

## The Role of Public Relations in Improving Information Services at the Regional Office of the Ministry of Law and Human Rights, South Sulawesi

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**Abstract.** The role of public relations in improving information services at the Regional Office of the Ministry of Law and Human Rights, South Sulawesi. This research aims to determine the role of public relations in improving information services at the Regional Office of the Ministry of Law and Human Rights, South Sulawesi. This type of research is descriptive research using qualitative methods and approaches to determine the role of Public Relations in Improving Information Services at the Regional Office of the Ministry of Law and Human Rights, South Sulawesi. The number of informants in this research was 5 people, namely one head of the public relations sub-division and 4 informants who were the First Expert Public Relations Officers and young public relations officers. The data collection techniques used are the interview method and documentation method. The data analysis techniques used by researchers are data collection techniques, data condensation, data presentation, and conclusions. The results of this research show that the role of Public Relations in improving information services in the Regional Offices of the Ministry of Law and Human Rights can be said to "play a role" in improving information services, this is indicated by the research results on each indicator, namely: Expert Advisor, Communication Facilitator, Problem Solving Process Facilitator, and Communication Engineering. The role of public relations in improving information services at the Regional Office of the Ministry of Law and Human Rights, South Sulawesi, needs to be maintained while still paying attention to several other factors that can influence improving information services. Looking at the four roles of public relations in significantly improving information services at the Office of the Ministry of Law and Human Rights, South Sulawesi, the role is as a problem-solving process facilitator, communication facilitator, and communication technician).

**Keywords:** Role, public relations, service, information

### 1. Introduction

Environmental changes and developments in the current era of globalization have had a lot of influence on the order of people's lives. (Ingrams, 2019; Khemani et al., 2020) explains that as a public organization tasked with delivering services to the community, it is obliged to provide good services and satisfy the community, which can be seen from various fields of economics, law, and government officials. Public relations (PR) is the management of a planned and sustainable attitude by means of which organizations and institutions of a public and private nature seek to foster understanding, sympathy and support from those who are or may be related to the values of public opinion among them, which with planned and widely distributed information, we can achieve more productive cooperation and more efficient fulfillment of common interests (Edwards, 2021; Müller, 2022; Vaughan-Johnston et al., 2023; Wang et al., 2021).

To achieve quality service, a legal provision for service to the community is formulated so that the service provided is more focused and optimal (Arhas et al., 2021; Juharni et al., 2023; Niswaty et al., 2020). Providing good service is a shared responsibility for the government and the community because having the best quality service is a community right that must be fulfilled by the government (Ayu et al., 2019; Nasrullah et al., 2020; Suprianto et al., 2023).

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Information is everyone's basic need for personal development and their social environment and is an important part of national security, (Davis Gordon B, 1994; Greenwald et al., 1984; Kugbey et al., 2019; Zraková et al., 2017). The right to obtain information is a human right and openness of public information is one of the important characteristics of a democratic state that upholds the sovereignty of the people to realize good state administration. Information disclosure is a means of optimizing public supervision. Openness of public information is nothing new for public bodies. Long before public information disclosure was legislated, public bodies carried out public information disclosure through their unit called Public Relations. A good relationship between the community and an institution or agency will certainly be easy to do with the role of public relations in it. This role of public relations can be maximized by an institution or agency to be able to establish good relations with the community so that the institution or agency will also understand more easily and know what people who enjoy goods and services want and need. According to The British Institute of Public Relations in its book Niswaty (2020) "Public relations is a serious, planned, and continuous effort to create and foster mutual understanding between an organization and its public." Dozier and Broom in (Astuty et al. 2017) There are 4 categories of public relations (PR) roles, namely: 1. Expert Prescribe Public Relations acts as an expert advisor required to find solutions to solve problems. 2. Communications facilitator Public Relations acts as a facilitator between the agency and the public. 3. Problem-solving process facilitator facilitator of problem-solving process 4. Communication technician communication technique This role makes public relations a journalist in a resident who only provides technical communication services.

Public Relations records various information about binding policies. In information services, public relations provides services, to employees who are easy to provide satisfaction to the public. These roles are played by public relations employees, one of which is forming communication strategies with the public and media relations, which means good relations with the mass media to achieve maximum organizational publication, which is always carried out as closely as possible so that the image obtained by the institution/organization increases.

This research refers to opinions Rosady (2014) regarding the indicators of the role of public relations in improving information services, there are four indicators, namely: Expert Preciber Communication, Problem-Solving Process Facilitator, Communication Facilitator, Technician Communication, public relations in improving information services at the South Sulawesi Ministry of Law and Human Rights regional office.

## 2. Method

The approach taken in this research is a qualitative approach with descriptive analysis techniques that describe the problems to be studied, (Kaharuddin, 2020; Rahmat, 2009; Rukin, 2022). By using this approach and type of research, it is hoped that it can provide an overview of the role of Public Relations in the South Sulawesi Regional Office of the Ministry of Law and Human Rights. The focus of this research is the problem chosen to be researched, while this research focuses on the role of public relations in improving information services in the regional office of the Ministry of Law and Human Rights, South Sulawesi. The role of public relations is one of the important keys to collecting and packaging messages as an expert advisor, communication

facilitator, and problem-solving facilitator, which is conveyed to the public through organizational communications. Meanwhile, information services are services in the form of non-confidential information following the legal basis stipulated in correctional service standards, which are provided to the general public and requests related to the public interest.

The stages of this research are divided into 3 (three), namely: 1. pre-research stage, 2. fieldwork stage, and 3. data analysis stage. In this research, research acts as the main instrument in searching for the necessary data and information. To collect data and information, what is needed to carry out an interview guide is a voice recorder, camera, etc. To complete the instruments used, researchers also use field notes, namely written records of what they hear, see, experience, and observe during data collection.

Data collection techniques are a special way to obtain valid data, therefore, to obtain the data needed in this research, several data collection techniques were used, namely: interviews, and documentation. To obtain a level of confidence and correctness of the data obtained, researchers need to check the validity of the data. To determine the validity of the data, inspection techniques are needed based on several certain criteria. According to Saleh (2017) that there are four criteria used in testing data validity, namely: trustworthiness, transferability, dependability, and confirmability. Meanwhile, data analysis in this research includes data collection, data condensation, data presentation, and concluding/verification, (Miles & Huberman, 1994).

### 3. Results and Discussion

This research was conducted at the Office of the Ministry of Law and Human Rights, South Sulawesi, especially in the Public Relations sub-section room with 5 informants who could help researchers provide valid and accurate information regarding improving information services. This information is to determine the role of public relations in improving information services at the regional office of the Ministry of Law and Human Rights, South Sulawesi. So the researcher processed and presented the data obtained during the research using observation, interviews, and documentation techniques which were presented in descriptive form by adapting the grand theory. The theory used is the theory put forward by Rosady (2014:20-21) Regarding the indicators of the role of public relations in improving information services, namely expert advisors, problem-solving process facilitators, communication facilitators, and communication techniques, the description of the results of data analysis obtained during the research process is as follows:

#### 3.1 Expert Advisory

The role of Public Relations as an expert advisor places the position of Public Relations as providing input, suggestions, and advice to organizational leaders. The consideration given by Public Relations is a study to serve as reference material for leadership in issuing various policies for organizing organizational activities and making decisions. In this role, public relations has a close structural relationship with the leadership, so it is easy for both of them to organize.

Based on information from the Head of the Sub-Division of Public Relations, Bureaucratic Reform and Information Technology, Office of the Ministry of Law and Human Rights, South Sulawesi, explained that:

*Public Relations as an expert advisor receives direction and input from the leadership of the organization. This input and direction is of course related to the*

*duties of reporting and providing information at the South Sulawesi Ministry of Law and Human Rights. And the role of an expert advisor, the leadership gets several choices in deciding the method of conveying information related to the duties and functions of the Ministry of Law and Human Rights to the public. The role of public relations greatly influences information services because the large amount of information spread in the public domain will create a positive image of the regional office in the eyes of the public. Therefore, organizational leaders must be careful in making decisions. (Interview result)*

The same thing was reinforced by the first expert public relations officer at the South Sulawesi Ministry of Law and Human Rights Office, explaining that:

*Public Relations as an expert advisor plays the role of providing suggestions for opinions regarding effective methods of conveying information following the target information segment for the availability of public information services based on applicable regulations. However, in this case, the role of public relations as an expert advisor is sometimes not applied. (Interview result)*

Based on various interview results from informants, the researcher concluded that the role of public relations as an expert advisor at the South Sulawesi Regional Office of the Ministry of Law and Human Rights in the Public Relations sub-section is appropriate and running well as its role, so it is said to be in a good category. Public Relations of the Ministry of Law and Human Rights of South Sulawesi plays a role in improving information services, but in this case, sometimes the role of an expert advisor is not very significant. This shows that public relations at the South Sulawesi Ministry of Law and Human Rights regional office has played the role of facilitator of the problem-solving process by providing suggestions and solutions provided by public relations related to information that has been previously researched.

### **3.2 Communication Facilitator**

As a communication facilitator, the role of public relations in this case is as a mediator between the organization and its public, both internal and external. Public relations must be able to listen, and understand what the public's message and expectations are for the organization. Likewise, vice versa, efforts are made to ensure that the organization's role is communicated to the public through various policies, regulations, and other information so that it can be well received and become an announcement. So that there is a common perception of being able to accept, respect, and support each other's goals between the organization and its public.

Based on information from staff as the first expert public relations officer at the Office of the Ministry of Law and Human Rights, South Sulawesi, it was explained that:

*The role of public relations as a communication facilitator explains the desires, policies, and hopes of the organization so that it can improve information services by building participatory relationships with the community and establishing cooperative relationships with mass media practitioners, both print, digital, and electronic. Public Relations provides public service information on internal media channels such as websites and other social media, as well as offline and online information and complaint services. (Interview result)*

This is in line with the information given by other staff who also serve as young public relations officers at the regional office of the Ministry of Law and Human Rights, South Sulawesi:

*Communication facilitator, one of whose roles as public relations is to explain the desires and expectations of organizational policies so that information services can*

*be improved as a mediator, public relations always listens and conveys the aspirations of both parties to the organization, public relations always provides a positive image to the public. Meanwhile, from the community side, Public Relations always listens to aspirations and then follows them up at the South Sulawesi Regional Office of the Ministry of Law and Human Rights. Public Relations always provides social media channels for regional offices where the public can submit their questions to public relations for the Ministry of Law and Human Rights. Later, Public Relations will answer every question asked on the channel. (interview results)*

Based on interviews with informants, the researchers concluded that the communication facilitators at the South Sulawesi Regional Office of the Ministry of Law and Human Rights were in the good category. Public Relations at the South Sulawesi regional office of the Ministry of Law and Human Rights has carried out its role as a communication facilitator by designing all communications carried out by the Ministry of Law and Human Rights and providing clear information to the public to create public understanding, especially public understanding regarding the activities carried out by the office. area of the Ministry of Law and Human Rights. The role of public relations as a communication facilitator means that a publicist acts as a communicator or mediator to assist management in hearing what the public wants and expects. As a liaison between the Ministry of Law and Human Rights and the community, the process of conveying information regarding activities carried out by the Ministry of Law and Human Rights can run smoothly. smoothly and well, the public relations of the South Sulawesi Regional Office of the Ministry of Law and Human Rights carries out the role of public relations by conveying information to the internal and external public. In this case, public relations as a facilitator is certainly following its role. The role of public relations in improving information services.

### 3.3 Problem Solving Process Facilitator

The complexity of the role of public relations is not only as an advisor and communicator, more than that, public relations also needs to be involved as a facilitator of the problem-solving process. If public relations is not involved, there will be a possibility that problems that have been resolved are still piling up to be truly resolved. Moreover, this problem is increasingly widespread so that it is known to the public (becoming an issue and crisis). This can result in a decline in a good perspective on the credibility of the organization.

This was further confirmed by interviews with public relations staff at the South Sulawesi regional office of the Ministry of Law and Human Rights:

*What a good facilitator must do is understand the information that will be shared, provide information in a simple way that is easy to understand and interesting, and prepare a confirmation space for clarification to avoid misinformation and disinformation. And the challenges of public relations as a problem-solving facilitator in improving information services, namely hoaxes, misinformation, disinformation, as well as the adequacy and completeness of information data. (Interview result)*

This was also revealed by public relations staff as employees at the South Sulawesi Regional Office of the Ministry of Law and Human Rights:

*Public relations plays an important role in solving problems which of course can reach an agreement between the two parties. As a public relations facilitator, you will open up opportunities for parties with objections to convey their problems, and*

*then public relations will discuss them internally. After that, public relations will give the objection party the right to reply clearly. (Interview result)*

Based on the results of interviews from several informants above, it can be concluded that the role of public relations as a facilitator of the problem-solving process at the South Sulawesi Regional Office of the Ministry of Law and Human Rights, namely as a facilitator of the problem-solving process, Public Relations of the South Sulawesi Ministry of Law and Human Rights has carried out its role well. The role of public relations as a facilitator of the problem-solving process means that public relations assists organizational leaders both as an advisor and in taking exceptional action in overcoming problems or crises that are being faced rationally and professionally. The role of public relations as a facilitator of the problem-solving process has been realized by the public relations of the South Sulawesi Ministry of Law and Human Rights by providing good service through the role of public relations, in this case, public relations as a facilitator of the problem solving process.

### 3.4 Communication Techniques

Public relations as a communications technician, where public relations is given the authority to provide services in the technical field by proposing communication platforms for the public. Communication with the public can be provided through telephone hotline services, online chat, websites, and social media accounts that are managed professionally.

Based on interviews with public relations staff at the regional office of the Ministry of Law and Human Rights, South Sulawesi, that:

*Current communication techniques greatly influence information services because public relations always improves a positive image in the eyes of the public with the presence of regional office and UPT activities which are published both on social media and online media. which have been published will receive various responses, both likes and comments on social media.(interview results)*

This was also expressed by public relations staff as employees at the regional office of the Ministry of Law and Human Rights, South Sulawesi.:

*Public Relations always communicates with the leadership regarding whatever services/policies are currently being presented, both internally and within the Regional Office. Intense coordination and communication with PPID, leaders and stakeholders. (Interview result)*

Based on the results of interviews with several informants above, it can be concluded that current communication techniques greatly influence information services because public relations always improves a positive image in the eyes of the public with the presence of regional office and UPT activities which are published both in social media and online media. Every activity that has been published will receive various good responses from social media using good communication techniques played by public relations.

### Discussion

From the results of interviews with the four theories used by Rosady (2014: 20-21), expert advisors, communication facilitators, problem-solving process facilitators, technical communications, and expert advisors are very important for a public relations person. The role of public relations has several indicators, one of which is an expert advisor, which is very important for a public relations person. Based on the results of

interviews conducted by researchers, it was found that public relations employees, in this case as expert advisors, have carried out the role of public relations as they should, especially in improving information services. The informants revealed that public relations so far in the information service process as an expert advisor has been very good because the leadership of the organization provides direction and input regarding assignments in a clear and focused manner. This shows that the role of public relations as an expert advisor in public relations at the Regional Office of the Ministry of Law and Human Rights can be carried out as the role of public relations should be.

From the results of research conducted at the South Sulawesi regional office of the Ministry of Law and Human Rights, the communication facilitator provided by the public relations of the Ministry of Law and Human Rights to the public in this case can influence the improvement of information services through the role of public relations because public relations as a communication facilitator at the South Sulawesi Ministry of Law and Human Rights regional office helps in carrying out information services because the results of interviews and observations by informants said that the information reaching the public was easy to understand, effective and interesting by providing public service information on internal media channels such as websites and social media, as well as providing offline and online information and complaint services. This can prove that communication facilitators improve information services at the regional office of the Ministry of Law and Human Rights, South Sulawesi.

Based on the results of research at the South Sulawesi Regional Office of the Ministry of Law and Human Rights, facilitators of the problem solving process are said to be able to improve information services because the results of interviews produced by researchers are indicators of facilitators of the problem-solving process. Because Public Relations has provided a means of conveying information through social media channels and complaint contact numbers. Through this channel, public relations will record all problems raised by the public. After that, public relations will discuss internally to find solutions to these public problems which will then be conveyed via social media channels and complaint contact numbers. This shows that the role of public relations as a facilitator of the problem solving process in the regional office of the Ministry of Law and Human Rights in South Sulawesi can improve information services to the public.

From the results of research conducted at the Regional Office of the Ministry of Law and Human Rights, South Sulawesi, it can be said that communication techniques have a big influence on improving information services. Following the results of interviews conducted at the South Sulawesi Ministry of Law and Human Rights office, the informant said that current communication techniques greatly influence information services because public relations always improves a positive image in the eyes of the public with the existence of communication techniques as journalists who are directed more towards writing and implementing programs that are published both on social media and online media. This shows that the role of public relations as a communication technique influences improving information services because public relations as a communication technique is very necessary for technical communication, meaning that writings published on social media to the public are one way of providing information to the public by disseminating information. to social media.

#### **4. Conclusion**

Based on the problem formulation, research results, and discussions that have been described regarding the role of public relations in improving information services at the South Sulawesi Ministry of Law and Human Rights Regional Office, it can be concluded that the role of public relations in improving information services at the South Sulawesi Ministry of Law and Human Rights regional office is very important. However, significantly, the public relations office of the South Sulawesi Ministry of Law and Human

Rights regional office has played a role as a problem solving process facilitator, communication facilitator, and communication technician.

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