

Strategic Communciation of Regional Information Commission in Communciating Implementation of Public Information Disclosure: Case Study in West Java Province, Central Java, West Kalimantan, and West Nusa Tenggara

Ijang Faisal¹, Suwandi Sumartias², Anter Venus³ and Diah Fatma Sjoraida⁴

Abstract

In globalization era, open government and good governance contribute greatly to nation development, especially to foster public participation. In Indonesia, implementation of open government and good governance guaranteed by Laws Number 14 of 2008 about Public Information Disclosure (UU KIP) which also mandates establishment of an independent and independent institution to implement law, there are Information Commission, both central and regional levels. Every years, Central Information Commission organize monitoring & evaluation of compliance level of Public Bodies with UU KIP, including provincial government. The highest compliance rating is in Informative Provincial Government category. This achievement is inseparable from role of Regional Information Commission in communicating UU KIP to stakeholders, so that when Provincial Government Informative, Regional Information Commission will also considered successful. How is strategic communication which is conducted by Regional Information Commission in communicating information disclosure to be focus of this research with use case study qualitative method on four Provincial Commissions whose Provincial Governments in the last three years (2018-2020) were categorized as informative, there are Information Commission of West Java, Central Java, West Kalimantan, and West Nusa Tenggara. The results of the research show: The factors behind the Regional Information Commission's strategic communication are the low level of awareness and understanding of the public and public bodies in the implementation of UU KIP; Optimizing the human resources of the Information Commission internally, externally and collaboratively; The clarity and consistency of the Regional Information Commission's messages focus on content that is relevant to UU KIP.

Keywords: *Strategic Communciation, Information Disclosure, Information Commission, Public Bodies, Regional Government*

INTRODUCTION

In globalization era, open government and good governance contribute greatly to nation development, especially to foster public participation. Eventhough, according to Katsoulakos et.al (2016), also has an impact on increasing transparency, eradicating corruption, effectiveness and accountability of state, utilizing new technologies, improving people's living standards, and achieving sustainable development. As one of public policy, open government is not only about open access to government information (transparency), but also related to increasingly open access to the arena of public decision making and participation (Meijer et al., 2012). Open government based on government information disclosure to public, there are government concept is not only organize by government itself, but also together with outside elements of government, are wispespublic as stakeholders.

Guaranteed of information disclosure in this good governance contexts protected not only by national law of Unitary State of Republic of Indonesia, but also by international legal instruments. As stated in Article 19 Declaration of Human Rights yang berbunyi: Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

In Indonesia, good governance concept in form of public information services is regulated in Law Number 14 of 2008 about Public Information Disclosure (UU KIP). Based on Article 7 of UU KIP, government, that is

¹ Universitas Padjadjaran, Bandung, Indonesia, Email: kangijang75@gmail.com

² Universitas Padjadjaran, Bandung, Indonesia

³ Universitas Padjadjaran, Bandung, Indonesia

⁴ Universitas Padjadjaran, Bandung, Indonesia

public bodies must provide, give, and/or publish accurate, true and non-misleading public information under authority to public other than information that is exempted in relate to Article 17. Article 10 of UU KIP also stated, public bodies must immediately announce information that can threaten lives of many people and public order in a way that easily accessible by public and in easily understood language.

Based on that statement, implementation implications of UU KIP on public are opening access for public to obtain information related to public interest and opening access for public to actively participate in public policy making process. For examples, in procurement of government goods and services, preparation of government budget, as well as development must be known by public.

When implementing UU KIP, government mandated to forming an independent institution named Information Commission (KI), both of central or regional levels. Beside functioned for resolve information disputes, KI also plays a role in socializing of UU KIP which purposes to encourage local governments to implementing public information disclosure. Besides that, KI also tasked to receiving, examining, and deciding applications for dispute resolution of public information through mediation and/or non-litigation adjudication submitted by each applicant for public information based on certain reasons, determination of general policies for public information services, and determination of implementation instructions and technical guidelines.

Information Commission, both of central or regional, not only accommodate complaints and citizen complaints, but also can give legal certainty on status of information, both as open and closed information. The KI authority, through of mediation function and non-litigation adjudication, thus providing great hope for citizens to obtain clarity on access to information available to public bodies.

The existence of UU KIP and Information Commission, can actually encourage public bodies and society to become an informative public. However, in reality, there are still various factors that hinder formation of information society in Indonesia, there are because information gap, low of active public participation in public policies, low of competence of public information service providers, and low level of public understanding regarding public information disclosure (Noor, 2019). There are still many public members who do not know about UU KIP. If anyone knows, they don't want to demand their right to request data from public bodies. Public has not been moved to use information even though it aims to fight for their rights. In addition, only a small part of information can be accessed by public through public media provided by government. Most of important information still difficult to obtain, so public considers that implementation of local government still not fully transparent and has not practiced concepts of open government and good governance (Saleh, 2020).

Relate to that reality, through a various planned program from KI, then there are a number of communication activities in order to increase public understanding in implementation of public information disclosure. That activity done to encourage public to actively participate in utilizing public information disclosure. Public not only needs to be made aware, but also need to be convinced importance of utilizing information disclosure and invited to participate in context of creating sustainable development.

One of program of KI, both of central or regional KI, every years organizing communication activities in form of rating activities for public bodies as a result of monitoring and implementation evaluation of KIP in public bodies in central and regional level. Success indicators of KIP program implementation are assumed to be seen from success of government in implementing UU KIP. Resecarher observation shows, achievement of ranking results of these public bodies does not come by itself, but there is a role of KI throughout Indonesia.

Central data of KI shows, performance dynamic of all provinces in Indonesia in UU KIP implementation by giving highest ranking category as Informative Provincial Government for three consecutive years dominated by four provinces, are West Java, Central Java, West Kalimantan, and West Nusa Tenggara. This can be used as an indicator that KI in four provinces has performed its function. Regional Information Commission contribute to public information disclosure with encourage of knowledge and public understanding about implementation of UU KIP which has a major influence on public interest in obtaining right to public information.

The achievement of this informative provincial ranking is also a positive signal for KI activities in implementing strategic communication to achieve organizational goals. As stated by Hallahan et al. (2007) that strategic communication is intentional use of communication by an organization to fulfill its mission. Strategic communication is a term that denotes a high level of concern behind communicative efforts by organizations in advancing organization mission. Therefore, it is necessary to recognize strategic communication that exists in KI in regions as a flow communication structure within an organization internally and externally.

Moving on from explanation above, problem focuses in this research conduct a case study related to strategic communication which done by Information Commission of West Java, Central Java, West Kalimantan, and West Nusa Tenggara in socializing implementation of public information disclosure in order to encourage open government and good governance.

This study uses an interpretive subjective approach with qualitative methods because the researcher wants to examine subject and object of research in a natural setting, the researcher becomes part of key instrument. Qualitative methods were also chosen because they provide an instrument to understand in-depth meanings related to complex phenomena and processes in practice of social life (Denzyme & Lincoln, 2009).

Research analysis with case studies because it is in accordance with research objectives, namely exploring processes, activities, and events (Creswell, 2013) in this context, it is strategic communication to organization of four leading provincial KI in Indonesia, that are KI West Java, Central Java, West Kalimantan, and West Nusa Tenggara.

RESEARCH METHODS

This study uses an interpretive subjective approach with qualitative methods because the researcher wants to examine subject and object of research in a natural setting, the researcher becomes part of key instrument. Qualitative methods were also chosen because they provide an instrument to understand in-depth meanings related to complex phenomena and processes in practice of social life (Denzyme & Lincoln, 2009).

Research analysis with case studies because it is in accordance with research objectives, namely exploring processes, activities, and events (Creswell, 2013) in this context, it is strategic communication to organization of four leading provincial KI in Indonesia, that are KI West Java, Central Java, West Kalimantan, and West Nusa Tenggara.

An action categorized as a social action if action intended to cause a reaction from other people. Social action involves understanding social actions of others. Social action has a relationship with behavior of others in present, past, or future. Social action can also be an "inner" or subjective action. So, in social action there is interaction, there is meaning, and there is meaning that is shared.

Social Action Theory focuses on individual as subject. This theory views social action as something that intentionally formed by individual in context that has been given meaning by the individual (Ritzer, 2000). Social action involves understanding social actions of others. Thus, social action limited to situations when perpetrator significantly related to behavior of others (Harvey, 2012). Social action not an act alone. So, in social action there is interaction and meaning as main prerequisite (Ewart, 1991).

Strategic communication can be said as a social action because is not only disseminating information but also open up insight of stakeholders and invite them to participate actively in every process of public information disclosure. In addition to being intended for other people so that reactions from other people appear, there is also an effort to understand actions of other person. In addition, as a social action, strategic communication also a reference for minds (frame of reference) and field of experience of actors in carry out program.

RESULT AND DISCUSSION

Background Factors of Strategic Communication Development of Regional Information Commission in Communicating KIP to Stakeholders Interest

In general, efforts to communicate implementation of public information disclosure to four Regional Information Commissions of West Java, Central Java, West Kalimantan, and West Nusa Tenggara departed

Strategic Communication of Regional Information Commission in Communicating Implementation of Public Information Disclosure: Case Study in West Java Province, Central Java, West Kalimantan, and West Nusa Tenggara

from same background, there are low level of understanding and public awareness and public bodies on their rights and obligations regarding public information disclosure. Therefore, apart from resolving information disputes, their priority program to increase public understanding and awareness and Public Bodies importance of implementing public information disclosure.

In fact, as the results of the research by GirendaKumalaCahyaningtyas (2017) in Semarang, mostly public in Semarang think that public information disclosure should be carried out by government as a form of adjustment to globalization era. But, low of public awareness about the importance of utilizing information disclosure that has been provided, impact on implementation of good governance is less than maximum.

According to Head of Central Java KI, Sosiawan, indeed which be background of efforts to communicate implementation of public information disclosure in order to encourage public awareness of their right to obtain information from public bodies, Information Commission in Central Java, depart from obstacles and challenges of implementing UU KIP, there are bureaucrats and public who do not understand. The majority of public do not know their rights and obligations. The bureaucracy is also not aware of its rights and obligations. "For example, PPID is only a complement to OPD. Information Management and Documentation Officer is not strategically positioned in his institution," he said.

Continuously, his opinion, understanding of bureaucratic elements in Central Java tends to be uneven. There are those who are very understanding and advanced, such as Governor of Central Java, who actively informs everything, both in mass media and on social media. However, some are still closed. Even paranoid about information disclosure. Therefore, there are people in Central Java who feel there is no need to use KI in accessing public agency information because everything has been provided in OPD/public agency communication channel.

In Information Commission in West Java, according to Deputy Head of West Java KI, Dedi Dharmawan, There are three things behind priority of communicating implementation of information disclosure to stakeholders. Firstly, there is a spirit to change closed culture that has taken root in government and people who are completely reluctant to demand rights. Secondly, there is still a stigma among public bodies that if you apply UU KIP, it will become complicated, so it is better to cover it up. Thus, Non-Governmental Organizations (NGO) emerged demanding openness to local governments as part of social control for OPD would not be closed. Thirdly, all West Java KI commissioners want information disclosure to create a wide economic rollover effect to public. Information disclosure must be a capital for community empowerment.

"Like pattern of socialization of DPA for Public Bodies, it is not enough only to tell general story about total budget, for example, spending in West Java Provincial Government Budget is Rp. 43 trillion because it will have no impact. However, it must be detailed from such a large number, how much to buy a table chair, how many thousand to buy a laptop, until public who have related businesses will get business opportunities with this information," explained.

The result research from Ridzka Amalia Utarie and M. Subur Drajat (2016) shows that Services for Information Management and Documentation Officers at government organizations in West Java Province in general, public information disclosure has been carried out well. This can be seen from the results of data processing which shows responses of respondents are in high category, are management and public administration variables, information service procedures, technical and administrative requirements, details of service costs, service completion times, service locations, and public service standards.

The same thing happened in NTB Province as stated in the results of the research by KhoirulHidayat (2014), implementation of public information disclosure, still reaps irregularities, both in distribution of information, in organizing access to publications, to information that is sometimes still hidden. Therefore, he suggested that public in NTB should take initiative to monitor or control enactment supervision of law on public information disclosure in regions, as a form of one participation process. Secondly, there are building awareness of ownership of public rights towards Law implementation on Public Information Disclosure in order to obtain information, news, and publications on Government activities. Thirdly, be responsive to some information confidential, or not in accordance with SOP (Standard Operating Procedure) or irregularities in government

leadership process. Fourthly, make information name as name needed in supervision of government performance.

According to Head of Information Commission in West Nusa Tenggara, Suaeb Qury, behind communicating implementation of public information disclosure are two things, there are internal and external. Internal is limited budget from KI NTB from first period of 2013 to third period of 2021. The first period of one year budget is Rp. 500 million, then it moves to increase to Rp. 800 million to Rp. 1 billion. The culmination was once allocated largest of IDR 2.26 billion in 2017/2018. External factor uneven understanding or effect of socialization of Law no. 14/2008 on KIP, both in public or State Civil Apparatus, both Provincial Government of West Nusa Tenggara and 10 cities and regencies in province.

Meanwhile, Head of KI West Kalimantan, Rospita Vici Paulyn said, high attention was paid to efforts to communicate implementation of public information disclosure on KI West Kalimantan based on classic problems, are, public bodies and people do not understand their rights. For this reason, his party develops strategic communication until that all parties carry out constitutional mandate of KIP Law. This expectation slightly illustrated by event of an application from student elements to KI for SP3 decision from West Kalimantan Police Chief. Public bodies with caliber of Regional Police are disputed by students because right of the public as well as obligations of public bodies. Likewise, mass organizations (non-government organizations) which he considers are starting to be literate in demanding information rights, especially those related to land, which throughout 2020 dominated Information Dispute Resolution (PSI) activities at KI Kalbar.

In addition, due to low of budget constraints, KI West Kalimantan also built a collaboration program for socialization with related elements. Allocation from West Kalimantan provincial government budget relatively limited compared to scope and performance targets, so, program synergy is a necessity. For examples, KI West Kalimantan took initiative to establish West Kalimantan Community Forum for Information Openness in 2016, establishment of Main PPID for West Kalimantan in 2017, as well as annual audiences with Forkopimda (Regional Leadership Communication Forum) at provincial level and 14 cities/districts in West Kalimantan.

The efforts of Regional Information Commissions, both West Java, Central Java, West Kalimantan, and West Nusa Tenggara in communicating implementation of public information disclosure have also yielded quite good results. This was proven in last three years are 2018, 2019, and 2020, four provinces were included in category of informative provinces, respectively, monitoring results and evaluation of Central Information Commission. Whereas previously, four provinces were volatile: sometimes they were in top 10, sometimes they didn't. The following data on the results of Central Information Commission monitoring and evaluation in top 10 rankings for years 2012 to 2020 for four provinces.

Optimization of Communication Resources of Information Commission Province in Communicating KPI to Stakeholders

In communicating implementation of public information disclosure carried out by Provincial Information Commission, both in West Java, Central Java, West Kalimantan, and West Nusa Tenggara too, human factors play an important role and determine success of organizational goals, are Information Commission Province to foster understanding and awareness among society and public bodies.

Based on the results of observations in Information Commissions of four provinces, in general, human resources available on Information Commission are divided into two, there are 5 Commissioners and secretarial staff. Their existence guaranteed and regulated through Public Information Disclosure Act. Procedurally, Human Resources of Commissioners should have adequate competence to become communicators or communicate various things, including communicating implementation of public information disclosure because they have undergone administrative tests and competency tests, even fit and proper test conducted by Regional House of Representatives. Even secretarial staff sourced from PNS (Civil Servants) assigned by Governor. To become civil servants, they also experience a fairly tight selection period with fierce competition as well, apart from that, they have also been forged with bureaucratic experience, so that they will have sufficient competence to become communicators for implementation of public information disclosure.

However, it was found in field, except from two human resources, on four Information Commissions Province found other human resources whose employment status was contract workers, there are different terms to name them, some say technical personnel or case assistants (Aska). They also often play a role in replacing Commissioners as communicators in communicating implementation of public information disclosure, both society and to public bodies. In fact, not infrequently they are also at forefront of service in all fields in Information Commission Province because commissioners are busy in policy area and civil servants in orderly administration and clerkships. Therefore, they must also have adequate competence because they are dealing directly with public, both society and public bodies.

Head of Information Commission of West Kalimantan Province, Rospita Vici Pauly said, optimizing communication resources of non-commissioned and non-civil servant KI Kalbar, among others, carried out in program synergies free of charge. For example, participating in OPD programs at universities, then, that they can communicate UU KIP, including to younger generation who generally return to their regions after graduation, including forming alliances with a number of NGO concerned with information disclosure in West Kalimantan, such as Asia Foundation and Jari.

Other Human Resources optimization carried out by replacing all staff who were previously from Diskominfo because they were not optimal, recruiting professional contract workers, from 3 thousand applicants received 7 people. As a result, 7 West Kalimantan KI staff understand cross-cutting tasks. They can speak and work in other fields besides their placement area. Even though they have different educational backgrounds, there are law degrees, computer degrees, and finance degrees, but they help each other, so it really helps commissioner work.

In addition, KI Kalbar also opens a wide communication space for public bodies, especially with a persuasive approach to leadership of public agencies with intention of encouraging PPID to distance themselves from long-winded bureaucratic process. When leadership rotated, synergies with public bodies still occur because all lines have coordinated. The results of this method succeeded in encouraging West Kalimantan Provincial Government to build Sikedip (System for Managing Public Information Data) or One Kalimantan Data, which provides general and development specific information related to public bodies. Simultaneously, KI Kalbar also requires public agency websites to include details of audited financial statements.

Optimizing communication also practiced with a consultation room between West Kalimantan KI and PPID representatives, and also includes community elements such as NGO. Every now and then, interactions with this strategic group are interspersed with kopdar which usually held at a typical Pontianak coffee shop. Then, optimization of resources also carried out by setting clear job descriptions among commissioners, Head of KI Kalbar focuses on external relations and Deputy Chairperson of KI Kalbar for internal affairs. Meanwhile, other commissioners focus on three areas of work, such as Work Field and Inter Agency Relations, Division of Information Dispute Resolution, and Advocacy Field, Socialization, and Education. This task itself adjusted to background and track record of commissioner. Regarding internal communication, regular work meeting between commissioners are held every Monday, while coordination between commissioners and staff every Tuesday of fourth week.

Meanwhile, Deputy Head of Information Commission of West Java Province, Dedi Dharmawan, stated that optimization of human resources in West Java KI relatively normal to be carried out by his party. Because, before he became a commissioner, internal and external communication resources were relatively well managed. For example, relationship between resources and related OPD, are Information and Communications Office of West Java Provincial Government, which had previously been well established. Besides being more open and without barriers, this good main external relationship also has a good impact on internal relations of West Java KI. The commissioners are mutually open and corrective, as well as relationship between commissioners and West Java KI staff positively with togetherness.

"I think optimization of resources in general is good, now more directed to maintain status of West Java Province as an informative province. For example, in field of Information Dispute Resolution, how can quality

of legal considerations be good and reflect a sense of justice, can give satisfaction to both applicant and respondent," added.

He also explained that optimization of resources was also carried out by maintaining corridors of relations with public bodies. As a commission in charge of evaluating and overseeing transparency of public bodies, relations are maintained objectively. Can't get too close to public bodies, moreover, a formal communication medium has been built, both to executive and legislative branches, especially by elements of West Java KI Head. Although position of structure is quasi from West Java Province of Diskominfo, but independence of decision maintained by maintaining a distance from side of relations to public bodies.

The Head of West Nusa Tenggara of Information Commission, SuaebQury, conveyed almost same thing. According to him, optimization of communication resources in KI NTB carried out in two ways. Firstly, establish good relations with mass organizations regarding their authority information on public bodies. According to him, his party actively communicating with large mass organizations in NTB such as NahdlatulWathon, NahdlatulUlama, Muhammadiyah, as well as youth organizations. Form of communication is a roadshow program to mass organization up to twice a week or actively communicating via cell phone. To them, besides socializing functions and roles of KI, are also communicated results of monitoring and evaluation (monev) in NTB public agencies to be used as evaluation material as well as basis for social control tools. This is because there are still public bodies, such as OPD, which for years only provided formal public reports.

"Information does not reach details to budget, so, monev result in NTB Provincial Government are only 16 of 46 services that are informative, even one service is not informative. Then from 10 cities and regencies, only 5 regions are informative. We will optimize these resources, so, in the future at least 60% of public bodies in Province as well as Pemkan and City Governments in NTB will be categorized as informative," he said.

Secondly, optimization of communicating implementation of public information disclosure carried out by intensive management of mass/social media. Recognizing budget constraints, KI NTB regularly updates status of all social media accounts. In excess, once a foreign citizen finally contacted a social media account regarding asset issue of ownership in NTB. Besides being a channel of information to public, this is also done for existence of organization. The result is an initiative from mass media editors in NTB to ask questions/as a resource person for commissioners of KI NTB, so, that an average of 1-3 times a week they are exposed to mass media.

The optimization method is considered effective in making public institution in province continue to update information on their communication channels. Even at the village government level, they often take the initiative to openly report quarterly project realization data. In fact, PPID has been formed in 11 schools and 6 health centers. This is evidence effectiveness of NTB provincial government regulation which has released Regional Regulation No. 10/2016 which emphasizes importance of PPID at all levels of public bodies. The Governor of NTB has also planned to hold an information disclosure curriculum to teach widyaiswara for ASN candidates or education and training of echelons.

Human Resources optimization also carried out in terms of decision making. Every decision of NTB Provincial Information Commission must come out of a plenary meeting or after has been fully confirmed to all commissioners. This continues a good organizational culture, especially from previous commissioners who have involved KI NTB commissioners such as KPUD and KPID.

The Head of Central Java Province of Information Commission, Sosiawan, also said that optimization of communication resources in KI Central Java was carried out by keeping a distance from bureaucrats in public bodies. Each party maintains a distance in context of mutual respect for each other's domains because KI and public bodies are supervisory and supervised parties. Therefore, communication corridor highly guarded by commissioner, so, information dispute resolution function continues to run well simultaneously with achievement of infrastructure needed by Central Java of KI.

"We are the first KI in Indonesia since 2014. Since the beginning until now, our infrastructure needs have always been supported by Central Java of Government Province. There are no problems with internal working conditions and synergistic relationships with external parties, there is no internal or external rivalry because Central Java of KI respect each other roles and functions. This is all we are optimizing," added.

Clarity and Consistency Message of Information Commission Province in Communicating KIP to Stakeholders

Message is the most important communication component. A message transformed at the points of encoding and decoding, so that message is a thought or idea somewhere in neural network system (neurophysiological) from source/receiver and after encoding occurs in a face to face situation, transformed into a series of air vibrations and radiation. reflected light rays (Fisher, 1986).

Even of efforts made by Information Commission Province, including four provinces of West Java, Central Java, West Kalimantan, and West Nusa Tenggara. When they communicate implementation of public information disclosure, they also have a message, are content of Information Openness Law and other implementing regulations. However, messages in strategic communication require clarity and consistency.

Clarity means a state of clarity (KBBI, 2021). In context of communication, clear that information conveyed can be understood by information recipient. In Information Commission context, what is meant by information disclosure of information contained in Information Disclosure Act and other implementing regulations. Therefore, clarity in context of Information Commission Province, strategic communication can be interpreted as conveying and understanding public information disclosure by society and public bodies or stakeholders.

Meanwhile, consistent which in religion language often called *istiqomah*, which means not changing, obeying principles, committing, being firm in opinion and not being twisted (KBBI, 2021). Consistent is focusing on one field, not moving to another field before first field foundation really strong (Syarif, 2005). In context of communicating information disclosure by Information Commission Province, it can be interpreted that when communicating, one must stick to content conveyed, both content and examples, so that society and public bodies get a steady message of information.

Relate to explanation above, the informations, there are Heads of Information Commission Province from West Java, Central Java, West Kalimantan, and West Nusa Tenggara gave an explanation which was arranged as follows:

According to Deputy Head of West Java of KI, Dedi Darmawan, clarity and consistency West Java of KI message was conveyed through face-to-face discussions, especially if conditions were normal or without Covid-19 pandemic. Face to face discussion medium most effective compared to other message delivery media. Face to face can be right on target audience because there is a two way dialogue. Even though there are cost consequences because audience segment in West Java are wide and has a large population. However, to make all parties aware of UU KIP, it still has to be done. This has been done by West Java Diskominfo with presence of Community Information Group (KIM), a kind of *Kelompok* in the New Order era, who are representatives of community in interaction channel with government. However, KIM considered less effective for West Java of KI mission as long as elements of society are still same and do not have independence in accessing information from government.

Even so, he considered dialogue method to be better even if was disseminated in paid mass media such as talk shows on television. The reason that West Java people are considered to have rarely watched conventional mass media. Those who watch West Java KI television talk shows are only those related to KI and/or West Java Kominfo. Another solution is use of ICT in form of instant message groups (WAG) to target audiences. However, current trend of WAG is not focused, instead often becomes a medium for spreading fake news. WAG admins to public regarding West Java KI must maintain a climate of communication by limiting hoaxes while encouraging information from public agencies to be more efficient.

"In WAG as an extension of KIM or conventional mass media, communication messages must be able to inform not only vision and mission of regional heads or public bodies. But it can also disseminate useful information such as details of items needed for spending by public agencies. So, it can improve position of ordinary people who do not have capital power or are not highly educated," added.

He also considered that public bodies should continue to be encouraged to change messages format to stakeholders, because it is still a classic pattern, such as reporting in general, for example overall APBD expenditure. This has no impact on public. For example, Agriculture Department should not only announce DPA spending plan, but also expenditure plan for related groups. For example needs allocation for pineapple cultivation, details which will leverage economy of relevant stakeholders in West Java. This is admittedly not easy because it is rooted. Regional heads are ready to open up, but at implementing level such as head of OPD there is still a perception that office belongs to his family, so public should not demand things.

“Especially seeing money result, which is open to same area. Bogor, Bekasi, Bandung, others are standard. The reason that information already on web, but content irrelevant for average person, for little people. Another example on web about tenders, procurement is not detailed either, in the end it was still the same company that won. Information cannot be used as capital for people's empowerment,” he said.

Head of KI Kalbar, Respita Vici Pauly said, clarity and consistency of communication messages in KI Kalbar always emphasized on rights and obligations, both society and public bodies, in all communication media. The emphasis mainly on public bodies, including KI West Kalimantan once held a virtual dialogue attended by around 500 people starting from Governor of West Kalimantan, Regents and Mayors in West Kalimantan, Head of OPD, Forkopimda, Courts, and others to continue educating about UU KIP. In fact, Governor of West Kalimantan himself wanted to be encouraged by KI West Kalimantan to be party which invited many to attend.

The governor has also stated that he will not interfere if there is a dispute involving services under him. This is related to issuance of Pergub No.22/2006 on Transparency which supports existence of UU KIP. All of this continues to be done even though there are relatively many public bodies that are considered informative referring money result, which are 70 public bodies. This includes declaration of information disclosure by 14 regional head in West Kalimantan, which was accompanied by a signature of readiness for implementation.

“We continue to guide public bodies about information which public needs. This includes information that is not permitted to be provided on request. We also educate public bodies that are still in red or yellow zone, for example PDAM so that they can become informative. We also hold FGD related to decisions that have been broken. The bottom line is, our communication messages to public bodies have been very welcomed,” added.

He also added that clarity and consistency of message on rights and obligations, especially in public bodies, deliberately targets policy makers, are level of regional heads/public bodies. Only after that to PPID level as an executor field. It also includes tissue of right confidential information that public cannot ask for as an applicant. In fact, when there is a regional head election, West Kalimantan KI always contact local KPU to ask questions related to commitment of regional head candidates regarding information transparency long before they become regional heads.

“Similarly, our strategy for clarity and consistency of our message to public, the emphasis is same, regarding rights and obligations of public. We do this, among others, by announcing WA call center number of KI Kalbar in public spaces. We also open widest possible communication space to public when we have a synergy program with main PPID or KI Kalbar,” he said.

Clarity and consistency of messages related to rights and obligations are also given to mass media editors, both when they are resource persons in synergy between KI and KPID when appearing on TVRI, RRI, and Borneo TV, or when making public service advertisements. If response from public after event was relatively good and many people asked questions, then mass media editors gave the same thing. “There was once an incident where editors asked questions about financial statements of a public agency, but ironically they did not dare when they were advocated by KI West Kalimantan to dispute the KI. Likewise with content setting agenda created by mass media, editors have not assessed issue of openness as an important issue and it is sexy to be covered. The second reason they were not carried out was because they were worried that relationship between media and public bodies would be strained.”

Internally, Head of KI Kalbar emphasized his staff to always document activities in full and then uploaded it on social media accounts of KI Kalbar. For example, from January to May, 80 activities were documented. All of clarity and consistency of this message has made process of determining relatively smooth Money done by KI

Strategic Communication of Regional Information Commission in Communicating Implementation of Public Information Disclosure: Case Study in West Java Province, Central Java, West Kalimantan, and West Nusa Tenggara

Kalbar as of May every year, which begins with sending out questionnaires to public bodies accompanied by a consultation room.

When answers to questionnaire have been transferred to LEFT, discussion closed because an evaluation will then be held by KI Kalbar. After that, factual verification was carried out in field and finally a ranking was held. The results of these rankings have always been well received by Governor, who often gives attention to criticism of uninformative public bodies. Likewise, directives from DPRD, which usually place emphasis on public bodies with poor rankings.

Head of Central Java KI, Sosiawan said, in Central Java of KI, clarity and consistency of messages was emphasized in monitoring and evaluation process and announcement results. By collaborating with universities, NGO, and reputable mass media, M&E is designed by KI with three entities in earnest. So, from the beginning, move was managed in such a way that created adrenaline and own prestige for public bodies to take it seriously. This begins with ensuring that none of move stages are not executed. For example, monitoring pages of public bodies, it is actually easy to see if a page is up to standard or not because it has been routinely carried out as an annual IP agenda throughout Indonesia.

After that, they have to fill out a self-assessment questionnaire that fills in public service information standards themselves. Then, team from KI of Central Java will verify facts to see facts on the ground. The results of all will be subjected to a public test, which a process that all elements of public bodies are eagerly waiting for. "Public test venues move around, but usually on campuses. Usually for top 10, but becomes prestigious because regional heads who are participants may not be represented. And this is all open, journalists are free to cover, students may ask questions first as a form of accountability for information disclosure governance. The questions cannot be predicted, so public test participants are very enthusiastic and have ambition to improve their achievements," he said.

According to him, presence of a public test in Central Java which is a prestigious event and proud of Central Java of KI elements. This is because this activity is the main parameter for public bodies related to their performance in front of Governor and DPRD of Central Java. Pride also occurs because this event is not possible to attract sponsors of activities, while Central Java KI funds are limited, but can be appreciated so high.

Then, continued Head of Central Java of KI, consistency and clarity of communication messages relatively nothing new. Only carry out normative and producer duties, are emphasizing rights and obligations of stakeholders related to UU KIP. "There is nothing fancy about our communication strategy. Maybe it's easier for us to communicate because commissioner and I, Mr. Zainal Petir, used to be administrators of PWI [Indonesian Journalists Association] in Central Java, so we were familiar with and used to deal with bureaucrats in Central Java. Likewise, when we relate to mass organizations such as NU and Muhammadiyah, Central Java, there is no need for a special communication strategy," he said.

His opinion, clearly and consistently way of communication is important because it does not have enough budget to communicate program in local mass media. If there are, they are only part of socialization ride from OPD and other commissions in Central Java. The spirit of synergy always highlighted to PPID in Central Java, so that they do not hesitate to have direct/virtual discussions if there are things that are not understood in implementation of UU KIP. Discussion is not only if there is an annual move activity, but even before routine evaluation activity is.

What is important, continued Sosiawan, that all of this is based on mutual respect and appreciation, especially between Central Java KI and public bodies because of their respective duties and roles to monitor and supervise performance. What is equally important that KI Central Java does not stand out in front of public, but rather a public body that must come forward and stand out because of trust and closeness of public, which should indeed be achieved by public bodies (not by KI Central Java). The result of all of this that public information submitted by public bodies in Central Java considered to be nothing arbitrary. Information on public bodies of

web were enough, both conventional media and new media, so that public relatively familiar with their rights related to UU KIP.

The head of KI of NTB stated that, clarity and consistency of message also still related to rights and obligations of public bodies and OPD related to UU KIP. However, what distinguishes KI NTB from other provinces that expansion of information dissemination no longer to main public bodies, but has reached to village government level. "We continue to convey messages from previous KI period, are Bright Information Village program. This village has become an icon of information disclosure, out of 1,400 villages in NTB, 210 villages have had their information open after being fostered by KI NTB intensively from 2018 by previous commissioner. Villages submit financial reports through websites, social media, to bulletin boards. We continue to develop PPID in villages. The result that there are world champions for Open Government Partnership competition," he said. KI NTB designed that assessment should also be given weighting related to digital tourism-based information villages, especially regarding Mandalika position as a Special Economic Zone (SEZ) which will be one of F1 circuits in the future.

CONCLUSION

Based on the explanation result of the research and discussion above, it can be concluded as follows:

The factors that behind strategic communication of KI of West Java, Central Java, West Kalimantan, and West Nusa Tenggara in communicating public information disclosure to stakeholders' interests are more dominated because there are challenges and opportunities that arise due to low level of awareness and understanding of society and public bodies in implementing Law on Public Information Disclosure and other implementing regulations.

Optimization of communication resources by KI of West Java, Central Java, West Kalimantan, and West Nusa Tenggara in communicating information disclosure to internal, external stakeholders, and collaboration between internal and external.

Clarity and consistency of message of KI in West Java, Central Java, West Kalimantan, and West Nusa Tenggara in communicating information disclosure to stakeholders is carried out with a focus on content and examples that are only closely related and/or relevant to Law on Public Information Disclosure and other implementing regulations.

REFERENCES

- Cahyaningtyas, G. K. (2017). Persepsi Masyarakat Terhadap Keterbukaan Informasi Publik Di Kota Semarang, Studi Kasus: Masyarakat Pengguna Pusat Informasi Publik (PIP) Tahun 2017. *Fisip Undip*. <https://media.neliti.com/media/publications/209255-persepsi-masyarakat-terhadap-keterbukaan.pdf>
- Compass. (2019). *How to Develop a Communication Strategy | The Compass for SBC*. <https://www.thecompassforsbc.org/how-to-guides/how-develop-communication-strategy>
- Creswell, J. (2013). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Pustaka Pelajar.
- Denzim, N. K., & Lincoln, Y. S. (2009). *Handbook of Qualitative Research*. Pustaka Pelajar.
- Effendi, O. U. (2001). *Ilmu Komunikasi Teori dan Praktek*. PT Remaja Rosdakarya.
- Ewart, C. K. (1991). Social Action Theory for a Public Health Psychology. *American Psychologist, September 1991*. <https://chip.uconn.edu/wp-content/uploads/sites/1245/2019/05/Ewart-1991-Social-Action-Theory-for-a-Public-Health-Psychology.pdf>
- Fisher, B. A. (1986). *Teori-Teori Komunikasi*. Remaja Karya.
- Hallalan, H., Van Ruler, B. V., & Sriramesh. (2007). Defining Strategic Communication. *International Journal of Strategic Communication, Volume 1(1)*.
- Harvey, L. (2012). Max Weber – Theory of social action: Social Research Glossary. *Quality Research International*. <http://www.qualityresearchinternational.com/socialresearch/:http://uregina.ca/~gingrich/319j1503.htm>
- Hidayat, K. (2014). Peran Electronic Government Dan Relasi Media Massa Lokal Dalam Mewujudkan Keterbukaan Informasi Publik Di Provinsi NTB (Studi Kasus Pada Bagian Kesekretariatan dan Pusat Data Elektronik, Sekretariat Daerah Provinsi NTB dengan Media Massa: Lombok Post dan Lombokita.com). *Jurnal Mahasiswa Ilmu Pemerintahan Universitas Brawijaya*. Jurnal Mahasiswa Ilmu Pemerintahan Universitas Brawijaya
- Hikmat, M. M. (2019). *Komunikasi Politik dalam Pilkada Langsung*. Simbiosis Rekatama Media.
- Katsoulakos, N., Doulos, I. G., Misthos, L., & Kotsios, V. (2016). *Environment and Development: Basic Principles, Human Activities, and Environment Implications*. Elsevier B.V. All rights reserved.

Strategic Communciation of Regional Information Commission in Communciating Implementation of Public Information Disclosure: Case Study in West Java Province, Central Java, West Kalimantan, and West Nusa Tenggara

- KBBI. (2021). *Arti kata fungsi—Kamus Besar Bahasa Indonesia (KBBI) Online*. <https://kbbi.web.id/fungsi>
- Meijer, A. J., Curtin, D., & Hillebrandt, M. (2012). Open government: Connecting vision and voice. *International Review of Administrative Sciences*. *Sagepub.Co.Uk/Journals Permissions.Nav*. <https://doi.org/10.1177/0020852311429533>
- Mulyana, D. (2010). *Ilmu Komunikasi Suatu Pengantar, Cet. XIV*. PT Remaja Rosdakarya.
- NCVO. (2019). The Developing a communications strategy. The National Council for Voluntary Organisations. *Society Building, 8 All Saints Street*. <https://knowhow.ncvo.org.uk/campaigns/communications/communications-strategy>
- Noor, M. U. (2019). Inisiasi Masyarakat Informasi di Indonesia Melalui Implementasi Keterbukaan Informasi Publik: Satu Dekade Undang-Undang Keterbukaan Informasi Publik. *Khazanah Al-Hikmah Jurnal Ilmu Perpustakaan Informasi Dan Kearsipan, April 2019*. <https://doi.org/10.24252/kah.v7i1a2>
- Oepen, M., & Willner, S. (2006). *Strategic Communication for Sustainable Development: A conceptual overview*. Environmental Policy and Promotion of Strategies for Sustainable Development.
- Ritzer, G. (2000). *Sociological Theory*. McGraw-Hill Higher Education.
- Saleh, L. (2020). Keterbukaan Informasi: Perangkat Baru Menciptakan Good Governance dalam Pemerintahan Lokal. *Jurnal Konstitusi, III No. 1, Juni 2010*. <https://media.neliti.com/media/publications/115223>
- Supriatna, K. (2016). Kontra Produktif Keterbukaan Informasi Publik. *Jurnal Lontar, Volume 4 Nomor 3*. <file:///C:/Users/User/Downloads/362-Article%20Text-999-1-10-20171009.pdf>
- Syarief, R. M. (2005). *Live Excellence, Menuju Hidup Lebih Baik*.
- Utari, R. A., & Drajat, M. S. (2016). Tanggapan Masyarakat Mengenai Pelaksanaan Pelayanan Ppid Pemerintah Provinsi Jawa Barat Dalam Keterbukaan Informasi Publik. *Spesia, Volume 2 No. 1*.