

Good Governance of Public Relation Government Strategy in Lhokseumawe City Through the Website Www.Lhokseumawekota.go.id

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ABSTRACT: *This study discusses the Public Relations (PR) Role of the Lhokseumawe Government in Creating Good Governance through its official website and how the role of Public Relations Lhokseumawe Government manages the website based on Impression Management theory. The method used in this study is qualitative research using a descriptive approach where the selection of informants uses purposive sampling technique. Data collection techniques used are observation, interviews, and documentation. The results showed that the role of Public Relations of the Lhokseumawe Government in create Good Governance through the website www.lhokseumawekota.go.id goes well, but public relations still made the website only as a means of information, there was no means of communication between the government and the public. The official website managed by the Public Relations of the Lhokseumawe Government if based on the Impression Management theory, on the website there are only 3 of the 5 strategies, namely ingratiation, self-promotion, and exemplification strategies. Public Relations wants the Lhokseumawe Government to be perceived as a party that is pleasing to the public, friendly, caring, respectful, competent, and worthy of being an example for other organizations.*

Index terms : *Good Governance, Government Public Relations, Impression management theory, and Lhokseumawe city*

I. INTRODUCTION

Public Relations (PR) is a familiar word. PR has the duty to create a positive image for the company. One important role of GPR is to build Good Governance.

Good Governance can be interpreted as a good, clean and authoritative government. stated that Good Governance itself is the vision of Indonesia 2020 as stated the MPR decision No [10]. VII/MPR/2001 concerning Indonesia's Future Vision, which is "Realization of Indonesian Communities that are Relative, Humane, Unified, Democratic, Fair, Prosperous, Advanced, Independent, and Good and Clean in the Organization of the State". Thus, the implementation of governance must continue to refer to this vision. Therefore, the Lhokseumawe Government has a synchronous vision of Indonesia's future vision, which is "Realizing the City of Lhokseumawe Shari'a, Healthy, Smart and Prosperous under the Law of the Government of Aceh (UUPA) and the Helsinki MoU".

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The Public Relations of the Lhokseumawe Government in providing information focuses on the official website (www.lhokseumawekota.go.id). This website began to develop on April 27, 2017 with the first news that "Lhokseumawe Tourism Must Be Enchanting". The public relations-run website began to develop well, but it was still quiet and not optimal. The number of visitors to the website per day reaches 300-500 visitors but the interaction of visitors which is usually located in the comments column is not available, whereas with public comments or opinions can measure the image of the city government and can realize Good Governance [9].

II. CONCEPT AND THEORY

A. Impression Management Theory

The management of a website is arranged as well as possible so that it looks good and attractive. Impression formation in the Communication Science study is known as impression management. Impression Management was introduced by Erving [6]. Goffman assumes that when people interact, they want to present a self-image that others will receive. Every individual in social interaction tries to display his image or the concept of himself in front of others. Johansson mentions that every individual intentionally uses communication to create the desired impression from others. This theory is related to individual or organizational strategies to present themselves during interactions with other parties.

There are five self presentation strategies according to Edward Jones namely:

1. Ingratiation Strategy, usually used by organizations that want to be perceived as pleasant or friendly by displaying positive emotions during interaction with the public.
2. Self-Promotion Strategy, usually used by organizations that want to be impressed as competent organizations by presenting the presentation achieved by the organization.
3. Exemplification strategy, usually used by organizations that want to be impressed as organizations that are worthy of being used as examples or models for other organizations.
4. Supplication Strategy, usually used by organizations that are suggested as organizations that have limitations in helping the public so that the organization is

perceived as weak and becomes

a victim of the crisis.

5. Intimidation strategy, usually used by organizations that are suggested as strong and able to control situations that are manifested by displaying attributes that present anger or a desire to punish others who cause harm[3].

A. Government Public Relations

Public Relations is not only found in the corporate environment, but also in government institutions. H.J. Laski The government or government referred to includes all state organizations that carry out state sovereignty. The government has a main task, namely in the fields of security, order, justice, social welfare, economy, public works, and maintenance of natural resources and the environment[2].

Basic Public relations according to is based on two basic facts. First, the public has the right to know; therefore, government officials have the responsibility to explain to the community. Second, there is a need for officials to receive input from the community about new and social pressure, to gain community participation and support[5].

B. Good Governance

Good Governance is well-known in Indonesia, both in the government, private sector, and states that the meaning of Good in Good Governance contains two senses. First, the values that uphold the wishes/will of the people and values that can improve the ability of the people in achieving the goals of (national) independence, sustainable development and social justice. Second, functional aspects of effective and efficient governance in carrying out their duties to achieve these states that the form of Good Governance is the implementation of a state government that is solid and responsible, as well as effective and efficient, by maintaining constructive continuity between state domains, the private sector, and society[1].

III. METHODOLOGY

The location of the research was in Lhokseumawedistrict PR office. This type of research is qualitative research using a descriptive approach. According to Artherton and Klemmack usually descriptive research can use to describe individual characteristics, situations or groups[7]. The selection of informants of this study uses purposive sampling technique. According to purposive sampling is the technique of sampling data sources with certain considerations, for example those considered to be most knowledgeable about what we expect[8]. The informants from this study are the website admin www.lhokseumawekota.go.id namely Armansyah Putra, S.Kom., S.Si., M.Eng (38), Iskandar, S.Sos (48), and Ade Irian Chandra. Nst, S. S (39). The data collection techniques used are observation, interviews, and documentation.

IV. DISCUSSION

A. Public Relations of the Lhokseumawe Government

The Public Relations of the Lhokseumawe Government is the same as the Public Relations of the Lhokseumawe Regional Secretariat. The Secretariat is led by a regional secretary who is under and is responsible to the mayor. In the 2017 Lhokseumawe Mayor's Regulation of the Province of Lhokseumawe, the Public Relations and Protocol of the Lhokseumawe City Secretariat was included in the government organization structure according to Article 5 of the Lhokseumawe City Qanun Number 9 of 2016 on "Formation and Composition Regional Device Lhokseumawe City" and Lhokseumawe mayor's rules about "Position, Organizational Structure, Duties, Functions and Work Procedures Of The Regional Secretariat Of The City Of Lhokseumawe". The Public Relations and Protocol Section are the auxiliary elements of the General Administrative Assistant in the information and media fields, protocol fields and documentation and publication fields.

B. Website www.lhokseumawekota.go.id

Public Relations of the Lhokseumawe Government currently has a website www.lhokseumawekota.go.id. The website can be used in order to achieve multiple goals which is to communicate with the public, communicate with researchers, activists, specialists and journalists, distribute information in large volumes, publish anything from new policies to upcoming events, and request public comments such as providing two-way communication media. The Lhokseumawe Government website is managed by the Public Relations of the Lhokseumawe Government and the Office of Communication, Informatics and Encryption[4].

More details about the web www.lhokseumawekota.go.id can be seen in the picture below:

Figure: 4.1
Website www.lhokseumawekota.go.id



Source: Screenshot of the website www.lhokseumawekota.go.id (February 16, 2018)

Caption:

1. Beranda (Homepage)
Beranda is the first page/opening when opening a website. Beranda is usually made interesting so that the public is interested and happy to visit the website. On the beranda section is the Lhokseumawe Government address, the Home menu display, Profile, Government, Regional News, Public Information, e-Government, SKPK, Gallery, and Contacts.
2. Profil (Profile)
Profil on the website www.lhokseumawekota.go.id contain (1) History; the history of the city of Lhokseumawe from the colonial era, the period of independence, blood autonomy, and territorial boundaries, (2) Demography; residents of the city of Lhokseumawe in 2014-2016, and residents of Lhokseumawe city by age group in 2016, and (3) regional symbols; symbol of the area of Lhokseumawe city.
3. Pemerintahan (Government)
Pemerintahan on the website www.lhokseumawekota.go.id contains Vision and Mission of the Lhokseumawe Government, Profile of the mayor and deputy mayor of Lhokseumawe, regional secretary, structural officials of the city of Lhokseumawe, and Apparatus of the city of Lhokseumawe.
4. Berita Daerah (Regional News)
Berita Daerah on the website www.lhokseumawekota.go.id contains news. News published about the activities of the Lhokseumawe Government. News that can be seen in this regional news section starts on Thursday 27 April 2017 until the news is published now. Published news has a title, day/date, documentation in the form of photos, and contents of the news.
5. Informasi Publik (Public Information)

Informasi Publik on the website www.lhokseumawekota.go.id contains information on a regular basis, information at any time, and information immediately.

6. E-Government
E-Government on the website www.lhokseumawekota.go.id contains information systems. The information system included legal documentation information system, LPSE (Layanan Pengadaan Secara Elektronik), population administration information system (SIAM), regional asset information system (Simda Asset), regional financial management information system (Simda Keuangan), UN SIM, and integrated licensing service information system.

7. SKPK
Satuan Kerja Pemerintah Kota Lhokseumawe (SKPK) on the website www.lhokseumawekota.go.id contains a list of work units within the Lhokseumawe City Regional Secretariat, council secretariat, offices, agencies, sub-districts, and privileges in the Lhokseumawe city government.

8. Galeri (Gallery)
Galeri on the website www.lhokseumawekota.go.id contains documentation of activities carried out by the Lhokseumawe Government. The documentation is in the form of photos taken during an activity in the city government of Lhokseumawe. Each photo has a description describing the photo.

9. Kontak (Contact)

Kontak on the website www.lhokseumawekota.go.id contains the government contacts of the city of Lhokseumawe and the communication, informatics and coding services. It contains a complete office address, zip code, telephone number/fax, and email.

C. The Public Relations Role of the Lhokseumawe City Government in Creating Good Governance through the Website

Government Public Relations can create Good Governance through a website. On the website there is information and communication to bridge the relationship between the government and the internal and external public. In the management of government websites, there are several basic criteria established by the Ministry of Communication and Information of the Republic of Indonesia, namely function, accessibility, and usability, collaboration, effective content, two-way communication, evaluation of success, ease of finding sites, and good regulated services.

Public Relations of the Lhokseumawe Government in building Good Governance one of them uses its official website, www.lhokseumawekota.go.id. The official website of the Lhokseumawe Government is still only limited to the delivery of information to the public. The website looks quiet, even though in one day the number of visitors is around 300-500 visitors. This is because the PR does not make a comment column. The public is only limited to knowing information that has been made without being able to communicate. Whereas the function of the website other than as a means of information can also be a means of communication between the government and the public. Even though PR can serve the public well in the office, it's good to make the website a means of communication as well. In communication we called one way communication.

The public relations-managed website contains an impression management so that the public can create a perception. Public Relations of the Lhokseumawe Government in managing the website www.lhokseumawekota.go.id uses a strategy on impression management theory. There are 5 strategies in impression management, namely ingratiation strategy, self-promotion, exemplification, supplication and intimidation strategies. Public Relations The Lhokseumawe Government does not use all of these strategies.

The strategies used by public relations are ingratiation, self-promotion and exemplification strategies. This is because the Public Relations of the Lhokseumawe Government through its website wants to be perceived as a pleasant, friendly, competent, and deserving example for other organizations. Public Relations does not use supplication and intimidation strategies because they do not want the Lhokseumawe Government to appear weak in the eyes of the public and perceived as the party who requests the limitations of helping the public.

V. CONCLUSION

Public Relations of the Lhokseumawe Government in create Good Governance through the website www.lhokseumawekota.go.id goes well. The website is used to deliver information to the public about the activities and policies made by the government that aim to create a positive image of the government. Public Relations only lacks the role to turn on the website because it does not make public comments or complaint services and the update to the news has not been established. The strategies used are ingratiation, self-promotion and exemplification strategies. This is because public relations wants the Lhokseumawe City Government to be perceived as a party that is pleasing to the public, friendly, caring, respectful, competent, and worthy of being an example for other organizations.

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