organization. The information

conveyed by public relations must be accurate and reliable, because it is the basis for the image and credibility of the organization in the eyes of the public. The existence of public relations is needed to support the progress of the organization both internally and externally. Through the communication function carried out, public relations help convey the goals of the organization so that they can be understood and accepted by the public (Yuniaret *et al.*, 2023).

Public relations are one of the important elements needed by every organization or agency. The existence of public relations plays a major role in determining the survival of an agency. According to Ruslan (2016), the role of public relations can be classified as follows:

- a. *Communicator*, namely public relations acts as a representative of the organization in establishing two-way reciprocal communication with internal and external publics.
- b. *Relationship*, meaning that public relations try to build positive and mutually beneficial relationships with various parties.
- c. *Back up management*, namely public relations functions as a support in carrying out the organization's managerial tasks, so that public relations must always be ready to carry out the leadership's directions.
- d. *Good image maker*, meaning that public relations plays a role in maintaining and building a good image of the organization in the eyes of the public.

In government institutions such as the DPRD, the role of Public Relations is very strategic because it is directly related to the delivery of public information, policy transparency, and the absorption of public aspirations. Public relations is the spearhead in building a positive image of legislative institutions in the eyes of the public, and ensuring that all activities of the institution can be accessed and understood by the wider community. Public relations allows the general public to know and obtain information about various events and activities taking place within a company or government organization. (Kiannuret *et al.*, 2025). The main role of public relations continues to change, including in the scope of government public relations. One form of its development is influenced by the dynamics that emerged due to the transition from the New Order era to the Reformation era. This shift in the government system has had a real impact on society, especially in terms of access to information. Now people do not only rely on conventional media as a source of information, but also increasingly utilize online media which is growing rapidly (Prastowo, 2020)

Publication is an activity that aims to convey information to the public regarding organizational policies and program plans that will be implemented. The delivery of this information is carried out through cooperation with the media, both print media, electronic media, or other mass media. The delivery of information requires the use of good, correct, easy-to-understand, and effective language so that the message given can be received according to the desired goal. The responsibility to convey this information is the task of public relations which plays a role in explaining issues or conditions related to institutions, both companies and government agencies.

Public Relations of Sukabumi City DPRD Secretariat has demonstrated openness to the development of information technology by innovating in delivering information to the public. General information can now be accessed through various channels, both electronic and print media. Information that is included in the exempted category based on the Law on Openness of Public Information (Law of 2008 No. 14) is not required to be published to the public. The delivery of information by Public Relations of Sukabumi City DPRD Secretariat to the public is considered not to have been running effectively based on the author's observations.

This study was motivated by the researcher's curiosity about the way the Sukabumi City DPRD Secretariat Public Relations handles the delivery of information to the public. Information about the functions and roles of public relations is needed to understand the steps taken in managing public communication situations. Public relations have an important role in providing messages to the public openly and accountability in order to prevent information gaps. The publications carried out also aim to provide access to information to the public regarding various activities and work programs of the Sukabumi City DPRD Secretariat Public Relations. This transparency is expected to increase public understanding of the role of the Sukabumi City DPRD Secretariat Public Relations. Based on this background, the author raises a research topic entitled "THE ROLE OF PUBLIC RELATIONS OF THE SUKABUMI CITY DPRD SECRETARIAT IN DELIVERING PUBLIC INFORMATION".

## 2. RESEARCH METHOD

This study combines a descriptive approach with a qualitative approach. This method emphasizes the collection of non-numerical data such as observation, interviews, and documentation to gain a deep understanding of social phenomena (Creswellet *al.*, 2016). The purpose of this study is to understand the duties of the Sukabumi City DPRD Secretariat Public Relations to provide information to the public, and to describe in detail the communication strategies used. The qualitative approach was chosen because it is able to explore the perspectives, experiences, and direct practices of public relations actors in an institutional context.

Data was collected using a number of techniques, including observation and in-depth interviews with the Sukabumi City DPRD Secretariat Public Relations team. The location of this study was carried out in *offline* at the Sukabumi City DPRD Office located on Jl. Ir. H. Juanda No.10, Cikole, Cikole District, Sukabumi City, West Java, and will last until the period of February to May 2025.

The data used consists of primary and secondary data. Primary data was obtained through direct observation of public relations activities, especially in delivering information during the research period. In-depth interviews were conducted with the Head of Public Relations, Public Relations Staff, and representatives of Sukabumi City DPRD members who were directly involved in the planning and publication process of information to the public. This aims to explore the communication strategies applied in delivering information on DPRD members' activities and work programs to the public. The in-depth interview technique was chosen because it is able to explain in detail the views, experiences, and challenges faced in the public communication process.

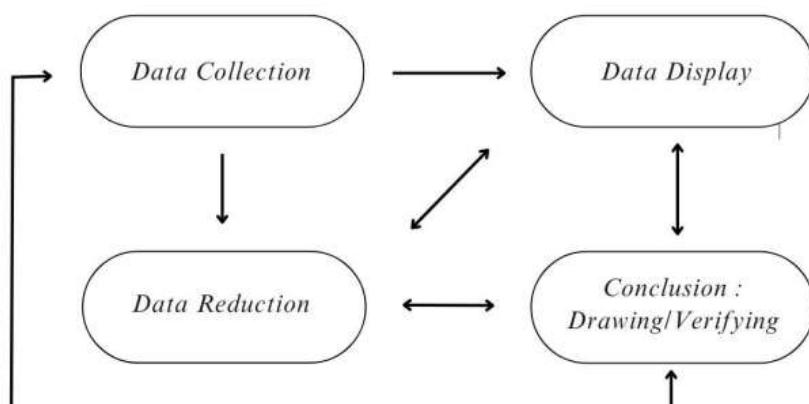


Figure 1. Miles and Huberman Data Analysis Components

The data analysis process refers to the Miles and Huberman model which includes 4 main stages: data collection, data reduction, data presentation, and drawing conclusions. (Sugiyono, 2022).

### 3. RESEARCH RESULTS AND DISCUSSION

#### Overview of the Sukabumi City DPRD Secretariat

The Sukabumi City Regional People's Representative Council (DPRD) is a regional legislative institution that adopts a unicameral system. This institution plays an important role in the implementation of government in Sukabumi City, West Java Province. In order to encourage the smooth running of the DPRD's duties and functions, the DPRD Secretariat was created as an administrative and technical service implementation unit. The leadership of the DPRD Secretariat is under the responsibility of a DPRD Secretary who has functional and technical responsibility to the DPRD Leadership, as well as administrative responsibility to the Mayor through the Regional Secretary.

In the organizational structure of the DPRD Secretariat, the Public Relations (Humas) Sub-Division has a strategic role in supporting the implementation of institutional tasks, especially in the aspect of public communication. Public Relations is responsible for conveying information to the public, as well as establishing relations between the DPRD and the public. The position of Public Relations which is directly under the coordination of the DPRD Secretariat allows access to the institution's agenda and activities, and provides direct responsibility in terms of documentation, publication, and reporting of DPRD activities to the public.



Figure 2. Sukabumi City DPRD Building

#### The role of the Sukabumi City DPRD Secretariat's Public Relations in conveying Public Information

Public Relations of the Sukabumi City DPRD Secretariat has a strategic role as a liaison between the legislative institution and the community. The main roles of the Sukabumi City DPRD Secretariat Public Relations are described as follows:

##### 1. Communication facilitator between the DPRD and the community

The basic role of the Sukabumi City DPRD Secretariat Public Relations Team is to establish effective communication between the DPRD institution and the community. This is realized through the delivery of information related to various activities, such as plenary meetings, recess agendas, work visits, and field reviews. Through this communication, the community gains a complete understanding of the legislative programs being implemented, and can also provide feedback on policies taken by DPRD Members.

##### 2. Documentation and coverage of DPRD activities

The Sukabumi City DPRD Secretariat Public Relations Team is responsible for immortalizing every DPRD activity in the form of visual documentation (photos and videos) and writing. This documentation becomes internal archive material as well as external publication material. The documentation process is carried out systematically so that DPRD activities can be properly documented and become evidence of public accountability for legislative activities that have been carried out.

### 3. Publication and dissemination of information

The Sukabumi City DPRD Secretariat Public Relations Team is also tasked with disseminating information to the public through various means platform communications such as official social media (YouTube, Facebook and Instagram), as well as collaborating with various print and digital media *online* to publish the activities of DPRD members. Not all documentation content is published directly. Public Relations first conducts a curation or selection process based on the relevance of the information, news value, and compliance with public communication ethics. The goal is that the information received by the public is truly useful, not misleading, and supports the positive image of the institution.

### 4. Building the image of the institution

One of the strategic functions of the Sukabumi City DPRD Secretariat Public Relations Team is to form and maintain a positive image of the DPRD in the eyes of the public. The public relations team ensures that every published content displays the professional, active, and accountable side of the DPRD members. The selection of publication media is also adjusted to the characteristics of the audience. To reach young people, for example, it is used platform like Instagram, while the general public uses Facebook.

### 5. Information ethics filter and guardian

As part of a public institution, the Sukabumi City DPRD Secretariat Public Relations Team holds full responsibility to maintain the integrity of information conveyed to the public. All content must be in line with the journalistic code of ethics, without provocative elements, hoaxes, or violations of social norms. If an error is found in the publication, the Public Relations Team will immediately make corrections, either by deleting content, correcting information, or providing open clarification.

### 6. Internal and external coordination

In carrying out daily tasks, the Sukabumi City DPRD Secretariat Public Relations Team actively coordinates with a number of parties, both internal and external. For example, during recess activities, the Public Relations Team must work together with the implementing committee and DPRD members to ensure that documentation runs smoothly and field information is recorded accurately. Internal coordination between teams is also needed to divide roles in coverage, content processing, and publication on social media.

The Public Relations Team of the Sukabumi City DPRD Secretariat has an important role in bridging communication between the DPRD and the public. Through their roles as communication facilitators, activity reporters, information disseminators, institutional image builders, information ethics guardians, and internal and external coordinators, the Public Relations Team ensures that all DPRD activities can be conveyed transparently, accurately, and accountably to the public. The existence of the Public Relations Team is very important in supporting information transparency, increasing public participation, and maintaining public trust in Sukabumi City DPRD members.

## **Public Relations Communication Media of Sukabumi City DPRD Secretariat**

Public Relations of Sukabumi City DPRD Secretariat utilizes various communication media in conveying information to the public. Each media is used according to the characteristics of the audience and the purpose of delivering the message.

### 1. Social media

The main method to inform the public is through the official social media channels of the Sukabumi City Council Secretariat Public Relations Office. The purpose of using social media is to reach a wider audience quickly and effectively. The following are some of the official social media used by the Sukabumi City DPRD Secretariat Public Relations:

- a. Official Instagram of Public Relations of Sukabumi City DPRD Secretariat @humas.dprdksmi

Public Relations of the Sukabumi City DPRD Secretariat utilizes Instagram as a means of two-way communication between the DPRD and the public. This social media was chosen because it is able to convey information quickly, concisely, and easily accessible to the public. The information conveyed is generally in the form of documentation of DPRD activities in carrying out its duties and functions as a legislative institution. The delivery of information is packaged in the form of visual content, such as photos, videos, and short narratives (captions) that are designed to be easily understood by various groups. This strategy not only aims to disseminate information, but also encourage public participation, especially the younger generation, who increasingly rely on social media as their main source of information.



Figure 3. Instagram profile @humas.dprdksmi

In January 2025, the Instagram account @humas.dprdksmi began to be more active in sharing content about DPRD members' activities. The Sukabumi City DPRD Secretariat Public Relations Team updated the visual appearance using a new, more modern design template, but still maintained a formal impression to match the DPRD's institutional identity. This update is part of an effort to reach a wider audience, especially the younger generation as active Instagram users. During the research period, this new design style was applied consistently, so that the profile display became neater. This change shows a real effort from the Public Relations

team to improve visual quality and strengthen the DPRD's professional image on social media.



Figure 4. Post Before and After Update

b. Official Facebook of Public Relations of Sukabumi City DPRD Secretariat

Facebook is used by Sukabumi City DPRD Public Relations as a means of publishing activities and disseminating official information to the public. *Platform* This is used to inform the activities of DPRD members. Specifically, Facebook targets adults to the elderly who are still actively using platform to follow daily information. Each upload is usually in the form of photos and videos of activities accompanied by brief informative captions. Facebook has become an important channel in efforts to build transparency, increase public participation, and maintain public trust in the performance of the Sukabumi City DPRD.



Figure 5. Facebook profile of Sukabumi City DPRD Public Relations

Sukabumi City DPRD Facebook also experienced a significant increase in activity. This happened after the Public Relations team linked the Instagram account

@humas.dprdksmi to the DPRD Facebook page. With the feature *crossposting* automatically, every content uploaded to Instagram will also appear directly on Facebook. This method is considered effective because it helps save time, while maintaining the consistency and quality of content shared on the two platforms. *platform* at a time.

c. YouTube Public Relations of the Sukabumi City DPRD Secretariat

*Platform* YouTube is used to upload documentation of DPRD members' activities in long-form video format, such as plenary meetings, recesses, work visits, and implementation of legislative programs. YouTube is able to accommodate audiovisual content with a more flexible duration, allowing for the delivery of information more comprehensively and in-depth. Through *platform* This way, the public can access complete information about the DPRD's work process and institutional activities. The use of YouTube aims to increase the transparency and accountability of legislative institutions to the public.

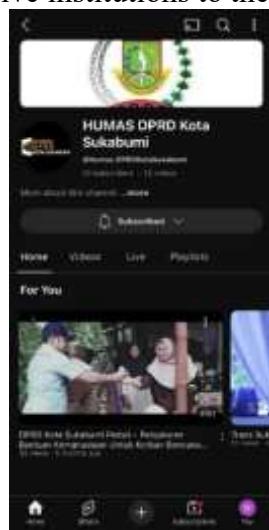


Figure 6. *Channel* of YouTube Public Relations of Sukabumi City DPRD

*Channel* of YouTube Humas DPRD Kota Sukabumi has not shown any significant changes. Based on the observation results, the number of subscribers which is still small, namely around 50 people, is one of the reasons for the low activity in *platform*. Seeing the low audience interest on YouTube, the PR team prefers to focus on managing content on other social media such as Instagram and Facebook. Both *platform* This is considered more effective because it allows the delivery of information through short videos that are more visually appealing and easily accessible to the public, especially young people.

2. Cooperation with Print Media and Media *Online*

The Sukabumi City DPRD Secretariat Public Relations collaborates with a number of media, both print and electronic. *online*, to disseminate information to the wider community. This cooperation includes coverage of DPRD activities, news publications, and the delivery of information regarding DPRD work programs, policies, and agendas. Public relations also builds good relations with the press from various media by providing open access to DPRD activities and providing information needed for coverage. The following is a list of print media and online who has collaborated with the Public Relations of the Sukabumi City DPRD Secretariat:

a. Print media

Print media for the Sukabumi City DPRD Secretariat Public Relations is to expand the reach of information to the public through communication channels that are still trusted by many groups, especially readers from the generation who are more familiar with conventional media.

Table 1. List of Collaborations with Print Media

No .	Media Name
1	Balance Sheet
2	Metro
3	Radar Sukabumi
4	Sukabumi Express
5	People's Thoughts
6	TIME
7	West Java Tribune
8	Medikom
9	The Great Paradise
10	Archipelago Reaction
11	Lantern Weekly
12	People's Lamp

b. *Media Online*

Media *online* is useful for accelerating the dissemination of information to the wider community. *Online* Media have a wider audience reach and high accessibility, so that information about DPRD activities, policies and programs can be known to the public quickly.

56 MEDIA ONLINE yang menjalin kerja sama dengan Humas Sekretariat DPRD Kota Sukabumi		
Pelita Sukabumi	Tipikor	Politik & Kriminal
Sukabumiharini.id	Sinar Pagi News	Paradigmenseksional
Seputaranrakita.com	Media Pejuang	Sukabumi Times
Liputan SMI	Arah Bicara.com	Sukabumikita.id
El Jabar	Berita Eksposor	Warta Polisi
Mata Peristiwa.ID	Demokratis	jabar.mennanggil.co
Mata Aktual	Hal Jabar	Teropong Indonesia
Kabar SMI	Harapan Rakyat	sukabumicity.com
Seputar Hari Ini	Jumatis Bicara	kesatu.co
Mata Terkini	Branda	Lingkarpena
MBI News	Kabar Journalist	Reaktornews
Sukabumiku.id	KI.News	Spolektrum
fokusriangan.id	Sinar Pagi	Parameter Media
Sukabumiplus.com	Sukabumisatu.com	Polisi News
Sukabumi Zone	Dara.co.id	Media Reskim
Japos.co	KPK.com	Kabar Pertama
JP News	Lensa Peristiwa	Sunda Midang

Figure 7. List of Collaborations with Media *Online*

The Sukabumi City DPRD Public Relations Team has collaborated with 12 print media and 56 media. *online*. Through this collaboration, the Public Relations team actively seeks to disseminate information about various DPRD Secretariat activities to the public. Cooperation with various media also helps strengthen the transparency and accountability of the institution in the eyes of the public, while

building the image of the DPRD as an institution that is open and responsive to the information needs of the community.

### **Role Analysis Public Relations of the Sukabumi City DPRD Secretariat in conveying Public Information**

#### *Communicator*

This means that public relations acts as a representative of the organization in establishing two-way reciprocal communication with internal and external publics.

The Sukabumi City DPRD Secretariat Public Relations Team has carried out its role as communicator quite well. This is reflected in their activities as facilitators of communication between legislative institutions and the public. Through coverage of activities such as plenary meetings, recesses, and work visits, as well as the dissemination of information through social media and cooperation with the mass media, Public Relations creates two-way communication that is reciprocal. The existence of social media accounts such as Instagram and Facebook allows the public to provide comments and responses directly to DPRD activities. Thus, communication is not one-way, but involves active participation from the public as a form of openness of information.

#### *Relationship*

This means that public relations tries to build positive and mutually beneficial relationships with various parties.

The role of the Sukabumi City DPRD Secretariat's Public Relations in building relationship. This can also be seen from their efforts to establish good relations with various parties, including print media, media online, and the wider community. Cooperation with more than 60 media shows the seriousness of the public relations team in expanding the reach of information and strengthening communication networks. Solid cooperation with DPRD members, internal staff, and activity implementation teams strengthens the internal synergy needed for a smooth public communication process. This mutually beneficial relationship not only supports the dissemination of information, but also strengthens trust in the DPRD institution.

#### *Back up management*

This means that public relations functions as a support in carrying out the organization's managerial tasks, so that public relations must always be ready to carry out the leadership's directions.

As part of the regional government bureaucratic system, the Sukabumi City DPRD Secretariat Public Relations also plays a role as managerial support (back up management). The Public Relations team carries out tasks according to the direction of the DPRD leadership, including documenting official activities, preparing publication reports, and producing content according to the strategic needs of the institution. The flexibility and readiness of the public relations team in supporting various legislative activities demonstrate their function in assisting the organization's operations, especially in terms of communication management and public reporting.

#### *Good image maker*

This means that public relations plays a role in maintaining and building a good image of the organization in the eyes of the public.

Function *good image maker* carried out by the Sukabumi City DPRD Secretariat Public Relations through professional content curation and visual management. The strategy of using social media with neat and formal content design, as well as the selection of narratives

that describe the DPRD's positive performance, is part of an effort to build a credible and accountable institutional image. The updated Instagram design and consistency of information presentation demonstrate the public relations team's commitment to strengthening the DPRD's image as an active, open, and service-oriented institution.

### **Public Relations Obstacles of Sukabumi City DPRD Secretariat in Delivering Public Information**

Public Relations of the Sukabumi City DPRD Secretariat has a strategic role in bridging communication between legislative institutions and the public. This task is inseparable from various obstacles that affect the effectiveness of delivering public information to the wider public. Limited human resources (HR) are the main obstacle. The limited number of personnel hampers the process of covering council activities, especially when activities take place at several points simultaneously. The documentation and publication processes are also less than optimal. Some of the Sukabumi City DPRD Secretariat Public Relations staff have educational backgrounds that are not in accordance with the field of public relations, so special training is needed so that they can carry out public relations tasks professionally and competently. The next obstacle lies in the lack of documentation equipment. Devices such as cameras and content editing facilities do not fully support the need for quality content production. As a result, the presentation of information to the public through social media is not optimal.

## **4. CONCLUSION**

This study shows that the Public Relations of the Sukabumi City DPRD Secretariat plays a strategic role in bridging communication between legislative institutions and the community. Social media such as Instagram, Facebook, and YouTube are used as the main means of disseminating information. Cooperation with print media and online help expand the reach of publications. The existing obstacles include limited human resources, some public relations staff have educational backgrounds that are not in accordance with the field of public relations, and the lack of documentation equipment that supports the production of quality content.

Based on the analysis results, the Sukabumi City DPRD Secretariat Public Relations has carried out four main public relations roles, namely as *communicator*, *relationship*, *back up management*, And *good image maker*. Public Relations is able to build two-way communication with the public, establish good relations with various parties, support the smooth management of the institution, and maintain a positive image of the DPRD in the eyes of the public. These roles show that despite facing obstacles, the Public Relations of the Sukabumi City DPRD Secretariat has shown positive developments in managing public information and needs to be continuously improved through strengthening HR capacity and optimizing communication facilities.

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