Dissemination Program in Improving Information Services to the Community in Bone District

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ABSTRACT

Dissemination is a group of people or individuals who can obtain information through an activity, thus causing awareness and acceptance so that the information can be utilized. This study aims to determine the dissemination program implemented by the Department of Information Communication and Encryption in improving information services to the community in Bone Regency, using qualitative descriptive research methods. The research data was obtained by using interviews, observation, and documentation studies. Furthermore, data analysis techniques, namely, data collection, data reduction, data presentation, and concluding. The results showed that face to face contact, carry out socialization; by telephone, carrying out the "Hallo Bone" program; by Post, publish brochures and pamphlets as a medium for disseminating information; by Display, placing banners and billboards in certain places within the Bone Regency area; Selective dissemination of information, releasing android-based information service applications; publication publishes an information bulletin; media that is carried out using newspapers/newspapers, website www.bone.go.id, local Radio Suara Bone Adat, Matajang Local Television, and Facebook and Instagram Social Media.

Keywords: Dissemination program, information service, community;

INTRODUCTION

Dissemination is a group of people or individuals who can obtain information through an activity, thereby causing awareness and acceptance so that the information can be utilized. Dissemination is an innovation activity that is compiled and disseminated based on careful planning, both through discussion and other forums and has been agreed upon so that information can be exchanged about the innovation. (Aziz & Omar, 2013; Cidral et al., 2018; Maurya, 2011; Report et al., 2009).

The success of a communication element in the information disclosure process makes several parties have the authority to carry out strategic communication activities and become executors of public information disclosure. This is also explained in the article on government regulations (Number 61 of 2010 concerning public information disclosure, 2010) which is stated in Law Number 14 of 2008 explains that in terms of implementing information disclosure in a public body, the responsibility for the unit in the field of information, communication, and public relations is given.

Communication activities are determined by the existence of a communication strategy. The strategy is carried out so that a goal can be achieved so that activities can be carried out. Policies and programs owned by government agencies must be realized properly so that they can be well received by the community. Therefore, the government must develop a strategy so that these goals can be achieved. One of them is by implementing the "Dissemination Program" which

should have been launched by the Regency/City Government through the Regency/City Information and Communications Office in formulating strategies so that it can be disseminated to the public.

Communication activities are closely related to how the process of conveying information is carried out in a certain way so that the information is easily understood by the public. Information will not be able to run well if the communication process is not good either (Ahsan et al., 2019; Niswaty & Darwis, 2015; Toding et al., 2015). Communication is an important element in the socialization process because where there is social interaction between groups and individuals in the socialization process which is very closely related to the community.

Public relations has a scope of activities that involve many people (public, community, and audience), both from within and outside. The Department of Communication, Informatics, and Encryption of Bone Regency as a public relations officer for the local government becomes a communicator who has the function and purpose of providing information to a large audience and absorbing reactions from the audience. In delivering information, public relations must be able to carry out and facilitate mediation and publicity which are elements of the dissemination program to convey information properly. (Niswaty et al., 2020).

Public relations activities at government agencies carry out activities such as control, promotion, and advertising activities that emphasize more on public services or public businesses for the benefit of public services. At the same time, NGO public relations focus on increasing company profits.

The implementation of government responsibilities is increasingly realizing the importance of public relations activities because the success of current government tasks and plans does not only depend on the completion of the scheduled plans but also depends on the public's understanding of the progress of the government's tasks and plans as well as brief participation and implementation factors. Thus the importance of implementing a proper and effective dissemination program.

Through the work program of the Office of Communication, Informatics, and Encryption of Bone Regency, government public relations can transmit development information and explain certain policies or actions and activities to fulfill the obligations or responsibilities of government services. The role of public relations for government agencies in carrying out their main tasks or obligations is as follows: observing and assessing the wishes and participation of the community; activities that provide such suggestions and suggestions in response to requests from government agencies from the public; activities to establish good relations between the community and government officials; provide information and information about what the government has done so far (Slatter, 1980; Sutherland et al., 2020; Niswaty et al., 2019).

Currently, there are many sources of information that can be easily found through print, electronic, and online media (Asongu et al., 2019; Ben Moussa & El Arbi, 2020; Croteau & Bergeron, 2001; Saitua-Iribar et al., 2014; Szymkowiak et al., 2021). It is hoped that the Information Communications and Encryption Service of Bone Regency is in terms of information services, but there are still many people who complain or even claim to have never received direct information from the Bone Regency Information Communication and Encryption Service. This is due to the lack of information for the general public. Seeing the condition of the very wide area of Bone Regency, which is 4,559 square km, even being the 4th (fourth) largest Regency/City out of 24 Regencies/Cities in South Sulawesi, it is clear that this is an obstacle for the Department of

Information Communication and Encryption of Bone Regency in disseminating government information. area to the entire community of Bone Regency.

Based on the background of the problems above, it is very necessary to have a good messenger from the Office of Communication, Information, and Encryption, Bone Regency who can facilitate so that they can carry out mediation and publicity functions through dissemination programs. Based on this explanation, the authors are interested in researching the "Dissemination Program of the Office of Communication, Information and Encryption in Improving Information Services to the Community in Bone Regency".

METHOD

This study uses a qualitative approach with a descriptive type of research. The location of this research is the Office of Communication, Information, and Encoding, Bone Regency. The data collection techniques used are observation, interviews, and documentation. The informants who were used as sources of research data were the Head of the Information Communications and Encryption Service Office of Bone Regency; Head of Information Division of the Information Communications and Encryption Service Office of Bone Regency; Head of Information Technology Department of Information Communication and Encryption of Bone Regency; Employees of the Office of Communication, Information and Encryption, Bone Regency; Community Information Group; and Several Information Service Recipients in Bone District. Furthermore, the analysis techniques in this study are data collection, data reduction, (Moloeng, 2010).

RESULTS AND DISCUSSION

Information services are activities that ensure that decision-makers can obtain knowledge and information when needed by allocating available resources (Assar, 2015; Neirotti & Raguseo, 2017; Spariosu, 2018; Supardianto et al., 2019). Information services are closely related to public services, and their implementation includes service delivery, management of public complaints, information management, internal control, publicity, and consulting services to the public.

In the development of information services, what needs to be considered is how information users can fulfill their information needs with the available services. There are several options in providing information services, namely: The dissemination program of the Information Communications and Encryption Service in improving services to the community in Bone Regency is an information dissemination strategy or activity carried out by the Information Communications and Encryption Service Office of Bone Regency to improve information services to the community in Bone Regency, the indicators of the Information Service dissemination program are used, namely Face to face contact, By telephone, By post, By display, Selective dissemination of information, Publication, and Media.

Face to face contact

Based on the results of observations and interviews, it can be concluded that face-to-face contact is an information service with a direct physical meeting between the giver and the recipient of the information. For example, through direct socialization with the community. Information services carried out by the Office of Communications, Informatics, and Encryption of Bone Regency are carried out in the form of direct socialization to the community, the

socialization is carried out by the Community Information Group which has been formed. The Community Information Group then conveys the information directly to the surrounding community. This group also functions as an information filter so that the public is protected from hoax information or incorrect information to the public so that the public obtains correct and accountable information.

Via Telephone

The results of observations and interviews in the field can be concluded by telephone as a program of dissemination of information services by telephone. For example, the availability of a direct telephone number is provided for the public to obtain information or ask questions by telephone. In addition, managing television stations and radio stations, namely Matajang TV and Radio Suara Bone Adat, both of which have programs in the form of interactive dialogue involving the public (viewers) through the telephone connection provided. The interactive dialogue program in question is called "Hallo Bone", namely the Regional Government of Bone Regency conveys information through dialogue and involves the community by contacting the telephone line that has been provided. This shows that the local television channel "Matajang TV" has its address at Jalan Andalas Number 31 Watampone City, Bone Regency with a telephone number 081288001718, while the local radio channel "Suara Bone Adat" has its address at Jalan Ahmad Yani, Watampone City, Bone Regency with a telephone number 085343678973.

Via Post

Based on observations and interviews, it can be concluded that by post is an information service by mail. This is by the results of field observations that the Office of Communication, Informatics, and Encryption of Bone Regency, to convey information to the public, disseminates information using brochures and pamphlets. The brochures and pamphlets made were distributed to the public through the Office of Communication, Information, and Encryption in Bone Regency and sent to the Village Government in Bone Regency for distribution to the community.

Via Display

The results of observations and interviews can be concluded by an information service that is available and displayed in certain places. For example, banners, banners, Videotron's that are installed on the streets that are passed by the community. The Information Communications and Encryption Service Office of Bone Regency carries out a By Display information service dissemination program, carried out by distributing banners or billboards that are installed in certain places so that they are easily accessible to the wider community, for example, there are banners that lie on the road that convey information about preventing the spread of the Corona Virus. (Covid-19). The banner is the information submitted by the Office of Communication, Information, and Encryption of Bone Regency.

Selective Dissemination of Information

Based on the results of observations and interviews in the field, it can be concluded that Selective Dissemination of Information is an information service that is disseminated through technology. Namely, there is technology available that can access the information database, can

select titles and abstracts, and then give them to readers who order them. For example, a special application for information on the android platform. the implementation of the information service dissemination program. Selective dissemination of information is carried out by the Department of Information Communication and Encryption of Bone Regency with a special application for information on the android platform, the application is called the "Bone Regency" application which can be installed on Android smartphone devices via the Playstore. The application contains various kinds of information to the people of Bone Regency in particular, including the latest news information, local government information, and there are also information services by what is needed by the community, namely Documentation Information Management Officer. In the Documentation Information Management Officer menu itself, there is a choice of access to information from all Regional Apparatuses in Bone Regency, there is even a menu of requests for information services needed.

Publication

The results of observations and interviews can be concluded that publication is an information service using other media such as directories, bulletins, guide books, and so on. To publish print media such as directories, bulletins, guidebooks, the Information Communications and Encryption Service, cooperate with several parties according to the content of the information to be published, for example, if you want to publish information related to health problems, you will cooperate with the health office, and so on. according to what is needed and will be published, it will synergize with the relevant agencies. Then for the publication of bulletins and so on, the Information Communications and Encryption Service cooperates with the VC who prints bulletins and newspapers in Bone Regency, such as Radar Bone and Tribune Bone. However, bulletin publications are not routinely carried out only in certain situations.

Media

Based on the results of observations and interviews, the media is an information service through newspapers, radio, or television, as well as social media. The Office of Communication, Information, and Encryption in Bone Regency in disseminating information through newspapers is carried out in collaboration with the private sector in publishing information such as the Tribune and Fajar Newspapers that already exist in Bone Regency. With the collaboration that was built with several local newspaper media in Bone Regency, it was also known that information dissemination was also carried out through the website owned by the Regional Government, namely through the www.bone.go.id page. Local television, namely Matajang TV and Radio Suara Bone Adat are also media for information dissemination carried out by the Bone Regency Information and Encryption Communications and Encryption Service. The Information Communications and Encryption Service Office of Bone Regency conducts an information service dissemination program with media information service indicators implemented using: Newspapers/Newspapers; Websitewww.bone.go.id; Local Radio, Sound of Bone Adat; Local Television Matajang TV; Social Media Facebook and Instagram.

DISCUSSION

Face to face contact

Based on the results of the analysis, it can be concluded that the information service dissemination program with face to face contact indicators is carried out by the Office of Communication, Information and Encryption of Bone Regency by conducting socialization by empowering Community Information Groups to become a medium for disseminating information directly to the public through individuals or through direct announcements. for example through the mosque. However, recently, for the time being the face-to-face contact information dissemination technique has been slightly reduced due to the Covid-19 outbreak, which limits direct meetings between informants and communicants or recipients of information. Thus, the process of disseminating information is transferred to an online system through the media as an intermediary.

Via Telephone

Based on the results of the analysis in the field, it can be concluded that the information service dissemination program by telephone is carried out by the Office of Communication, Information, and Encryption in Bone Regency through the "Hallo Bone" program which is broadcast through the local TV channel "Matajang TV" and the local radio channel "Suara Bone". Adat" in the form of interactive dialogue involving the community through the telephone connection provided.

Via Post

Based on the results of field analysis, it is known that brochures and pamphlets as a medium for disseminating information submitted by the Office of Communication, Information, and Encryption of Bone Regency to the Village Government can be accepted by the community as recipients of information services.

Via Display

Based on the results of the analysis, it can be concluded that the Information Communication and Encryption Service Office of Bone Regency carries out a By Display information service dissemination program by distributing banners or billboards that are installed in certain places so that they can be easily accessed by the wider community. The banner is the information submitted by the Office of Communication, Information, and Encryption of Bone Regency. Like billboards/banners on how to prevent Covid-19 that stretches along the road. So it can be concluded that the implementation of the By Display information service dissemination program has been carried out by the Bone Regency Information and Encryption Communication Service.

Selective Dissemination of Information

Selective Dissemination of Information is an information service that is disseminated through technology. Namely, there is technology available that can access the information database, can select titles and abstracts, and then give them to readers who order them. For

example, a special application for information on the android platform. Based on the results of the analysis, it can be concluded that the implementation of the Selective dissemination of information information service dissemination program is carried out by the Information Communications and Encryption Service Office of Bone Regency by releasing an Android-based information service application under the name "Bone Regency" which can be installed by Android users through the Play Store which available.

Publication

Publication in this study is an information service using other media such as directories, bulletins, guide books, and so on. To publish print media such as directories, bulletins, guidebooks, the Information Communications and Encryption Service, cooperate with several parties according to the content of the information to be published, for example, if you want to publish information related to health problems, you will cooperate with the health office, and so on. according to what is needed and will be published, it will synergize with the relevant agencies.

Based on the results of the analysis in the field, it can be concluded that the implementation of the information service dissemination program through Publication by the Office of Communication, Information and Encryption, Bone Regency is also carried out through the issuance of information bulletins, but bulletin publications are not routinely carried out only in certain situations.

Media

It is known that the social media belonging to the Informatics and Encryption Office of Bone Regency is Facebook with the @Halo_Bone account while on Instagram social media with the account name @halo_bone. Based on the results of the analysis in the field, it can be concluded that the Information Communication and Encryption Service Office of Bone Regency carries out a dissemination program of information services with indicators of media information services implemented using: Newspapers/Newspapers; Websitewww.bone.go.id; Local Radio, Sound of Bone Adat; Local Television Matajang TV; Social Media Facebook and Instagram.

CONCLUSION

Based on the results of the analysis of the data obtained, the authors can conclude that the dissemination program carried out by the Office of Communication, Information and Encryption in Bone Regency in improving information services to the people of Bone Regency is as follows: information service dissemination program through Face to face contact, which is carried out by carrying out socialization by empowering Community Information Groups to become a medium for disseminating information directly to the public through individuals or through direct announcements, for example through mosques; information service dissemination program by telephone, which is carried out by implementing the program "Hallo Bone" which is broadcast through the local TV channel "Matajang TV" and the local radio channel "Suara Bone Adat" in the form of interactive dialogue involving the community through the telephone connection provided; information service dissemination program through By Post, which is carried out by publishing brochures and pamphlets as a medium for disseminating information; information service dissemination program through By Display, which is carried out by placing banners and billboards in certain places within the Bone Regency area; information service dissemination

program through Selective dissemination of information, which is carried out by releasing an android-based information service application under the name "Bone District" which can be installed by android users through the available Play Store; information service dissemination program through Publication which is carried out by issuing information bulletins, but bulletin publications are not carried out routinely only in certain situations. Information service dissemination program through media which is carried out using newspapers/newspapers, website www.bone.go.id, local Radio Suara Bone Adat, Matajang TV Local Television, and Social Media Facebook and Instagram.

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