



THE ROLE OF PUBLIC RELATION AT UNIVERSITAS NEGERI SEMARANG FOR IMPLEMENTATION OF PUBLIC INFORMATION DISCLOSURE POLICY

Ledi Diyanasari^{1✉}, Intan Permata Hapsari², Darmoyo³, Imam Adi Nugroho⁴

^{1,3,4}Bureau of Academic, Student Affairs, and Cooperation, Universitas Negeri Semarang

²Faculty of Language and Arts, Universitas Negeri Semarang

Article Information Abstract

History of article:
Accepted January 2023
Approved May 2023
Published June 2023

Keywords:
Public Relations,
Communication,
Public Services, Public
Information

The purpose of this study is to find out how big the role of public relations at Universitas Negeri Semarang is in implementing public information disclosure policies (Law No. 14 of 2008) and what strategies are used by public relations in its role as a communicator, relationship builder, forming a good image of the organization as well as a backup management to present information to the public. Disclosure of public information is one of the obligations that must be carried out by Public Agencies to maintain public confidence in the performance of programs and budgets implemented. Universitas Negeri Semarang (UNNES) is a public agency that through the Public Relations Unit (Humas) provides information and documentation services in accordance with public requests. The research method used is qualitative description by making data analysis from data collection carried out by observation, interviews and documentation of the Public Relations unit at UNNES. The research results obtained illustrate that the Public Relations Unit has carried out its role quite well as a communicator, builder of relations with internal and external parties and as a positive image creator for UNNES through media that has been designated as a means of communication between UNNES and the public. The strategy used by Public Relations in its role of providing information services by utilizing social media is more accessible to the public. The constraints that occur are not optimal utilization of the website <http://ppid.unnes.ac.id> which provides public information in accordance with Law 14 of 2008. Henceforth Public Relations must be able to optimize human resources and infrastructure in order to provide information and documentation services openly to the public.

✉correspondence Address:
Sekaran, Kec. Gn. Pati, Kota Semarang, Jawa Tengah
50229
E-mail: diyanasari@mail.unnes.ac.id

© 2023 Universitas Negeri Semarang
e-ISSN 2502-1451

INTRODUCTION

Public Relations or commonly called Public Relations, is a very important part in an organization. According to Philip Henslowe (2003) As a profession, a Public Relations (PR) is responsible for providing information, educating, convincing, gaining sympathy, and arousing public interest in something or making people understand and accept a situation.

Public Relations in an organization cannot be underestimated, along with the demands for bureaucratic reform, especially in the presentation of information data presented to the public. Public Relations does not only act as a team that

publishes news but can also provide information on leadership policies as well as performance and budget reports implemented by an organization.

As mandated in Government Regulation Number 61 of 2010 regarding the Implementation of Law Number 14 of 2008 (UU KIP), it is explained that the public agency's public relations obligation is to help implement UU KIP. All organizations/institutions that are public bodies must open access to information for the public. The right to information is very important because the more open the administration of the state is for public scrutiny, the more accountable the administration of the state will be.

Everyone's right to obtain information is also relevant to improving the quality of community involvement in the public decision-making process. Community participation or involvement means little without guarantees of public information disclosure.

Disclosure of public information is a means of optimizing public oversight of the administration of the state and other public bodies and everything that impacts the public interest. Higher education as one of the Public Bodies, is currently required to organize activities in a transparent manner in the implementation of programs and budgets originating from the state and society.

The results of the ranking from the Central Information Commission (KIP) for 2020, out of a total of 248 public bodies, 254 institutions or 72.9% are in the low category in matters of compliance with opening information to the public. The low category in public information disclosure consisted of 146 or 41.9% of public bodies that were not informative, 47 public agencies or 13.5% were in the less informative category and 61 public bodies or 17.5% were quite informative. There are 9 state universities in the top 10, namely Gadjah Mada University (96.74),

Brawijaya University (95.53), Padjadjaran University (94.03), Malang State University (93.00), Bogor Agricultural University (92.41), University of Lampung (91.75), Ten November Institute of Technology (91.57), Udayana University (91.53), and University of Indonesia (90.18)¹

From these data, the average information disclosure of State Universities is still in the less informative category. This means that the compliance level of State Universities with the UU KIP is still quite low. This should be an important concern for Higher Education in implementing openness in presenting information data needed by the public.

In this case, the role of public relations, which is responsible for providing information, educating, convincing, gaining sympathy, and arousing public interest in something or making people understand and accept a situation, has a fairly important role in implementing the law. Public Relations is required to be able to work professionally to ensure the availability of open public information to be accessed quickly, on time, at low cost and in a simple way through the media determined by the Public Agency.

Universitas Negeri Semarang (UNNES) is one of the institutions included as a Public Agency because in the implementation of programs and budgets the sources of funds come from the state and the community. UNNES has formed a Community Relations Technical Service

Unit (UPT Humas) which has the main duties and functions as a provider of information services and documentation of activities at UNNES.

In fulfilling public information services, Public Relations at Universitas Negeri Semarang (UNNES) has implemented the KIP Law, but within the past 2 (two) years UNNES students have carried out demonstration actions because they consider there is lack of transparency in budget management and policies regarding the payment of Single Tuition Fees (UKT). During the implementation of UU KIP, UNNES has also never received a top 10 rating for compliance with the implementation of UU KIP.

This shows that the role of public relations at UNNES is still not optimal in implementing the UU KIP. Provision of information that must be disclosed to the public in accordance with the mechanism regulated in UU KIP. The utilization of PPID (Data Information Management Officer) is also not optimal and has not been disseminated periodically to the public.

According to Rosady Ruslan (2005: 10) in detail the four main roles of public relations (PR) as one of the units responsible for helping management to achieve public information disclosure must be able to carry out their roles as communicators, relationship builders, formers of good image in the community as well as a back up management.

The role of public relations is as a bridge between the organization and its public in communicating all policies or goals to be achieved by the organization. Information conveyed by public relations must be able to create a positive image of the organization.

This research is expected to explain the description of public relations in carrying out its role as a communicator, relationship builder, shaper and creator of the good image of UNNES in implementing Law no. 14 of 2008 concerning Public Information Disclosure.

RESEARCH METHODS

This research method uses a qualitative descriptive method. The descriptive method is a method of researching a group of people, an object, a condition or a system of thought or a class of events at the time the research was carried out. Qualitative methods seek to understand and interpret the meaning of an interaction event of human behavior in certain situations according to the researcher's own perspective. Research using qualitative methods aims to understand the object under study in depth. Aims to develop the concept of sensitivity to the problem at hand, explaining the reality related to grounded theory tracing theory and develop an understanding of one or more of the phenomena encountered (Gunawan, 2013).

The research was conducted to determine the value of the independent variable, either one variable or more without comparing or connecting one variable with another. This research is intended to describe the facts from the data obtained on the research object.

The results of this study are expected to present data in a systematic, factual and accurate manner regarding the facts obtained at the UPT Public Relations UNNES. The data and information conveyed from the object of research are then described in the form of words or sentences which are then drawn conclusions.

This research was carried out at the UPT Public Relations UNNES which has the duties and functions as a public relations technical implementation unit both with internal and external parties. In this case, the subject of research is that there are two informants who are used as data sources, namely Key Informants (Head of UPT Public Relations and Manager of PPID) who have the authority to provide relevant information, as well as Supporting Informants (representatives from lecturers and students) who can strengthen information and data of the main subject. Researchers also use documentation data in the form of regulations and media that support the implementation of public information disclosure.

From the data obtained, the researchers analyzed the role of public relations as a communicator, relationship builder, shaper and creator of organizational image in the context of implementing public information disclosure policies at UNNES as mandated by the KIP Law. And know the obstacles / barriers that may occur.

RESULTS AND DISCUSSION

Public Relations or often abbreviated public relations is the practice of managing the dissemination of information between individuals or organizations and society (Grunig, 1984). Public relations can include an organization or individual that gains exposure to their audience using topics of public interest and news that do not require direct payment.

The goal of public relations by a company is often to persuade the public, investors, partners, employees, and other stakeholders to hold a certain point of view about it, its leadership, products, or political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communications (Rubel, Gina F. (2007)).

Public Relations in a tertiary institution has duties and functions in managing relations with stakeholders which includes students, lecturers, administrative staff, alumni, community, government, press media, parents of students, and partners who work together.

Universitas Negeri Semarang formed a Unit Pelayanan Teknis Hubungan Masyarakat Universitas Negeri Semarang (UPT Humas) as a technical service unit in accordance with UNNES SOTK Number 23 of 2015 which has the following Duties and Functions implementation of the preparation of plans, programs and budgets. Implementation of the provision of information services. Management of information systems and documentation. Implementation of public relations affairs. Implementation of administrative affairs UPT Public Relations.

UPT Humas at Universitas Negeri Semarang is a service unit that is directly responsible to the Chancellor but in coordination lines it is under the Deputy Chancellor for Planning and Cooperation. In accordance with SOTK number 23 of 2015, UPT Humas is headed by a Unit Head and is supported by functional positions and administrative staff. The Duties and functions of UPT Humas are as follows the functions of the Head of UPT Public Relations UNNES are as follows preparation of programs and activities in the field of public relations and public communication. Implementation of programs and activities in the field of public relations and public communication. Fostering, coordinating, controlling, supervising programs and activities of structural and non-structural officials within the scope of public relations and public communication. Implementation of structural non-structural evaluation of programs and activities within the scope of public relations and public communication.

While the Authority of the Head of UPT Public Relations UNNES is as follows planning operations in the field of public relations and public communication based on institutional priority strategic plans so that they are right on target. Planning the implementation of technical policies in the field of public relations and public communication based on technical considerations and provisions of laws and regulations. Divide public relations and public communication tasks based on authority and consider resources so that task implementation runs optimally and succeeds. Give instructions to subordinates in accordance with the field of duty so that the implementation of tasks is right on target and optimal results. Supervising subordinates in carrying out the assigned tasks in accordance with their main duties so that the execution of work is precise and efficient. Carry out service policies for the management of public opinions, aspirations and complaints within UNNES, information management to support national and local government policies, as well as public information services at UNNES, provision of cross-sectoral content and public relations, management of public communication media, public information services, services media relations, capacity building of public communication resources.

Carry out coordination with related work units in accordance with the field of duty in the context of smooth implementation of tasks. Carry out monitoring and evaluation of the implementation of policies in the field of management of public opinion, aspirations and complaints within the scope of local government, management of information to support national and local government policies, provision of cross-sectoral content and management of public communication media, public information services, public relations, media relations services, strengthening the capacity of public communication resources. Evaluating the work results of subordinates based on statutory regulations so that the implementation of work can be achieved effectively. Report the results of carrying out tasks based on the authority and mechanism that applies as material for evaluation and accountability to UNNES leadership;

In order to achieve the tasks and functions mentioned above, the roles and functions of the staff at UPT Humas are as follows support the implementation of UNNES leadership policies and work unit heads. Planning operations in the field of public relations and public communication based on priority strategic plans for unit work programs so that they are right on target. Planning the implementation of technical policies in the field of public relations and public communication based on technical considerations and institutional provisions. Organizing services through various platforms owned by UNNES, starting from websites, social media, to face-to-face services. Organizing coordination with related work units in accordance with their field of duty in the framework of the smooth implementation of tasks. Organizing coordination both internally (PR staff) and externally (outside PR staff). Reporting the results of carrying out tasks based on the authority and mechanism that applies as evaluation and accountability material to the Head of UPT Public Relations UNNES. Carry out other official duties ordered by the head of the unit both orally and in writing.

From the details of the tasks and functions it can be concluded that UNNES Public Relations has the task of carrying out public relations services related to the formation of a positive image/reputation of Universitas Negeri Semarang in the community. Public Relations also carries out the task of preparing information data needed by internal and external parties. Public Relations as the main news manager on the UNNES website also works closely with work units within UNNES as a source of news.

UNNES Public Relations has the task of assisting UNNES leaders in formulating and implementing policies, coordinating, monitoring and evaluating and reporting including formulating policies for managing public

opinions, aspirations and complaints within UNNES, managing information to support national and local government policies, providing cross-sectoral content and managing public communication media, public information services, media relations services, strengthening the capacity of public communication resources.

In order to carry out these duties and functions, the public relations team must have the following characteristic integrity and honest. Having good communication skills. Have the ability to lead. Have the ability to build relationships. Creative and innovative thinking. Have the ability to deal with critical situations. Have the ability to build relationships with the media. Have the ability and skills in writing and/or designing graphics and/or operating visual and audio devices. Skilled at negotiating. Have the ability to analyze news and current issues

In this study, the researcher concluded that the basic role of public relations must be implemented in carrying out its duties and functions, namely that public relations must act as communicator or liaison between the organization or institution represented and the public. Fostering a relationship, which seeks to foster a positive and mutually beneficial relationship with the public. Forming a positive image (corporate image), meaning that the role of public relations seeks to create an image for the organization or institution. The role of back up management, namely as a supporter in the management function of an organization or company.

(Rosady Ruslan (2005:10))

The Role of Public Relations as Communicator

Communication is a basic human activity. Through communication humans can relate to other humans to meet their needs in life. Human nature as social beings who need each other. Communication between humans is basically a social process in communication, in addition to interaction or mutual influence between fellow humans. Changes that occur as a result of the communication process are the results of the communication process that cannot be avoided.

According to Effendy (2011) the factors that influence communication are as follows communication must be timely and on target. Pay close attention to timeliness in conveying communications, because if the delivery of the communication is late, it is possible that what was conveyed will no longer be of any use. Communications must be complete. In addition to the communication delivered must be easily understood by the recipient of the communication, the communication must be complete so as not to cause doubts for the recipient of the communication. This needs to be

emphasized, because even though the communication is easy to understand, if the communication is incomplete, then it creates doubts for the recipient of the communication, so that the implementation is not in accordance with what is desired. Communication needs to pay attention to the situation and conditions. In conveying a communication, especially when the communication that must be conveyed is important matters that need in-depth understanding, then the situation and conditions factors that need to be considered. If the solution and conditions are felt to be inappropriate, if the communication to be delivered can be postponed, it is best if the delivery of the communication is postponed. Communication needs to avoid bad words. So that the communication conveyed is easy to understand and heed, it is necessary to avoid bad words. By the words that are not pleasant it is meant are words that can offend the recipient of the information, even though in the dictionary this is not wrong and quite clear; (e) There is persuasion in communication. Often managers have to change the attitudes, behavior and actions of their people as desired, for that in the implementation of communication must be accompanied by persuasion.

According to Rosady Ruslan (2005: 19) argues that " public relations is essentially part of the technique of communication activities with the characteristics of two-way communication between the institution or organization it represents and the public or vice versa.

This communication message involves several aspects including the communicator, message, communication media used, communicant and feedback.

Based on the opinion above, Public Relations must be able to become a communicator for the organization with internal and external parties. The form of communication carried out by Public Relations in accordance with their duties and functions can be in the form of communication by providing information and documenting every activity carried out by Universitas Negeri Semarang.

The ability of Public Relations when communicating effectively, motivating and having influence on public opinion as an effort to align perceptions with organizational goals must be owned by all public relations managers because the existence of public relations is very much needed and important to build and maintain good relations between organizations and the public.

The role of UNNES Public Relations as a liaison for organizational communication with the community is realized by conveying information related to policies set by UNNES, activities carried out, documents related to financial reports, standard operational procedures (SOP) services in work units and related

information. academic and non-academic activities.

Based on the results of an interview with the Head of UPT Humas (M. Burhanudin), stated that:

"The role of public relations is in conveying information to the public through face-to-face meetings, website media, e-mail, Instagram, Facebook, YouTube, Twitter, leaflets, posters and banners . Information provided by public relations to the public is information on activities carried out by UNNES both at the university level and the smallest work unit level, information on UNNES leadership policies related to the implementation of academic and non-academic activities at UNNES and information related to new student admissions.

The communication media is used by UNNES Public Relations to communicate directly or indirectly to the public according to its function in presenting information and documentation as explained below:

1). Website or Pages

Universitas Negeri Semarang provides a website or page that is used to present the latest information on activities carried out by all work units within Universitas Negeri Semarang. UNNES's main website is <https://unnes.ac.id>, but currently each work unit is also given the freedom to develop its own page which is used to present more detailed information from that work unit. The old management of the work unit is in accordance with the policy of the work unit itself. UNNES also manages the <http://ppid.unnes.ac.id/page>. This page is used as one of the implementations of Law No. 14 of 2008 in presenting the information needed by the public. The information presented is in accordance with information service standards.

2). Social media

Social media managed by Humas are Instagram, Facebook and Twitter @unnes_semarang . Social media is currently more interesting to use as a means of organizational communication to the public in order to inform activities or achievements obtained by UNNES students and civitas . Through this social media UNNES can report positive things so that it can improve UNNES's reputation.

3). Email or Electronic Letter (e-mail)

Email or electronic mail (e-mail) is a means that can be used by the public to submit requests for information data or submit complaints about services at UNNES. Email or Electronic Letter (email) address at humas@mail.unnes.ac.id or ppid@mail.unnes.ac.id

4). Phone

The telephone is one of the communication media used by the public to ask for the information they need directly.

Public Relations also receives complaints or complaints from the public regarding information or data from other units. In this case, public relations acts as a communication mediator with units related to the information and data needed by the public.

UNNES Public Relations as the front guard in the communication process with external parties must be able to become a mediator when a communication error occurs. Within three years of implementing public information disclosure as mandated by Law no. 14 of 2008. UNNES Public Relations further optimizes social media as a medium of communication to the public in sharing information. The choice of communication media through social media is because the target is school students who are prospective students and also students who are the younger generation who more often access information through social media. Whereas for the general public, the media chosen by public relations are conventional media such as face-to-face services and e-mail (electronic mail) and periodically updating news on the <https://unnes.ac.id/page>.

According to Frank Jefkins (2004) that public relations must be able to carry out all forms of planned communication, both internal and external communications, between an organization and all its publics in order to achieve specific goals based on mutual understanding.

Public Relations in providing information to the public is inseparable from the preparation of information materials to be published so that the information to be conveyed is more organized. Preparation of public relations information materials in coordination with the information resource unit, analyzing news from the media, and through reporting on activities within Universitas Negeri Semarang.

Based on the results of the documentation carried out by the researcher, there are several important activities or policies in the work unit that do not provide information to the public relations department so that they are not well informed in the media. This resulted in communication that could not be answered completely by public relations when there was a public asking for information regarding the policies of other work units.

Standard Operational Procedures (SOP) related to forms of public communication in submitting information, objections to information have been clearly presented on the <http://ppid.unnes.ac.id/page> but have not been

socialized to the public so that the public cannot understand the flow of submitting information.

Based on these constraints, Public Relations must have a special management function that supports the formation of mutual understanding in communication, understanding, acceptance and cooperation between an organization and its public. Public Relations must be able to become a mediator in the event of a miss communication between an organization and its publics. Public relations officials must establish communication with all the public, both internal and external to the organization/institution so that positive relationships are built and maintain consistency between the goals and expectations of the organization/institution from the surrounding community (Cutlip, Center & Broom (2005)).

The PPID team formed in accordance with the UU KIP mechanism consists of an information gathering team, an information service team, an information documentation team and an information dispute team. The team, which acts as a communicator with the public, must be able to provide information and documentation as requested. Communication skills are needed to avoid misunderstandings.

From the results of the documentation, the researchers found that the PPID organizational structure did not yet have officers who specifically handled complaints or requests for information. This was due to the limited human resources (HR) who carried out this task. So if there is a complaint or request for information or documentation, it takes time to coordinate it.

The role of public relations as a relationship coach (Relationship)

According to Nasution (2010), the characteristics of public relations in one tertiary institution include university public relations practitioners who are artistic in nature, public relations practitioners tend to be unemotional, diplomatic and human relations, public relations are interactional with students, lecturers and employees, the public and government or private agencies, public relations is also a part that builds the impression and positive image of the institution.

Based on these characteristics, public relations in tertiary institutions are generally as follows capable of being a mediator in conveying direct (face to face) and indirect (through the media) communications to leaders and the internal public (lecturers and students) in tertiary institutions. Supporting and supporting activities related to the publication of higher education information delivered through electronic and print media. Creating a positive image for the university in the eyes of the public.

Apart from being an information processor, higher education public relations must

play a role in finding solutions to resolve problems between universities and their publics. Public relations must also be able to help higher education leaders listen to criticism, suggestions and hopes of students. Public relations must be able to provide and explain information and policies from higher education leaders to the public. Public relations must be able to provide input to the leadership if there is a miscommunication that occurs between the tertiary institution and the public.

This is in line with the role of public relations as a builder of good relations and cooperation with the community. Maintaining good organizational relations with the public is very important for maintaining the existence of the organization. An organization cannot stand alone without other parties who support and cooperate with each other in implementing programmed activities.

Based on the results of the research, the role of public relations in fostering good relations and cooperation (relationship) is realized by collaborating with both internal and external parties of UNNES. Fostering well with internal parties can be seen from several major activities in work units always coordinating with public relations to cover and present news on the UNNES website. Public Relations is the gateway for complaints about services and questions related to information sourced from work units. While fostering relations with external parties, for example, conducting regular meetings with the press media to do *press release* of major activities at UNNES so that journalists spread positive news to the public through mass media, both electronic and print. It is hoped that these media crews can become one of the deterrents to the spread of hoax news which sometimes triggers misunderstanding of information received by the public.

Public Relations carries out its role as a relationship builder also by providing input to the leadership if there is an information dispute with the public. The efforts taken by public relations when there is an information dispute is to bridge or mediate the two parties to discuss/deliberate together. As an example of the occurrence of demonstrations by students against leadership policies that were considered not transparent or there was an abuse of authority, then public relations played the role of facilitator from the leadership so that students obtained information openly as requested.

Public Relations also tries to always be quick in responding to a request for information data provided through the media website, email, telephone or face to face with the public. Dispute resolution carried out by Public Relations with external parties through face-to-face mediation with related parties.

M Burhanudin as the Head of UPT Humas explained that in a relationship with internal and external parties there had been an information dispute. The steps taken by public relations in resolving this dispute are as follows:

"referring to the operational standards that have been explained in Law 14 of 2008 concerning Public Information. Settlement of disputes through face-to-face mediation with the parties, but if the dispute has not been resolved, mediation will be submitted through the information commission. Complaint letters sent through the information commission will be responded to within 100 (one hundred) working days at the latest."

In this case public relations acts as a mediator between UNNES and the public to maintain good relations in the event of a misunderstanding of the information conveyed.

The role of Public Relations as a builder and creator of a positive image of the organization (Cooperate Image)

The role of public relations as a builder and creator of a positive image of the organization is realized by improving quality and service to the community, as well as presenting news related to UNNES achievements and reputation. Public Relations also encourages the public to be digitally literate with information content and documentation that can be accounted for.

Helping and creating a positive image of an organization is the ultimate goal of all public relations activities. A positive image or reputation is created and formed through activities that involve the community, so that the community also gets good benefits and continues to increase trust in the organization.

In this case the UPT Public Relations UNNES always strives to routinely update news or information related to academic and non-academic activities to the whole community in general and to the academic community internally.

According to Rachmadi, F (1996) the function of public relations is to foster and develop good relations between institutions or organizations and their publics, internal and external in order to instill understanding, foster motivation and public participation in an effort to create public opinion that benefits the organization. In addition, the purpose of public relations is to gain goodwill, trust, mutual understanding and a good image with the public.

Public Relations in creating a positive image always seeks to provide services openly and use appropriate communication media for information published to the public. Public Relations tries to provide detailed information in

accordance with the request. Thus the good service provided by public relations will give a positive impression of service to the public, so that the good image of UNNES can be maintained properly.

From the results of the researcher's interview with the Head of UPT Humas as the main key respondent, stated that:

"The obstacles faced in the context of forming a good image of UNNES are negative issues that tend to be hoaxes and reporting in efforts to deceive the public carried out by irresponsible parties. Public Relations efforts in dealing with these obstacles are more proactive in encouraging the public to be well literate through appropriate and correct content. Be more aggressive in spreading positive news about UNNES through social media, electronic media and mass media. Respond more quickly to complaints that come to <http://ppid.unnes.ac.id> or to electronic mail managed by public relations, even with limited human resources handling public relations activities ."

The speed and accuracy of Public Relations in managing the communication media used is one of the means of forming a positive image of the organization, so it needs to be managed properly.

Another effort made by Public Relations in order to create a positive image of UNNES is by routinely promoting large activities such as admitting new students to schools. During this pandemic, public relations promotions were carried out using zoom media or YouTube which explained the advantages of study programs at UNNES.

The role of Public Relations in implementing Law number 14 of 2008 concerning Public Information Disclosure

Based on the general provisions of law number 14 of 2008, Public Information is information that is generated, stored, managed, sent, and/or received by a public agency related to state administrators and/or the administration of other public bodies in accordance with the Law. This law and other information relating to the public interest. Meanwhile, Public Bodies are executive, legislative, judicial, and other bodies whose main functions and duties are related to the administration of the state, which some or all of the funds are sourced from the State Revenue and Expenditure Budget and/or Regional Revenue and Expenditure Budget, or non-governmental organizations insofar as part or all of the funds are sourced from the State Revenue and Expenditure Budget and/or Regional Revenue and Expenditure Budget, donations from the public, and/or from abroad.

Universitas Negeri Semarang as one of the universities whose source of funds is from the State Revenue and Expenditure Budget, UNNES is a public agency. UNNES in this case has formed a team of Information and Documentation Management Officers (PPID) since 2017. The formation of the PPID team is based on the provisions of Law no. 14 of 2008. The PPID team was appointed by the Chancellor, consisting of members of the Public Relations team and managers who are responsible for storing, documenting, providing and/or providing information services in public bodies.

UNNES is a public agency that provides public services in the academic and non-academic fields . Public Relations is a unit that directly provides services to the public in the framework of preparing information and documentation of programs/activities carried out at UNNES. As a public service, Public Relations must be able to provide services properly and correctly, tangibles which are characterized by the provision of human resources and other resources, responsiveness which is characterized by the desire to serve consumers quickly, assurance which is indicated by the level of attention to ethics and morals in providing services and empathy which is marked by the level of willingness to know the wants and needs of consumers (Zeithaml et al. (1990).

Hardiyansyah (2011: 238) concluded that communication has a significant effect on the quality of public services. The magnitude of the influence of communication on the quality of public services is determined by the dimensions of the communicator, message, media, communicant, and effects. The communication factor must be a serious concern for public service organizations. Failure to build public service communication can result in disruption or blockage of the flow of public service information, and thus of course will affect the quality of public services. The low quality of public services will have an impact on lower public/citizen trust in public service providers, decreasing public trust in service-providing organizations.

Based on the research results, Humas was included in the PPID team as a back up management. Public Relations as the PPID Team is tasked with planning, coordinating and preparing the delivery of information which is categorized into several types of information, namely periodic information (financial reports, performance reports), new policies from UNNES leaders, lists of public information available at any time and information immediately. Information is submitted via the <http://ppid.unnes.ac.id> page.

Public Relations has coordinated and communicated with units related to information data sources submitted via email, telephone or letter. Public Relations also coordinates with

related units to obtain data and information that will be presented at the length of the PPID. This shows that the role of public relations as a builder of relations between external parties and internal UNNES has been going quite well, it's just that for data that is periodic in nature there needs to be regular meetings with parties related to data sources presented on the PPID page.

The speed with which the unit responds greatly influences the required information data. Communication skills possessed by the PPID team are needed to obtain information from other units in accordance with public requests.

Based on the results of the researchers' documentation, the information and documentation presented through the <http://ppid.unnes.ac.id> page at UNNES complies with the terms and conditions of the law. As the Head of UPT Humas in an interview conducted by the researcher stated that:

"Periodically, UNNES updates public information through the UNNES website and the UNNES PPID. This information is categorized into several types such as information that is available periodically, the latest policies, lists of public information, information that is available at any time, and information immediately as an effort to serve information openly to the public.

The KIP Law explains that public information that must be presented on the PPID website is snnounced Periodically, information relating to activities, performance, financial reports and/or other information. Immediately, information about the disaster that is happening. Available at any time, information related to the results of decisions, policies, RKA, agreements and procedures related to public services.

However, based on observations made by researchers, not many people know about access to these pages. The placement of the PPID page is not yet on the main page of the UNNES website so that the public cannot know the flow of getting the information presented by the team.

According to one of the students who the researcher made as a respondent said that:

"Already feeling quite satisfied with the Public Relations service which has presented news content through social media and website media , but respondents felt that Public Relations was lacking in presenting information related to financial reports which should be presented periodically and transparently as a form of UNNES accountability. As stated in Law no. 14 of 2008, that data related to sources of funds coming through BOPTN, and cooperation with the private sector or other parties as well as UKT transparency reports

paid by students are information that is not exempt so it should be presented to the public"

This should be the main concern of Public Relations in order to provide information and report documentation in a transparent manner to the public. Socialization of Standard Operating Procedures (SOP) related to complaints, requests for information or data in accordance with UU KIP needs to be carried out periodically by the PPID Team to the public both internally and externally at UNNES. It is hoped that the public will have a better understanding of the flow in submitting the required information. And this effort is one of the efforts to instill public trust and to create a good image of UNNES in the eyes of the public for the openness of the information presented.

However, the existence of public relations as the person in charge of implementing the KIP Law is also very dependent on the internal policies of each Public Agency. As in UNNES which has a special internal policy in presenting information and documentation to the public.

Aspects that determine the success of public information disclosure innovations in Public Bodies are the importance of leadership policies and commitment, regular communication/coordination with related parties as well as ecosystem development and joint action in an effort to provide services openly to the public. As stated by the Head of UPT HUMAS that UNNES has a commitment to providing excellent service, including in the field of public relations and public communication. With this commitment, UNNES continues to try to optimize the use of technology that makes it easier for the public to be able to access the information needed.

Monitoring and evaluation of the implementation of UU KIP is also very important because it is to maintain objectivity, accountability and be carried out in a sustainable manner. Monitoring and evaluation is carried out periodically to find out the obstacles that may occur during the implementation of UU KIP.

Monitoring and evaluation of public information services can be carried out through survey results of the public. from the results of the researcher's documentation, on the UNNES PPID page there is no survey link on service satisfaction. This is one of the focuses that must be presented by the PPID Team because through this service survey you can see how satisfied the public is with the services at UNNES.

According to Ratnasari (2018: 21-38), Public Relations officers have the duty and authority to develop, implement and evaluate organizational activities that aim to bring together and produce a sense of mutual understanding

between the two parties. Thus, it is hoped that Public Relations can continue to maintain and increase trust, mutual understanding and a good image between the organization and its public.

CONCLUSION

The role of Universitas Negeri Semarang Public Relations as a Communicator with internal and external parties using direct and indirect media which is used as a medium for conveying information both regarding leadership policies and related documents requested by the public, achievement activities carried out at UNNES. Direct communication media can be via telephone or face to face while indirect media are in the form of websites, social media, email. Public relations staff skills in communicating are needed so that the public understands and understands and avoids misunderstanding the information data presented. Public Relations also actively communicates with internal parties (work units) within UNNES in order to obtain information related to activities and policies in work units as well as information needed by the public who submit requests for information and documentation.

REFERENCES

- Ardianto, E. (2011). *Research Methodology for the Public Quantitative and Qualitative Relations*. Bandung: Symbiotic Media Records.
- Help, Eva. 2017. *The Role of Public Relations in Promoting the Tourism Potential of Pasir Dog Beach, Taiabu Island Regency, North Maluku Province*. E-journal "Acta Durna". Volume VI. No. 2. 2017.
- Cutlip, SM, Allen, HC, & Glen MB (2005). *Effective Public Relations*, New Jersey: Prentice Hall.
- Depdagri-LAN. (2007). *Public Service Policy Module, Public Service Technical Training, Accountability and Quality Management (Public Service Delivery, Accountability and Quality management)*. Jakarta LA
- Effendi, Onong Uchyana. 2011. *Communication Science: Theory and Practice*, Bandung: Rosdakarya Youth.
- Farouk, U (2009). *Public Role Relations at State Universities (PTN)*
- Fitriani, Andi. *Analysis of the Functions of Public Relations and Public Services at the General Affairs and Public Relations Bureau of the Maluku Governor's Office, MEDIASI*, Vol. 9, No. 2, January-December 2015, p. 57-72
- Public Relations UNIB. (2020). <https://www.unib.ac.id/2020/11/award-keterbukaan-formasi-publik-2020-unib-naik-ratingkat-menuju-informative>
- Hardiyansyah. (2011). *Public Service Quality*, Gava Media Publisher, Yogyakarta
- I Gunawan. (2013). *Qualitative Research Methods* - Jakarta: Earth Script
- Jefkins, F (2004). *Public Relations*. Edition 5. Jakarta: Erlangga.
- Kusumastuti, F. (2002). *Fundamentals of Public Relations*. Jakarta: Ghalia Indonesia.
- Khusnul Khotimah, SH., M.Pd.I. (2019). *Opinion Rubik*: <https://radarsemarang.jawapos.com/rubrik/opini/2019/12/17/strategi-humas-perkuat-peranan-back-up-management/>
- Nasution, Z. (2010). *Public Relations Management in Higher Education Institutions*. Malang: UMM Press.
- Nur Lela, Ade Rustiana. (2018). *The Role of Public Relations as a Communicator, Relationship, Backup Management, and Good Image Maker Against Corporate Image*. *economics Education Analysis Journal* (7) 1. p-ISSN 2252-6544; e-ISSN 2502-356X.
- Information Commission Regulation Number 1 of 2010 Concerning Information Service Standards.
- Purwindra, MB (2016). *The role of public relations for the Central Bureau of Statistics as a manager of reputation management in the era of public information disclosure*. *Journal of Communication Science*, 7(1), 71-82
- Philip Henslowe, *Public Relations - A Practical Guide To The Basics*. Crest Publishing House 2003. ISBN 81-242-0302-4
- Rachmadi, F. 1994. *Public Relations in Theory and Practice*. Jakarta: PT. Main Library Gramedia.
- Ratnasari, Eny. 2018. *The Role of Legal Entity State University Public Relations in the Implementation of Information Disclosure Policy*. *Public Relations Profession*, Volume 3, No. 1, 2018, p. 21-38. ISSN: 2528-6928 (online)
- Rubel, Gina F. (2007). *Everyday Public Relations for Lawyers* (1st ed.), Doylestown, PA, ISBN 978-0-9801719-0-7
- Ruslan, Rosadi. (2005). *Public Campaign Tips and Strategies Relations*. Jakarta: Raja Grafindo Persada.
- Shani, Anwar. et al (2020). *Understanding of Ministry of Public Relations Officers Domestic Government Public Relations*. *Public Relations Profession*, Volume 4 No. 2, 2020 p. 215-236.

- Setiawan, Budi. (2016). The Role of Public Relations in Increasing New Student Admissions at Slamet Riyadi University, Surakarta. Transformation No. 30. Volume I, Page 1-180. 2016.
- Tondowidjojo , John. (2002). Principles and Public Directions Relations . PT. Grasindo . Jakarta.
- Yanti Setianti, Hanny Hafiar , Fajar S. (2006). Sumedang District Government Public Relations Activities in Socializing Government Policy. Bandung: Bibliography sheet 21.
- Y. Luqman, "The Role and Position of Public Relations as a Management Function of State Universities in Semarang," *Interaction: Journal of Communication Studies* , vol. 2, no. 1 , p.p. 1-10, Jan. 2013
- Zeithaml , Valarie A., A. Parasuraman & Leonard L. Berry. (1990). delivery Quality Service. New York : The Free press .