

**INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)
IN USE OF MEDIA IN PPID**
(Qualitative Analysis at Wonogiri Regency Government)

Fitria Dwi Purnomo, S.S.T.¹, Ismi Dwi Astuti Nurhaeni, Prof. Dr., M.Si²
Faculty of Social and Political Sciences, Sebelas Maret University, Public
Administration Department, Faculty of Social and Political Sciences, Sebelas Maret
University
fitriadwipurnomo@student.uns.ac.id, ismidwiastuti@staff.uns.ac.id

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Abstract

In an era of openness, PPID (Information Management and Documentation Officer) as a public service tool in the information field has a responsibility to open transparent government access. Utilization of ICT (Information and Communication Technology) becomes a priority for Local Government as the development of technology and the increasingly demanding service to the public. As a result of the utilization of ICTs, it influences the use of media to carry out information services to the public. The selection of media determines the effectiveness of the delivery of messages or information. Various articles describing the study of the influence of ICT on organizational change, organizational behavior, organizational culture and even leadership style contribute to the idea of research. This article uses a qualitative analysis to determine the effect of utilization of Information and Communication Technology on the use of media on PPID of Wonogiri Regency Government. The data were collected by documentation and interview. The review of the documentation study found that ICTs influence the management of information and media use to conduct public information services on the PPID. The forms of information services include: information delivery, information requests and information disputes

Introduction

The utilization and application of ICT (Information and Documentation Technology) is a priority for government agencies in line with technological developments and increasingly demanding services to the public as well as open transparent government access. In terms of utilization and application of ICT, of course, adjustments or changes that occur within an organization. The strategic role of ICT in the information age society is as infrastructure, production and consumption resources, supporters and the possibility of various activities, transformers, as well as driving the creation of global competitiveness. Both macro and micro changes are evident from organizational behavior, leadership style, communication style and so forth. ICT refers to technologies that provide access to information (Selamat, Jaffar, & Kadir, 2011).

Under the provisions of Law Number 14 Year 2008, information transparency issues, particularly those bound or controlled by public bodies, should be opened to the public as applicants or users of public information. This Law becomes the legal umbrella of the

efforts of the community in searching for, selecting sources and channeling factual and reliable information, then this public information and communication Law provides various limitations and categories of public information. The rule of communication ministry No. 41 of 2007 on the General Guidelines of Information Governance has also provided guidance or guidelines to every government agency in implementing the governance of the utilization and application of ICT, especially in the context of the implementation of good governance related to the field of ICT in the region. Disclosure of information is also related to the welfare of the community. The main element of a strategy to achieve effective welfare is the delivery of information and transparency. To improve the welfare of the government should give freedom of information access and improve the quality of information. People who get more information will get better options (Adiputra: 2009)

When we talk about public information disclosure, the existence of PPIDs is very important as a public service tool in the field of information that has the responsibility to open transparent government access. PPID plays a role preparing and processing information from various sources and implement public information complaints services. The PPID in this article is the *PPID Utama*, where in its task along with *PPID Pembantu*. The Office of Communication and Informatics serves as the Main PPID, while the PPID auxiliaries are implemented by 33 OPD (Organization of Regional Devices) up to 25 Sub-District Offices in the administration area of Wonogiri Regency. *PPID Utama* acts as coordinator as well as facilitator of public information management activities up to delivery to the public.

The complex issues that arise in PPID activity are caused by several things. Selection of inappropriate public information dissemination media, poor quality public information, human resource support in terms of information management at *PPID Pembantu* that is less than the maximum. Non-qualified public information means that untested validity, originating from an incompetent source. However, from these issues, the selection of public information media becomes the most crucial issue. Not a few government agencies that submit invitations, appeals or campaigns an activity to the community by using media that are not appropriate. Inappropriate media information here interpreted, the information media used is not within the reach of the community or not in accordance with the characteristics of target communities.

Government agencies that act as communicators have naturally know the tendency of media usage for audiences. Audiences will select certain media to obtain information. Audience is active, selective and goal-oriented to choose the media as a source of information.

Some communication channels have different effects in the delivery of information. Theorists use four criteria to differentiate information media capacity: (1) availability of instant feedback from users, (2) use of some cues or symbols, (3) language usage, (4) media focus (Miller: 2012).

Internationally, the current flow of public sector modernization is related to the emergence of information technology running under the name of e-government (Giritli Nygren, 2012). A term that blurs the line between public administration, new technology and administrative method changes. In this case, employees of government agencies will

make adjustments by improving skills, adjusting work patterns and new work systems. These adjustments are based on aspects of efficiency and effectiveness, work productivity in terms of public services. As new technologies generate new production modes and new production modes in turn generate new types of work practices, under different conditions and in different IT / ICT implementation strategies, jobs can be more efficient and inefficient, more flexible or inflexible group work , and so on (Carmeli, Sternberg, & Elizur, 2008).

As the research has been conducted by (Zorn, Flanagan, & Shoham, 2011) entitled Institutional and Noninstitutional Influences on Information and Communication Technology Adoption and Use Among Nonprofit Organizations. The purpose of the study was to determine the effect of adopting and implementing and using ICTs and testing how ICTs are used in New Zealand's Ministry of Economic Development in New Zealand. As a result, organizations view technology as a rational, important instrument, and an efficiency-oriented system. Other studies related to the application of ICTs (Nygren, 2012) Narratives of ICT and Organizational Change in Public Administration articles that describe the effect of ICT on changes in public administration in Europe that the application of ICT should consider the conditions of employees in accordance with the class, employee level and ability or employee skills and job classification. This is so that there is no conflict within the organization. Various articles that describe the study of ICT's influence on organizational change, organizational behavior, organizational culture and even leadership style (the author) contribute to the idea of research. This article, conducted a qualitative analysis to determine the effect of utilization of Information and Communication Technology on the use of media. This study discusses the influence of the use of Information and Communication Technology on the use of media on PPID Wonogiri Regency Government. The problem analysis study focused on the process of public information management on the PPID and the use of media in the delivery of public information. Specifically this article deals on: (1) how is the role of PPID in the management of public information? (2) how is the influence of ICT utilization on media usage in public information delivery?

Theory

In describing the phenomenon of this research, the author tries to use a social information processing of media usage described by Schmitz (Miller: 2012). According to Schmitz this model provides many options to organizations to use appropriate media. The model as described below.

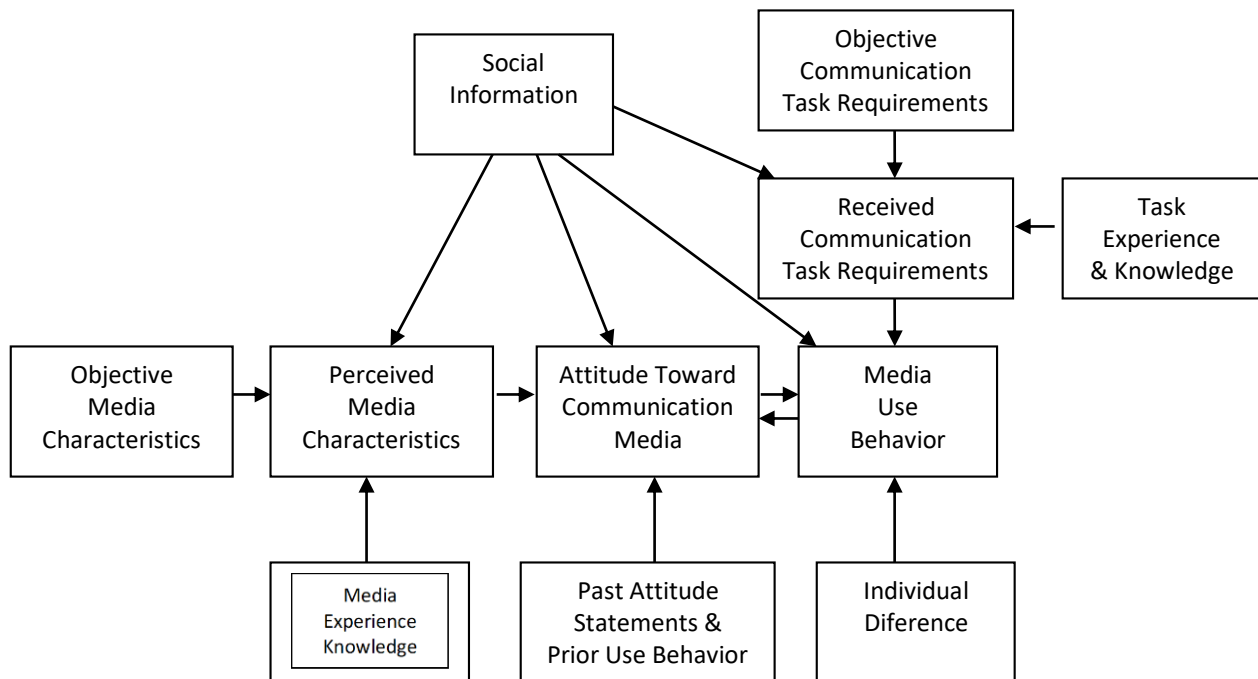


Figure 1. Flow model of public information process in media usage.

Further described by Schmitz examples of organizational communication technologies include: electronic mail, voice mail, faximile, audio and video conference, computer conference, management information system, group decision support system (gdgs), internet and world wide web (www) (Miller: 2012). Along with the development of Information and Communication Technology, innovation in the use of communication media has been very heavily conducted. Now known as new media. New media (new media) is a term to explain the linkage between digital communications technology is computerized and connected into the network. New media is anything that can channel information (intermediaries) from information sources to recipients of information.

"New media has two main elements of digitalization and convergence. The Internet is a proof of convergence because it combines several other media functions such as audio, video, and text "(McQuail's, 2006: 26). The following are examples of technologies that include new media: (a) Internet and websites, (b) Digital television / plasma TV, (c) Digital cinema / 3D cinema, (d) Supercomputer / laptop, (e) DVD / CD / blue ray, (f) MP3 player, (g) Mobile / PDA phone, (h) Video game, (i) RSS feed, (j) Streaming Video, and others. Most of the technologies described as "new media" are digital, integrative, interactive, manipulable, network-driven, solid, incompetent, and impartial.

New media is not the same as face-to-face interaction, but provides a new form of interaction where old media means can not be done. New media provides openness and

flexibility, but can also cause chaos and chaos. New media greatly widened the choice. Diversity is one of the great values of new media, but it can also cause division and separation (LittleJohn: 2011).

Audiences use media to meet various needs and interests so that it can be said that the use of media by a goal-oriented audience. The theory uses and gratification assumes that "audiences are essentially active, selective and goal oriented in using media to meet their needs and interests. The mass media compete with other sources (interpersonal communication channels, groups, organizations, etc.) in an effort to meet the needs and interests of audiences "(Rosengren et al., In Effendy 2000: 291)

Communications objectives, taken singly or together, are likely to involve several strategies and vehicles before they are completed. Each communications vehicle, targeted to a specific audience, is a step toward the actual completion of the objective. Ideally, strategies and vehicles build on each other, with the cumulative effect helping to realize both program goals and the organizational mission. Vehicle are means medium of communication is (1) face to face meeting, (2) print media, (3) electronic communication, (4) audio vehicle, (5) video vehicle, (6) website (Patterson and Radtke:2009). The organization might also want to consider using other types of vehicles that do not fit neatly into the categories listed. Many of these vehicles—usually considered give-aways or products to sell to raise money for an organization—can give your message added momentum or, at the very least, reinforce it within certain target audience groups.

Method

This study uses qualitative analysis of the influence of ICT utilization in media usage on PPID. Kirk and Miller define that qualitative research is a particular tradition in social science that is fundamentally dependent on human observation in its own region and relates to such persons in its language and in its terminology. (Moleong, 2006). This qualitative research uses a case study approach. Case studies can be used to study various research topics, ranging from policy research, political science and general administration, community psychology and sociology, organizational and management studies, city and regional planning studies such as program studies, the environment and the work of dissertations or theses in social studies (Yin: 2003). Furthermore, Yin also explained that the most appropriate case study to answer the type of questions "How" and "Why". Case studies are also interpreted as research conducted on a particular object in the context of real life (real life), is temporary and specific. This research involves direct contact with the object of research, is detailed and holistic. In the case study, researchers are the main research instrument (Anwar: 2014) The research data was collected by studying documents on PPID of Wonogiri Regency. The data from the document study is then triangulated by interviewing the main public administration of PPID. It is expected that using triangulation can obtain more valid data so that research facts can be expressed or described honestly and candidly.

Results and Discussion

The role of PPID in Public Information Management.

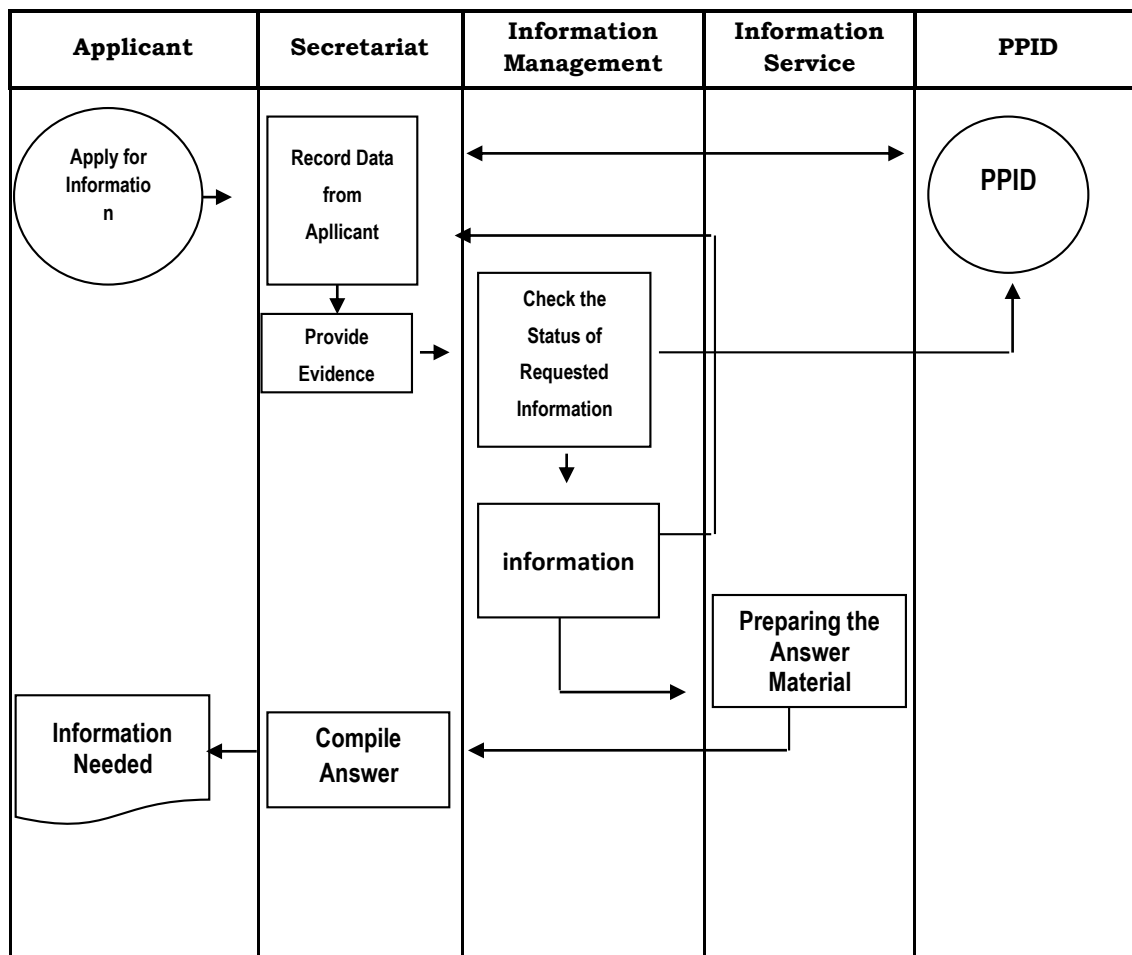
This research begins by examining, researching and collecting administrative documents. In accordance with Yin's opinion, "some documents that can be used for the case sources include letters, memoranda and official announcements, agendas, meeting conclusions, administrative documents, proposals, progress reports and other documents" Yin (2003: 104).

The documents studied are: (1) public information list, (2) SOP of public information service on PPID, (3) regent regulation about PPID. After carrying out the document collection, then conduct the analysis of evidence or data with two strategies, the first strategy is theoretical proposition and develop case descriptions, the second strategy by developing a descriptive framework to organize cases (Yin, 2003). Based on Wonogiri Regent's Regulation 82 of 2017 on Operational Standard and Procedure of PPID that the Office of Communication and Informatics serves as the main PPID.

While PPID auxiliary implemented each organization of regional device (OPD). In accordance with the regulation, PPID is tasked to provide guidance and guidance on the management of Information and public documentation in Wonogiri District Government. The functions of PPID are: (1) supervisor and director on various issues related to the implementation of Public Information services within the Wonogiri District Government, (2) the consideration of information exempted, consideration of objection, and dispute resolution of information in the Wonogiri Regency Government . In addition to receiving requests for public information, the main PPID acts to coordinate between PPID aides in the context of public information management.

The management of data and public information starting from the helper PPID is then collected on the main PPID. The main PPID that will deliver public information to the public through the media. In the preparation of a list of public information, auxiliary PPIDs should consider the following stages: (1) information collection, (2) classification of information, (3) documentation and archiving of information, (4) determination of public information lists. Furthermore, the process of public information services implemented by PPID as presented in the following table:

Table 1. Public Information Services Process



The table above explains the flow of requests for public information. The applicant submits a request for information which is then recorded by the PPID administration officer. The applicant receives a proof of the request for information. Furthermore, the requested information data is submitted to the Information Management and Documentation Officer (PPID) authorized to provide answers directives. The PPID then checks the status of the requested information. If the request for information is received, the next process is the PPID preparing the information and compiling the answer to the applicant. The period of settlement of the request for information is no later than 10 (ten) working days after the request is received.

The influence of ICT utilization on the use of media in the delivery of public information

In accordance with the observation of the use of ICT on the Main PPID has been implemented starting from the collection of information, classification of information, documentation of information and the determination of public information list. This fact is proportional to the results of interviews conducted to administrative officers in the PPID. Declares that the designated and designated administrative officer has the ability to operate

the computer. Although not yet using the application, but the compilation of information already using the computer as a tool and store data public information. The function of ICT in this case is in line with the opinion of Beckinsale and Ram (2006) ICT as any technology used to support information gathering, processing, distribution and use.

In terms of conveying information, the main PPID uses several media, including, (1) face-to-face media, (2) print media such as leaflets, posters and billboards, (3) videotron and running text, and (4) websites. The types of information submitted through the media, can be seen in the following table:

Table 2. Types of public information and information delivery media

Information Media	Information Content
Traditional media (face to face)	<ul style="list-style-type: none"> • Socialization policy / regulatory / activity policy
Printed Media (leaflet, poster dan baliho)	<ul style="list-style-type: none"> • District government work program, • socialization of excise duty
Videotron dan running text	<ul style="list-style-type: none"> • Government work program, • public service announcements
website	<ul style="list-style-type: none"> • Information on education, economy, health, tourism and tourism. • Information on the organizational structure of government • Information about local government performance and performance • Information about the regional agenda • Public information requesting services

As presented in table 2, PPID uses several public information delivery media. Namely: face to face media, print media (leaflets, posters, billboards), videotron and running text, and website. From the results of the review of the data in the table, that the use of the website as a medium of delivery of public information takes precedence. This is done with consideration of the potential of agency resources and coverage of website media that is wider and more flexible than other media owned. In line with opinion (LittleJohn: 2011) that new media provides openness and flexibility, but can also cause chaos and chaos. New media greatly widened the choice. Diversity is one of the great values of new media, but it can also lead to division and separation.

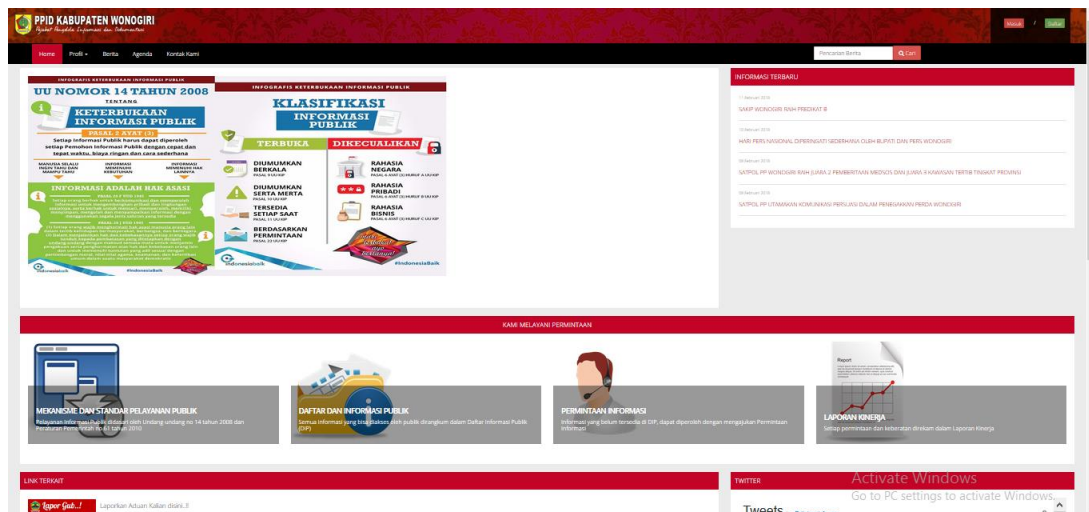


Figure 2. Display of PPID page of Wonogiri Regency

Public information submitted through the website will be more quickly accepted by the public. Ongo (2004) conducted a survey to find out public interest using internet media, the result 95% of participants claimed to prefer searching or reading articles and news from the internet. Media websites also provide space to be able to establish two-way communication, absorb the aspirations of the community and conduct complaints services or information requests. The theory uses and gratification assumes that "audiences are essentially active, selective and goal oriented in using media to meet their needs and interests. The mass media compete with other sources (interpersonal communication channels, groups, organizations, etc.) in an effort to meet the needs and interests of audiences "(Rosengren et al., In Effendy 2000: 291)

Conclusion

The functions of PPID are: (1) supervisor and director on various issues related to the implementation of Public Information services within the Wonogiri District Government, (2) the consideration of information exempted, consideration of objection, and dispute resolution of information in the Wonogiri Regency Government . In addition to receiving requests for public information, the main PPID acts to coordinate between PPID aides in the context of public information management. The use of the website as a medium of public information delivery takes precedence. This is done with consideration of the potential of agency resources and coverage of website media that is wider and more flexible than other media owned.

From the above conclusions, the authors can provide the following suggestions:

(1) PPID in terms of conveying public information naturally pay attention to the approach of communication planning comprehensively. That public information must be submitted to the audience with attractive packaging and can be packaged as appropriate information as mass media content. To planning a communication objective, we should attend several factors that influence the eventual success of any communications strategy. The seven criteria are: (a) Audience responsiveness, (b) The organization's relationship to

the audience, (c) How the strategy or vehicle will influence the audience's perception, (d) Controlling the message (e) Effort to implement, (f) Budget issues, (g) Potential uses with other audiences;

(2) if the dissemination of public information using media other than the website, in this case is printed media, then naturally understand the advantages that print media is unique media, can provide detailed data, complex facts and statistical data (Patterson and Radtke: 2009). Then use the advantages of print media in accordance with the nature of public information to be submitted.

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