

## RINGKASAN

### Peran *Public Relations* di Pemprop Jawa Timur (Studi Kasus pada *Issue* Pemberitaan Proyek Induk Agrobisnis di Surat Kabar)

Pemerintah Propinsi Jawa Timur (Pemprop Jatim) memiliki peran penting dalam penyelenggaraan program pembangunan dan kemasyarakatan di Jawa Timur. Keberhasilan Pemprop Jatim tidak terlepas dari beragam tugas dan pencapaiannya oleh *public relations*-nya, yakni Dinas Informasi dan Komunikasi Prop. Jatim.

Disinfokom Prop. Jatim telah banyak melakukan kegiatan seperti membuat rilis, mendokumentasikan kegiatan para pejabat Pemprop, menerbitkan bulletin bulanan, melakukan siaran radio, serta membuka *website*. Walaupun berbagai kegiatan telah dijalankan tetapi tidak terasa cukup sehingga Pemprop masih menghadapi banyak kendala. Satu diantaranya adalah *issue* pemberitaan pembangunan Proyek Induk Agrobisnis (PIA) yang ditulis oleh surat kabar Jawa Pos. Dalam pemberitaan-pemberitaannya, surat kabar ini menilai bahwa Pemprop Jatim dinilai tidak transparan, mampu, dan kredibel dalam membangun PIA tersebut, yang menjadi satu diantara lima prioritas proyek pembangunan di Jatim.

Oleh karena, penelitian **Peran *Public Relations* di Pemprop Jawa Timur (Studi Kasus pada *Issue* Pemberitaan Proyek Induk Agrobisnis di Surat Kabar)** ini memiliki signifikansi cukup tinggi karena dapat menjelaskan peran yang telah dilakukan oleh *public relations* Pemprop Jatim yakni Dinas Informasi dan Komunikasi Prop. Jatim dalam mengelola *issue* penting PIA dan sekaligus mencerminkan cara pengelolaan *issue* pemberitaan pada umumnya. Secara khusus, penelitian ini menjelaskan pendekatan komunikasi yang dipergunakan oleh *public relations* Pemprop Jatim dalam mengelola *issue* pemberitaan PIA dan sekaligus keterlibatannya dalam proses pengambilan keputusan oleh *dominant coalition* berkaitan dengan pengelolaan *issue* pemberitaan PIA.

Tesis ini meneliti pendekatan komunikasi *one-way* dan *two-way communication* atau pendekatan komunikasi satu dan dua arah. *One-way communication* merupakan pendekatan komunikasi dimana pesan menjadi "tujuan akhir" dari suatu organisasi, sedangkan *two-way communication* melihat pesan sebagai "sasaran antara", dimana harmoni antara institusi dengan publiknya merupakan tujuan akhir dari organisasi. J Gruning dan Hunt berpendapat bahwa organisasi olahraga, teater, promosi produk, pemerintah, asosiasi nir laba dan bisnis biasanya menggunakan *one-way communication* (Gruning, 1984: 303). Sementara itu,



Sriramesh Krishnamurty mengatakan bahwa *public relations* strategis atau *two-way communication* biasanya dipraktekkan di negara-negara demokratis (Sriramesh, 2004: 5).

Berdasarkan cara Disinfokom Prop. Jatim memaknai arti kata “public relations” sebagai membangun *image*, maka dalam pengelolaan *issue* PIA, “pesan” menjadi tujuan akhir dari organisasi, sehingga dapat disimpulkan bahwa Disinfokom Prop. Jatim menggunakan *one-way communication* kepada publiknya. Sementara itu, melihat posisi kuat *dominant coalition* dalam kaitannya dengan pengelolaan *issue*, termasuk PIA, serta sekaligus pemanfaatan ekspert guna menunjang tugas-tugas *public relations* maka dapat disimpulkan bahwa Disinfokom Jatim menjalankan tugas sebagai teknisi atau *technician public relations*.

Disinfokom Prop. Jatim menjalankan peran demikian didasarkan Peraturan Daerah (Perda) yang tidak memungkinkan institusi ini untuk menjalankan *two-way communication* dan *manager public relations*. Oleh karena itu disarankan agar Pemprop Jatim membentuk sebuah sub-dinas baru yang memungkinkan untuk menjalankan fungsi timbal balik dengan publiknya, tidak hanya komunikasi timbal balik dengan institusi pemerintah.

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## SUMMARY

### The Role of Public Relations in the East Java Provincial Government (A case study of critical newspaper publicity involving Proyek Induk Agrobisnis)

The Government of East Java (GEJ) plays a significant role in alerting the public to issues affecting development and society. Its success or otherwise cannot be separated from other public relations activities conducted by the GEJ's Department of Information and Communication.

These include issuing press releases, publicising the activities of its senior officers, publishing a monthly magazine, conducting radio broadcasts and developing a website. However these activities are not always effective because the Department uses one-way communication and is little more than a public relations technician.

Proof that these activities are inadequate can be seen from an examination of many GEJ projects. One is the development of Proyek Pasar Induk Agribusiness (PIA) (Agribusiness Wholesale Market) as reported by the daily Jawa Pos.

The newspaper claimed the GEJ is not transparent, capable, and credible in developing the PIA, one of five priority projects in the Province.

This research analyses the part played by public relations in this project. It is significant because it explains the role of GEJ public relations in managing the PIA project. It also reflects on the management of other issues in the public sphere.

Specifically it describes the communication approach used by GEJ public relations in managing publicity concerning the PIA project - and the role of public relations in the GEJ's decision-making process.

The thesis examines one-way and two-way communication procedures. One-way communication sends a message that becomes the final word of authority. Two-way communication promotes discussion. This helps create public ownership of a project that can lead to cooperation between the community and the government.

J Gruning and Hunt argue that sports organisations, the arts, commercial ventures, government, business and non-government organisations usually use one-way communication techniques. (Gruning, 1984: 303).

Meanwhile, Sriramesh Krishnamurty says that strategic public relations - or two-way communications - are usually practised in democratic countries.

Based upon definitions of public relations as image building and issue-management, where the message is used as the organisation's final word, it can be concluded that GEJ Public Relations uses one-way communication.

From the management of issues by major organizations, including the PIA, and the use of experts to assist with public relations, it can be concluded that the GEJ Public Relations has a primary technical role.



GEJ Public Relations activities, based upon the Local Law (Perda), restrict two-way communication and the active management of public relations.

This thesis proposes that the GEJ creates a new formal division that can apply reciprocal communication strategies involving the public and governmental institutions.

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## ABSTRACT

### The Role of Public Relations in the East Java Provincial Government

(A case study of critical newspaper publicity involving Proyek Induk Agrobisnis)

The East Java Provincial Government's Department of Information and Communication has conducted many public relations activities promoting East Java.

These include issuing press releases, publicising the activities of its senior officers, publishing a monthly magazine, conducting radio broadcasts and developing a website. However these activities are not always effective because the Department uses one-way communication and is little more than a public relations technician.

The Department takes this formal approach because it is bound by local legislation (Perda).

A new public relations division is proposed which can create a two-way relationship with the public and other government organisations.

**Key words :** one-way communication, technician public relations, local legislation (perda).