



### THE ROLE OF PUBLIC RELATIONS PROTOCOLS AND PUBLICATIONS OF THE WEST JAVA REGIONAL PEOPLE'S REPRESENTATIVE COUNCIL IN MASS DEMONSTRATIONS

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#### Abstract

The purpose of this research is to find out about the role of public relations protocols and publications of the Provincial Regional Representative council in mass demonstrations. The focus of the research is the role of public relations by recognizing 3 sub-focuses, namely Facilitator, Publication and Lobbying. The approach used in this research is qualitative with a descriptive method. The research results show that the Public Relations role carried out by the Protocol and Publication Public Relations through the role of facilitator is to facilitate the leadership and members of the Provincial Regional Representative Council in accepting the aspirations of the community. The next role of public relations is through publications carried out by Public Relations by disseminating information to the public or the general public. This overall role reflects the integrality of Protocol and Publication Public Relations in creating an effective communication environment and supporting better understanding between all parties involved.

Keywords, Role of Public Relations, Facilitator, Publication, Lobbying, Mass Demonstrations

#### INTRODUCTION

Public relations and protocols play a role in building an image by establishing good relations with the internal public and external public (Miss Livianan: 2013). Dewan Perwakilan Rakyat Daerah (DPRD) government public relations has an important role in conveying information to the public regarding the DPRD's performance as a wheel for people's aspirations in the political realm and the democratic process in Indonesia through political communication studies (Ilham et al: 2023). Public Relations and Protocol act as communicators or mediators through the SMS Center in conveying activities to the Council to simplify and speed up information or convey activity messages to the Council before the invitation letter officially reaches the Council so that the Council can attend every activity even if the activity is sudden (Fuziah Reni O : 2021). the role of public relations of the DPRD Secretariat in maintaining the positive image of the DPRD through managing information in the mass media and how to convey information to the media and the public (Een Kurniasih N: 2021). The role of Medan DPRD Public Relations is maximized in publicity activities to external parties (Faradila E: 2018). Therefore, this research will discuss the role of



Protocol and Publication Public Relations seen from the mass demonstration agenda at the West Java Province DPRD Nom Secretariat Building. I Ences A Humanities

Examining roles is a verb that is always interesting to talk about because roles are owned by everyone, both by individuals and individuals in a group of social life and society. Sometimes individuals can carry out their roles well, but there are times when individuals cannot carry out their roles well. The good and bad roles played by someone really depend on various things, including environment, education, social status, experience, and so on. Role is a concept that involves a series of responsibilities, tasks, or functions that are expected or given to a person or group in a certain context in various aspects of life, including in the social, work, or family environment, roles play an important role in shaping structure and interaction. In this research, the researcher focuses on the role of public relations.

The role of public relations according to Cutlip, Center, & Broom (2011) as quoted by Kriyantono in his book Best Practice Public Relations (Public Relations) Business and Government: The role of public relations is to maintain harmonious communication between the company and the public and create reciprocal two-way communication by disseminating information from the company to the public and channeling public opinion to the company; serve the public well and provide advice to company leaders in the public interest; maintain good company behavior and morality so that individual behavior is in line with the organization's vision (Cutlip, Center, & Broom in Kriyanto, 2021:91)

Public relations is a part of an organization, both private institutions and government institutions. Public relations for private and government institutions have almost the same duties in accordance with the general duties of a publicist, however there are differences in the main objectives of public relations for the two institutions. Public relations in private institutions or businesses aims to seek financial gain (profit oriented), while government public relations aims to carry out the mandate of the state constitution to serve the community to fulfill their living needs in order to achieve the benefit and welfare of the community. In this research, researchers will focus on the duties or roles of public relations in government institutions, namely Public Relations Protocols and Publications for the DPRD of West Java Province.

West Java Provincial DPRD Public Relations Protocol and Publication is under the Conference Section of the West Java Provincial DPRD Secretariat which is led by the Head of the Protocol and Publication Public Relations Sub Division Hapidz Karna, S.H. As stated by the head of Public Relations Protocol and Publication of the West Java Province DPRD that:

"The main task of the Protocol and Publication Public Relations staff of the West Java Provincial DPRD Secretariat is as a facilitator for the leaders and members of the West Java Provincial DPRD in various council agendas, as well as being a communication bridge with the community through the task of publishing all types of agendas which are carried out in accordance with the needs of the West Java community." (Hapidz Karna, Research Interview, November 13, 2023)

Based on the Regulation of the Governor of West Java Number 47 of 2016 concerning Main Duties, Functions, Details of Unit Duties, and Work Procedures of the Secretariat of the Regional People's Representative Council in Article 8 Paragraph (3) states that "The details of the duties of the Public Relations and Protocol Section are to facilitate and coordinate aspiration services ". In article 9 Paragraph (1) it is also stated that the Publications Subdivision has the main task of carrying out publication and information management which includes the



preparation of materials and publications through TOR, press releases, journals, print media reporting, facilitation and public information services, as well as coverage of DPRD activities and coordination publication collaboration.

West Java Province DPRD Public Relations Protocol and Publication is tasked with creating two-way communication by disseminating information from council members to the public in an educational and informative

manner. The delivery of information from government public relations, especially as public relations for council members, must take a persuasive approach to create an attitude of mutual understanding, respect and tolerance between the agency and the community. The biggest role of public relations is to be a source of official government information to the public.

Activities carried out by West Java Province DPRD Public Relations Protocol and Publication include media relations as proactively maintaining good relations with the mass media and responding to questions or requests for information immediately. Public relations duties carried out by public relations relate to the activities of council members which are carried out to support the interests of the community. Other activities include compiling, collecting and filtering information relevant to activities, policies or results of West Java provincial DPRD meetings. West Java Provincial DPRD Protocol Public Relations is also a facilitator for leaders or council members in handling mass demonstrations which are often carried out by the community as a form of effort so that the community's voice can be heard and heeded by the people's representatives as a form of implementing a democratic state.

Mass demonstrations emerged due to several social, political, economic and cultural factors. One of the biggest reasons for mass demonstrations is the public's dissatisfaction with the government. Some people may feel dissatisfied with government policies, acts of corruption, or inability to handle important issues related to society. The community feels that there is inequality and discrimination regarding social, economic conditions, or discrimination against certain groups, so the community decides to protest through mass demonstrations to council members as representatives of the people in an effort to fulfill their needs.

The role of public relations, through conveying community aspirations, involves several parties within the agency. Communication and coordination need to be carried out to achieve good and effective mass demonstrations. This coordination is related to the concept of organizational communication. Organizational communication is a process of exchanging information between individuals in an organization. This process involves sending, receiving, and understanding messages or information relevant to achieving organizational goals. Organizational communication includes various forms, ranging from structured formal communication to informal interactions between organizational members (Enas, 2008:16).

The role of public relations as a bridge for communication and coordination in an organization is a direct application of the concept of organizational communication. Public relations functions as a liaison between an organization and various related parties, both internal and external, such as employees, customers, business partners and the general public. By being the center of communication, public relations ensures that the information conveyed by the organization is consistent, accurate and easy to understand by all parties involved. Apart from that, public relations also plays a role in coordinating various communication activities, starting from preparing messages, disseminating information, to managing responses to emerging issues. Thus, the role of public relations is not only limited to conveying messages, but also as a communication architect who is responsible for ensuring alignment between organizational goals and the perceptions and responses of various stakeholders.

Based on the phenomenon that has been explained in the background of the problem above, the researcher is interested in taking the title **The Role of Public Relations Protocols and Publications of the Regional People's** 



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Representative Council (DPRD) Through Accommodating Community Aspirations (Descriptive Study of the Role of Public Relations Protocols and Publications of the Provincial Regional People's Representative Council (DPRD) West Java, especially through accommodating community aspirations in mass demonstrations).

#### LITERATURE

Public relations is the field responsible for maintaining reputation, aiming to gain understanding and support, as well as influencing opinion and behavior. Public Relations is a series of planned and sustainable efforts to establish and maintain good relations and mutual understanding between an organization and its community (Kriyantono, 2021:15). Public relations can be thought of as a collection of management, oversight, and technical functions that help improve an organization's ability to listen, appreciate, and respond to individuals with whom the organization has mutually beneficial relationships, which are essential to achieving its mission and vision.

According to Lovenia (2012), public relations practitioners cannot avoid their position in the midst of internal and external publics. Therefore, Ardianto (2013) emphasized that public relations practitioners in government institutions must have the skills to build good relationships both inside (internal) and outside (external) the institution. Their main task is to provide information about public policy and provide services.

There are two processes in absorbing community aspirations, namely by the government and by the DPRD. The government's absorption of community aspirations occurs through the development planning stages, while the absorption of aspirations by the DPRD involves two stages, namely directly and indirectly (Dwiyanto, et al. 2003).

The main focus in this framework is regarding the role of public relations protocols and publications through collecting community aspirations. In this research, researchers used the concept of the Scope of the Role of Public Relations according to Rachmat Kriyantono (2021:91) in his book Best Practice Public Relations (Public Relations) for Business and Government, which includes public relations as a facilitator, publishing, and lobbying. According to Kriyantono (2021:91), the role of public relations is as a facilitator, publication, maintainer of harmonious communication, lobbying, organizing events and social investment. Based on the definition of the role of public relations according to Kriyantono, the researcher decided to use the following research sub-focus:

#### 1. Facilitator

Facilitator is a public relations role which means that public relations functions as a liaison or intermediary between the organization and the public, as well as between the organization and various related parties. As a facilitator, public relations has the responsibility to facilitate and improve effective communication between the organization and its stakeholders. Facilitative communication is one form of the role of public relations as a facilitator, mediator for management, one foot on the public side. Public relations must bridge the meeting between public and organizational interests. Public relations is expected to fight for relevant and rational interests, complaints and suggestions submitted by the public to be taken into consideration for organizational policy or outside in thinking. If it is felt that the organization's policies are ineffective regarding common interests, then public relations can provide recommendations for policy adjustments, and there is balanced two-way communication between the organization and the public. (Kriyantono, 2021:92)

#### 2. Publication





Kriyantono (2021:93) explains that publication is an activity aimed at introducing an organization and its activities to the public. Publications are general in nature, while publicity is specific, namely efforts to introduce an organization that is published in the mass media for free or without paying for its creation. An example of publicity carried out by a publicit is sending a press release to the media and the press release information is rewritten by the media in the form of news published by the media.

#### 3. Lobbying

According to Kriyantono, public relations often makes persuasion and negotiation efforts with various parties. This skill appears to be needed, for example, during a management crisis to reach an agreement between conflicting parties. Lobbying Public Relations is a communication strategy implemented by the Public Relations division of an organization to build a positive image and influence the perception of the public and interested parties towards the organization. In this effort, Public Relations not only plays a role as a transmitter of information, but also as a message designer that can influence public opinion and views. Through advocacy activities, public relations seeks to explain an organization's policies, programs, or initiatives in a way that is acceptable to the general public. Public relations lobbying plays an important role in maintaining an organization's reputation, mitigating communication crises, and increasing the level of public support and understanding of the organization's vision and mission. With this approach, public relations contributes to an organization's success in building sustainable relationships and supporting positive growth in an ever-changing environment. (Kriyantono, 2021:94)

Based on the description of the three sub-focuses above, the researcher tries to apply these sub-focuses to the research problem, as follows:

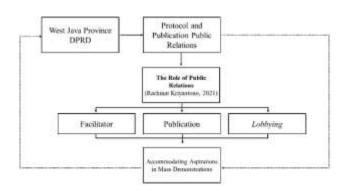


Image 1

The mindset

Source: Researcher, 2024

#### METHODS

This research uses a qualitative approach with descriptive methods. According to Maleong (2012), qualitative research can be defined as a form of research carried out in a natural context with the aim of interpreting





International phenomena that are occurring. According to Sugiyono (2012) in his book Qualitative and Quantitative Education Research Methods, the descriptive method is a research method that is descriptive or systematically describes the factors contained in a population or research object.

This research searches for data through a process of investigating previous reference sources that are relevant to the research topic being discussed. These sources become concepts used to understand the objects and realities being studied. The literature study used in this research consists of Literature Study and Internet Searching.

Field studies in research are direct activities carried out by researchers at the location or place that is the focus of the research. The aim of a field study is to collect data directly from the source, observe the situation, and gain an in-depth understanding of the conditions or phenomena being studied. This research uses the following data collection techniques:

In this research, the researcher carried out non-participant or passive observation, which means he was not actively involved in the activity being observed. However, apart from that, researchers continued to carry out direct observations by visiting the West Java Provincial DPRD Secretariat to explore the general situation and observe various ongoing activities. After that, the researcher detailed the results of the field observations. The main characteristic of in-depth interviews involves open questions that allow respondents to provide answers more freely and in detail. This interaction provides an opportunity for respondents to convey their views and experiences without strict restrictions. In-depth interviews are usually conducted face-to-face, although they can also be conducted by telephone or online communication media. Interviews were conducted with 3 (three) key informants, namely Evan Rinovyan, Fajrul Again, and Gugi Parsina Yuda who served as Protocol and Publication Public Relations Staff for the West Java Province DPRD. The first supporting informant in this research was Dr. Mahi Mamat, M.Si., as a political observer and public relations practitioner and another supporting informant, namely M. Ananda Trianto as a student who once held a mass demonstration at the West Java Province DPRD Building.

The data analysis techniques used are data reduction, data presentation, and drawing conclusions or verification, while to test the accuracy of the data, data validity tests are carried out using triangulation and member checking techniques.

#### **RESULTS AND DISCUSS**

Research results were obtained through in-depth interviews and non-participant observation regarding the role of public relations protocols and publications for the DPRD of West Java Province through accommodating community aspirations in mass demonstrations

Facilitator of Public Relations protocols and Publications for the West Java Provincial DPRD in the mass demonstration agenda by providing space for aspirations and being a bridge between demonstrators and members or leaders of the council who will listen to the aspirations of the community through mass demonstrations. Providing space or place for hearings held to express community aspirations

Publication is the delivery of information to the public. West Java Provincial DPRD Protocol and Publication Public Relations utilizes social media and media convergence in conveying information, and especially related to mass

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demonstrations carried out by the community. The form of publication carried out can be in the form of a follow-up to the problems complained by the demonstrators to the publication of mass demonstrations in real time.

In the digital era, social media has become a very effective means of communication to reach the public directly. By utilizing social media, such as Facebook, Twitter, or Instagram, Protocol and Publication Public Relations can disseminate information quickly and directly to the public. Apart from that, collaboration with mass media is also the right strategy to reach a wider audience through various channels such as newspapers, television and radio.

Lobbying Public Relations Protocols and Publications for the West Java Provincial DPRD focuses on bridging the delivery of information and transmitting information between the demonstrators and the council members who will receive aspirations. Lobbying can also be applied to situations that require public relations to coordinate with related parties in mass demonstrations.

Lobbying carried out by the West Java Provincial DPRD's Public Relations and Protocol Public Relations in accommodating community aspirations through mass demonstrations involves communication strategies aimed at building a positive image and influencing public and interested party perceptions of the organization. Lobbying does not only act as a conveyor of information, but also as a message designer that has the potential to influence public opinion and views.

The role of Protocol and Publication Public Relations in the West Java Provincial DPRD is not included in the advisory process in determining or approving mass demonstrations. Instead, the focus of his role is as a facilitator, liaison with the public, and carrying out lobbying efforts in order to meet needs related to mass demonstrations.

The role of Protocol and Publication Public Relations in the West Java Provincial DPRD in the context of mass demonstrations does not include an advisory role in determining or approving demonstrations. This decision is completely handed over to the council members who have the authority in the persuasive decisionmaking process. Protocol Public Relations does not have the main duties or authority in this persuasive direction. Their main focus lies in conveying clear and objective information to the public regarding plans or developments in demonstrations.

#### CONCLUSIONS

The facilitator function carried out by the West Java Provincial DPRD Protocol and Publication Public Relations in this research focuses on organizing mass demonstrations by the people of West Java. The main role of West Java Provincial DPRD Protocol and Publication Public Relations is to act as a facilitator, involving the ability to coordinate, bridge communication, and plan agendas related to mass demonstrations. Publication in this research is the delivery of information. Protocol and Publication Public Relations at the West Java Provincial DPRD has a special role in providing information relating to the collection of community aspirations, both in carrying out mass demonstrations and in holding hearings that have been agreed upon by the demonstrators with council members. Lobbying carried out by West Java Provincial DPRD Public Relations Protocol and Publications in response to community aspirations through mass demonstrations involved communication strategies with the aim of forming a positive image and influencing public and interested party perceptions of the organization.

The role of Protocol and Publication Public Relations in the West Java Provincial DPRD in the context of mass demonstrations does not involve an advisory role in determining or approving demonstrations. The role of Public Relations Protocol and Publication of the West Java DPRD focuses on fulfilling its 3 roles in mass demonstrations, namely facilitator, publication and lobbying.



International Conference on Business Economics, Social Sciences & Humanities



#### ACKNOWLEDGEMENT

The researcher would like to thank various parties who have supported through various assistance so that the research can proceed as planned, namely to:

- 1. Dear. Unikom Chancellor, Prof. Dr. Eddy Soeryanto Soegoto, ST. MT
- 2. Dear, Dean of Social Sciences Unikom Assoc. Prof. Dr. Lilis Puspitawati, S.E., M.Si., Ak., CA., CRP., CSRS
- 3. Dear Head of the Unikom Communication Studies Program Assoc. Prof. Dr. Melly Maulin Purwaning Wulan S.Sos., M.Sc.
- 4. Dear, research supervisors, lecturers in communication science, comrades in arms.
- 5. Dear. The leadership and team of the West Java Provincial DPRD, who have prepared time for interviews as key informants and provided the research data needed to prepare the research.
- 6. Dear, supporting informant who has provided a lot of help.
- 7. Dear. the whole family and parties who have helped who cannot be mentioned one.

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PROCEEDING BOOK The 7th International Conference on Business, Economics, Social Sciences, and Humanities 2024 E-ISSN: 2830-0637

## International Conference on Business Peraturan Gubernur Jawa Barat Nomor 47 Tahun 2016 Tentana T



Peraturan Gubernur Jawa Barat Nomor 47 Tahun 2016 Tentang Tugas Pokok, Fungsi, Rincian Tugas Economics, Soci Unit, dan Tata Kerja Sekretariat Dewan Perwakilan Rakyar Daerah.

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