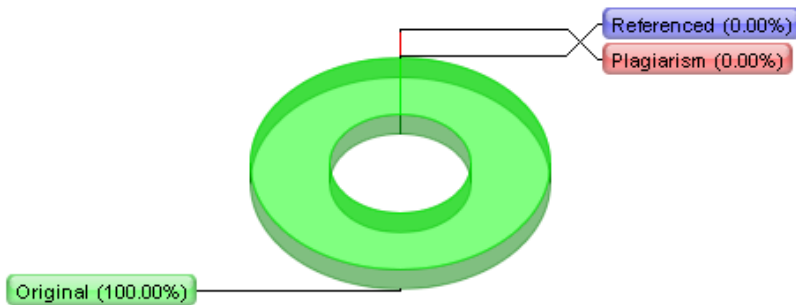


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## PUBLIC DISCLOSURE POLICY ON SUBURBAN AREAS

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### ABSTRACT

The public disclosure policy in Indonesia is a policy that adjusts the development of world Communication information

technology and the demands of government and community needs in public communication information services. This policy has

been ongoing for a period of 11 years, which in its development indicates the difference in public communication services on the

periphery area. The research method uses a qualitative approach with a variant of the case study in the interactive model stage

procedures, namely data collection, data presentation, data reduction and conclusions. The results showed the policy of

disclosure of public information on the periphery of the area is not optimal in the framework of formulation of policy and

communication services caused constraint factors in the framework of the device policy, technical personnel operational and

facilities public communication devices.

Keywords: public information disclosure policy, local government, suburban community

### INTRODUCTION

The communication information technology policy is a policy in order to develop systems of communication and information in

the institutional and central government institutions. This policy becomes a necessity to be implemented by the development of

globalization in the world today.

The information and communication technology policy covers many aspects not only of the equipment, but also aspects of the

utilization of information and communication network in the central government in the region and intergovernmental district

with local communities. All elements of State institutions, non-governmental public institutions, and public companies that have

secured the allocation of funding from the State budget and/or regional expenditure budget, foreign assistance, and the

community have an obligation to provide access to the public's open and efficient information in order to transparency,

accountability, and management of the better government in Indonesia.

Anderson (1984) expressed the meaning of the policy, into two categories, namely substantive and procedural. The substantive

policy is what the government should do. The procedural policy itself is how and who holds the policy. This means that public

policy is a policy created and developed by government officials and agencies.

In Law no. 14 years 2008 concerning public disclosure of information submitted public information as information generated,

stored, managed, transmitted, and/or received by a public agency relating to the establishment of the country and the organizers

and the implementation of other public bodies in accordance with laws relating to the public interest. Every public agency to

ensure the availability of public information that is open to the public, Transfaran, accountable and quickly accessible, timely,

appropriate, light fees and simple ways.

Disclosure of this public information to support the implementation of government public relations, were required to be able to

master the information and communication technology, including the existence of social media in already become a community,

which is not the less important PR role must be able to establish synergy and harmonious relationship with journalists in order

to conduct the activities of public relations can control the information submitted to publicly.

The local government is the spearhead to deliver the program and the performance of both the current Government and will be

implemented. As a funnel or source of information, demanded the willingness and ability to face the development and change of

the times so rapidly, such as the development of technology, information and communication.

## RESEARCH METHODS

The research approach used is a qualitative approach. Bogdan & Taylor (1975), expressed this approach used to be able to see,

know and describe the actual condition in detail and actual to the phenomenon that occurred in the study. Then the main

instrument in this research is its own researchers, with AIDS in the form of interview guidelines, note paper and tape recorders.

The interview guidelines are divided into structured and unstructured questions when obtaining the necessary information from

the informant. According to Bogdan and Biklen (1992) The analysis of the authoritative data is an effort made by way of

working with data, organizing the sorting data into manageable units, synthesize it, search and find patterns find what

is

important and what to learn, and decide what is told to others.

The data analysis section outlined the process of tracking and setting systematically transcripts of interviews, field records and

other materials so that researchers can present their findings. This analysis is based on Perencanaann, implementation,

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organizing, controlling. In qualitative research, data analysis was conducted during the research activities took place and after the

data collection was implemented. The process of qualitative research allowed analysis of data at the time of researchers in the

field as well as after returning from the new field analysis. In this research data analysis has been implemented in conjunction

with the data collection process. The flow of analysis follows an interactive analysis model as expressed Miles and Huberman

(1984), which includes data collection, data reduction, data presentation and withdrawal of conclusions.

## RESULTS AND DISCUSSION

Local governments are required to work professionally and proportionally especially in providing understanding to the

community, about what the government is doing, both through internal publications and documentation as well as familiar to the

public through the media. Local government as a funnel or government vote in the delivery of information, government,

development and social welfare also assessed the attitude of society to create a harmony between the community and the policy

of the organization/agency, so that the implementation of positive relationship between the local government with the local

community. Local governments are expected to improve the service and management of information in every instance, and are

able to encourage community participation in the success of various government programs that the results can be enjoyed by the

public. So to improve the capability of the service device must master the information and communication technology, including

social media so that it can know the needs of the public. In the era of public information disclosure the position of this institution

is very important role in maintaining the positive image of government institutions.

Then in the suburbs of the policy implementation of public information disclosure is conducted by the local

government,

especially the working unit of Regional Devices, the Department of Communication and Informatics or the Department of

Communication, Informatics and the administration. Naming the device is not uniform between the suburbs, it depends on the

condition and structure of the Organization as well as the task of the function in the local government. For example, a B-type

organization that includes an Echelon, one secretary and three fields, performing tasks, different functions, but mutually

supporting one another. These three areas include public communication and the sector, information and communication

technology and statistical areas. Or areas of public communication, the field of communication, information technology and

statistical field.

The implementation of public information disclosure is carried out gradually in the work unit of the regional device that is the

basis of its organizational sector through the implementation of the program activities by each field, according to its duties and

functions. The implementation of public disclosure policy on suburban areas can be reviewed from 4 aspects: communication,

resources, disposition and bureaucratic structure. This is as a follow-up to regulation 14 year 2008 of public disclosure of

information. In this case Lester and Stewart (2000), suggesting that policy implementation is seen in a broad sense is a legal

administration tool in which various actors, organizations, procedures and techniques work together to run the policy to achieve

the desired impact or objectives.

Local governments are responsible for communicating government, development and community information to the general

public, which in the implementation involves the work units of other regional devices and outside agencies. Local governments

in its activities continued to actively communicate with government activities by doing innovation and breakthrough in

collaboration with social media, electronics and online and implementing modern communication advice. Where communication

on all activities with all the elements of the leader and do not look at each field because it is a unified one interrelated to each

other. Then communications are delivered to the public through the various facilities and means available, delivered directly

through face-to-face and dissemination of information through billboards, print media, electronics, social media and online

media.

Communication according to Edward III (1980) One of the successful implementation of a policy is communication. Therefore,

the field of public communication, information conducting a program of information cooperation with the mass media in its

activities communicate the active dissemination of local Government's information. To carry out dissemination activities of local

Government implementation information. Local government through the Department of Communication and Informatics is

doing advertorial cooperation with the printed media, electronic media, online media with a mutually beneficial nature. Where on

the implementation of the activities of the local government through its work device as the first party to make a memorandum of

understanding with the management and partners of the partnership as a second party to do agreement agreements carry out the

duties and responsibilities of both parties.

The first Party has the obligation to pay the services of the second party in the announcement and the preaching as well as

otherwise the second party obliged to preach the information of local government, which without any pressure or compulsion

between the two parties.

The cooperation here aims to provide sustainable information to all walks of life without exception because information is

known to be part of human rights and also is the realization of the state of law that adheres to the democratic system.

Memorandum of Understanding both parties can be carried out the termination of cooperation if any of the parties do not carry

out obligations on the grounds of force major, this is commonly stipulated in the Treaty of occurrence of natural disasters or

matters of urgency that cannot be avoided.

Then on the resources, in each year the local government through the Department of Communication and Informatics budgeted

and put up a civil apparatus and the contract Tenaga to follow the technical training of each field in order to improve the

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technical competence in the field of application, journalism, PR, photographer, administration, finance. In this case Edward III

(1980) points out the resources are important in the implementation of good policies.

This aims to increase the competence of the skills and is a guarantee for the technical personnel to work to make the optimal

results and maximal. The assumption is as good as any program policy design drafted if not supported with human resources that

understand and able to implement the program, then it is certain that the program will not run smoothly and could be failing in

the implementation. Optimizing the dissemination of public information and PR this adjusts to the availability of facilities so that

in the event of dissemination of this information should have facilities and infrastructure in the effort to provide public information to the community.

Therefore, to conform to the area, geographical, in carrying out dissemination of information, publications and documentation

conducted through public information submitted using local government-managed advice and facilities such as public radio

broadcasting agencies, regional government official websites, Facebook, Instagram, quarterly newsletters, yearbooks, leaflets,

and outdoor media in the form of billboards/banners that are installed in local government spaces scattered in the city and in the

sub-district. Although applications that are based on electronics and other social services are still in the process of implementation.

The absence of these facilities and infrastructure become a constraint on the periphery, where the local government through the

Communication and Informatics department cannot be optimized in providing the service of information disclosure and the

needs of the community information. In addition, the existence of the availability of experts and staff who have the ability to

handle information technology is very important in order to support the implementation of public information disclosure in local

governments and local communities.

The dissemination of public information aims to safeguard the unity and the unity of the nation, preventing the news of lying or

Hoax, promoting the vision and mission of the local government to the public. Publication of information is an effective means

of delivering information to the community, both activities already, moderate and will be implemented by local governments.

Missoula network development gradually in the form of a presentation of fiber optic cable is done by cooperating telecommunications company used as transmission media because it can transmit the signal of light from one location to another

location with high speed. The light source used for the transmission process is a laser.

Then for the development of surveillance network and public area monitoring is done through cooperation with the television

parties Republic of Indonesia. The development of monitoring and surveillance network was conducted in the framework of

optimizing public information services to local communities.

Each program conducted by the local government through the Department of Communication and Informatics is very attentive to

the following:

1. Ease and provide widest service to the community in the field of communication and information.
2. Follow up local regulations about the guidelines for drafting operational standards in local government environment.

Although in reality the framework of regulatory regulation of local regulations in the nurturing of communication and information activities in local government and local communities is not the complete structure so that this condition impede

regional devices that charge communication and information in conducting their duties and functions.

Disposition or the attitude of policy executor in realizing the policy of disclosure of public information to implement a family

system of togetherness and giving freedom to civil apparatus or contract manpower to create and work according to the tasks and

functions that have been given but still in accordance with the prevailing regulations.

The local government through the Communication and informatics Service provides attention or appreciation to increase

competence, skills that are owned through training to officials or executor who perform in accordance with their crimes.

Relevant in this case the bureaucracy according to Ripley and Franklin (1986) has certain characteristics as a result of

observation of the bureaucracy in the United States, namely: bureaucracy is the dominant institution in the implementation of

public policy that has different interests in each of its hierarchies and bureaucracy has a number of different objectives.

Where there will be adjustments to the field and its activities, the tendency of local governments through the communication and

Informatics Department has made the operational standards of implementation of the activities to run effectively and efficiently,

although in the application, there are still constraints caused still lack understanding of the civil apparatus or contractual force in

observing operational standards of implementation.

In this bureaucratic structure according to Edwards III (1980) includes two main characteristics of bureaucracy, that is, working



procedures that become basic measures or often referred to as standard operating procedures and fragmentation. The operational

standards of executor as internal responses to limited time and the source of the executors and the willingness to uniformity in

complex and widespread organizational work. The second is derived mainly from pressure outside of bureaucratic units, such as

committees.

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The leadership fully provides responsibility to all employees in order to perform the task independently, the responsibility is

different from each other with the field and expertise. The Chairman also gives a strike of input and advice to officers who

neglect the responsibility.

## CONCLUSION

A communication information technology policy in public information disclosure refers to regulation no. 14 year 2008 law on

public information disclosure and other regulations. However, the policy of disclosure of this public information on the periphery area is not optimal in the framework of formulation of policy and communication services by local government caused

constraints factor in device policy framework, technical personnel operational and facilities public communication devices

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