

## Public Information Disclosure Communication Strategy at the Regional Liaison Agency of Banten Province

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### ABSTRACT

The study investigates the communication strategy of the Regional Liaison Agency (BPD) of Banten Province in implementing Public Information Disclosure (KIP) policies, motivated by its classification as an "informative" institution in 2021. Using Harold Lasswell's communication theory, this descriptive qualitative research employs observation, interviews, and documentation analysis, analyzed through Miles and Huberman's interactive techniques. The findings reveal that BPD's strategy involves appointing Information and Documentation Management Officers (PPID) as communicators, segmenting messages according to KIP Law requirements, and tailoring media use to audience characteristics. BPD utilizes websites, social media, brochures, and public information desks to disseminate information, achieving effective outreach and audience engagement. Challenges include limited budget allocation, insufficient human resources, misperceptions about BPD's role, and the agency's location outside the Banten Province, which hinder communication efforts. The study concludes that while the implemented strategies are effective, addressing these barriers is essential for optimizing public service delivery and enhancing institutional accountability. This research contributes to the literature on policy communication, emphasizing the critical role of strategic communication in governance.

Keyword: Transparency, Communication, Engagement



### INTRODUCTION

Transparency in governance is one of the pillars of good governance, particularly in a democratic political system that demands all government activities and their management to be open and accessible to the public. One form of the actualization of government transparency is public information disclosure, where the primary objective of public information disclosure in every country is to ensure that public institutions become more accountable and credible by providing information and documents as requested by the public (Retnowati, 2012). As a democratic nation, Indonesia aspires to achieve government transparency through the enactment of Law No. 14 of 2008 on Public Information Disclosure (KIP) and Government Regulation No. 61 of 2010 on the Implementation of Law No. 14 of 2008 concerning Public Information Disclosure. These policies aim to encourage public participation in the policymaking process and to improve the management and provision of information within Public Bodies, one of which is the Regional Liaison Office (BPD) of Banten

Province. The Regional Liaison Office (BPD) of Banten Province is a Regional Government Organization (OPD) within the Banten Provincial Government, tasked with assisting the Governor of Banten in coordinating with the Central Government on governance and development matters, as well as in the formulation and implementation of policies in the field of inter-agency relations. Based on monitoring and evaluation data from the Banten Provincial Information Commission in 2021, the BPD of Banten Province was categorized as "informative," reflecting its excellent performance in implementing the KIP policy. This achievement is undoubtedly supported by effective communication in the implementation of the KIP policy by the BPD of Banten Province.

Table 1. Ranking of Informative Public Bodies in Banten Province

No.	Name of Public Body	Score	Qualification
1	Department of Communication, Informatics, Statistics, and Cryptography, Banten Province	92.41	Informative
2	Department of Environment and Forestry, Banten Province	91.83	Informative
3	Regional Financial and Asset Management Agency, Banten Province	91.19	Informative
4	Regional Liaison Office, Banten Province	90.04	Informative
5	Department of Agriculture, Banten Province	87.84	Informative
6	Civil Service Police Unit, Banten Province	85.23	Informative

Source: Monitoring and Evaluation Document, Banten Information Commission (2021)

Communication plays a crucial role in policy implementation. According to George Edward III's policy implementation model, communication is one of the dimensions that significantly impacts the effectiveness of policy implementation (Anggara, 2014). No matter how well a policy is formulated, it cannot succeed without effective communication, such as that demonstrated by the Regional Liaison Office (BPD) of Banten Province in implementing the Public Information Disclosure (KIP) policy. Policy communication refers to the process by which the government conveys messages, programs, and ideas to the public to achieve state objectives (Wahab, 2017). Another term for policy communication is governmental communication (Malone, 1997). emphasized that governmental communication serves an external function of "managing people," aimed at disseminating information about various government policies and regulations to the public while also serving as a channel for obtaining feedback on the impact of policies to inform policy evaluation (Silalahi, 2004). Policy communication occurs throughout the public policy process, including planning, decision-making, implementation, and evaluation. This communication ensures that all stakeholders, especially the public, understand the policy objectives (Hapsari et al., 2022).

The essence of policy communication lies in how effectively policy messages are conveyed to the public to achieve the intended goals. Highlighted the importance of consistency and uniformity in policy message delivery (Meter & Horn, 1975). Similarly noted that policy messages should be delivered clearly, interpreted uniformly, and communicated consistently (Edward III, 1980). In the context of KIP, communication involves the dissemination of public information through both one-way and two-way channels, allowing the public to provide feedback that can serve as a form of governance oversight. During policy implementation, communication is part of the socialization process directed at various stakeholders through interpersonal communication, group communication, or mass media (Amin & Khalida, 2021).

In the age of information and communication technology, social media has become an effective strategy for public and political policy communication (Rochmawati et al., 2022). Communication strategies are essential for effective policy implementation, ensuring that the intended goals are achieved. Defined communication strategy as a construct aimed at progressively influencing human behavior through communication (Rogers, 1982, Cangara,

2017). Model remains a comprehensive framework for communication strategy, addressing the question: "Who Says What In Which Channel To Whom With What Effect?" This approach considers the fundamental elements of communication: the communicator, the message, the medium, the audience, and the effect (Lasswell's, 1948).

Several studies have explored KIP communication strategies. First, research examined KIP communication strategies in West Aceh Regency Government using Harold Lasswell's model and a qualitative descriptive method. The study concluded that the Communication, Informatics, and Cryptography Office of West Aceh Regency, as the primary Public Information and Documentation Management Officer (PPID), effectively fulfilled its duties and functions in accordance with legal mandates, providing satisfactory and accessible public information services. The Village Information Group (KIG) was utilized as a media strategy for information dissemination (Febriani & Juliani, 2022). Second, research analyzed the organizational communication strategy of the Medan City Government's PPID in implementing KIP. Using Hafield Cangara's communication strategy theory, organizational cultural theory, and symbolic interactionism theory, this qualitative study revealed that the communication strategy employed involved direct face-to-face communication and media channels. However, it lacked social media utilization due to the absence of audience analysis, resulting in predominantly one-way communication (Harahap et al., 2022).

Third, Hilman investigated the role of communication by the Banten Provincial Government's PPID in public information services. Using communication theory and public service theory with a descriptive method, the study found that communication efforts by the PPID were suboptimal, as evidenced by an increase in public information dispute requests to the Banten Provincial Information Commission (Hilman, 2020). While the aforementioned studies share similarities, such as the use of Harold Lasswell's model (1948) and qualitative descriptive methods, this research differs in its focus on the Regional Liaison Office (BPD) of Banten Province. Although Hilman's (2020) study was also conducted within the Banten Provincial Government, the current research specifically examines BPD's communication strategy for implementing KIP. This study aims to analyze the KIP communication strategy of the BPD of Banten Province.

Theoretically, it contributes to the academic discourse on public policy, particularly in the context of public information policies. Practically, the findings provide strategic recommendations for BPD Banten to improve public information services and enhance its accountability and credibility in the eyes of the public. By exploring the communication strategy employed by BPD Banten in KIP implementation, this study bridges the gap in literature on the specific role of regional liaison offices in policy communication. It also offers actionable insights for policy practitioners to optimize the effectiveness of communication in promoting governmental transparency and public participation.

## RESEARCH METHOD

This study employs a descriptive method to analyze the communication strategy for implementing the Public Information Disclosure (KIP) policy at the Regional Liaison Office (BPD) of Banten Province. A qualitative approach is utilized to gain an in-depth understanding of the phenomenon (Creswell, 2014) through semi-structured interviews with three key informants: the Head of the Executive Public Information and Documentation Management Officer (PPID), an Executive PPID staff member, and a Technical Administrative Assistant for Data and Website Information. These informants were selected based on their roles and responsibilities in managing the implementation of KIP at BPD Banten Province. Secondary data were collected through passive observation and document analysis, serving as triangulation to ensure the validity of the primary data. The qualitative data analysis employed an interactive technique consisting of four stages: data collection, data condensation, data display, and verification (Miles et al., 2014). These methods aim to provide a comprehensive

understanding of the strategies employed in implementing the KIP policy. The triangulation of multiple data sources enhances the credibility of the findings and ensures a balanced perspective on the research topic.

The research was conducted at the BPD Banten Province office in Tebet, South Jakarta, from September 2022 to December 2022. This location was strategically chosen as it serves as the operational hub for KIP policy implementation by BPD. The timeline allowed for extensive data collection and in-depth analysis, ensuring the study captured both current practices and strategic efforts in policy communication. By adopting this detailed methodology, the research provides valuable insights into the challenges and opportunities in effectively communicating public information policies in a government context.

## RESULTS AND DISCUSSION

### 1. Communication Strategy of Public Information Disclosure (KIP) in BPD of Banten Province

The communication strategy for the implementation of Public Information Disclosure (KIP) in BPD of Banten Province is designed systematically to ensure that the KIP implementation runs effectively. Structurally, the main communicator in the implementation of KIP within the Banten Provincial Government is the Information and Documentation Management Officer (PPID), as stipulated in the Governor of Banten's Decree Number 489.1/Kep.50-Huk/2022. This is institutionally divided into the Main PPID and the Executive PPID. The Main PPID is held by the Head of the Communication, Informatics, Statistics, and Encryption Agency of Banten Province, who oversees several departments, while the Executive PPID is responsible for the technical implementation of KIP policies within Regional Work Units (Perangkat Daerah). At the BPD of Banten Province, the Executive PPID is led by the Head of the Administration Subdivision (Kasubag TU) of BPD Banten. The Executive PPID at BPD Banten is assisted by the public information service officers, as designated through the Decree of the Head of BPD Banten Province Number 902/035.A – Sk.Bphb/2022, which revised the designation of the PPID Executive Team within the BPD Banten in the 2022 Fiscal Year. This team consists of members from the administration, technical, and desk information divisions.

Functionally, the Main PPID serves as the leading sector in implementing KIP policies within the Banten Provincial Government, holding managerial control over the policies. Meanwhile, the Executive PPID at BPD Banten is tasked with the technical implementation of the information services as determined by the PPID. There is a coordination and consolidation relationship between the Main PPID and the Executive PPID regarding the implementation of KIP policies. Observing this phenomenon, the communicator in the KIP policy at BPD Banten is an institutionalized communicator, where an institutionalized communicator refers to a communicator consisting of several individuals within an organization that is complex, where each interacts with one another in producing information (McQuail, 2010). In the context of policy implementation, this phenomenon relates to the bureaucratic structure in policy execution, where a pattern of recurring relationships occurs between divisions (Dunn, 2017). Previous studies have shown that institutionalized communicators within a bureaucratic structure of policy implementation lead to consistent communication patterns among policy implementers (Engkus, 2020).

To ensure the optimal functioning of KIP policy communication at BPD Banten, it is crucial that the communicators possess the necessary qualifications. In this regard, based on interviews conducted by the researcher, the Executive PPID team at BPD Banten is required to master their respective areas of work and have strong communicative skills. To enhance the communicative abilities of the Executive PPID team at BPD Banten, socialization meetings with the Provincial PPID or those organized by the Information Commission are regularly held. These activities aim to update the team's knowledge regarding new regulations.





Figure 1. Socialization of the Executive PPID of BPD Banten Province with the Main PPID  
Source: Researcher's Observation (2022)

Furthermore, to enhance technical skills, the Executive PPID of BPD Banten Province participates in Technical Guidance (Bimtek) activities within the Banten Provincial Government. These activities are conducted regularly. The communicative ability of the communicator is a fundamental aspect of every communication activity, including policy communication. The success of policy communication is determined by the communicator's ability to effectively engage. Communicators must master the technical qualifications in their respective fields to create an engaging impression in communication. This aligns with the communication psychology theory, which posits that the credibility of a communicator, partly determined by their expertise, serves as a benchmark for effective communicators (Laksana, 2015). Additionally, based on policy implementation models, the technical capabilities of human resources in policy implementation will support the success of the policy (Dunn, 2017). This is also consistent with previous research, which highlights that communicative techniques are essential for a communicator to influence the audience (Legarano et al., 2020).



Figure 2. Technical Guidance for Improving the Capacity of PPID Apparatus in Banten Province (Left) and Technical Guidance on Preparing Public Information Lists and Exceptions to Public Information (Right)  
Source: Researcher's Observation (2022)

## 2. Message Strategy in Public Information Disclosure at BPD Banten Province

Another key strategy designed by BPD Banten Province within the framework of the KIP communication strategy is the message strategy. The Executive PPID of BPD Banten is responsible for conveying messages that consist of information qualifying in accordance with

the provisions set forth in the Public Information Disclosure Law (UU KIP). In addition to its role in providing public information, this agency also serves as an intermediary, distributing information from ministries to relevant local government agencies in Banten Province. The communication of these messages is not arbitrary; it follows a structured process to ensure the information disseminated is in compliance with legal requirements, ensuring that transparency is maintained across all levels of government. This approach enhances the efficiency of information delivery and guarantees that all stakeholders have access to timely, accurate, and relevant data.

From a technical perspective, the Executive PPID team at BPD Banten creates a public information list before publication, ensuring the information meets the required criteria and is ready for dissemination. The primary characteristic of the information conveyed by BPD Banten is its informative nature. According to Cangara (2017), informative messages are designed to provide factual, current, and general information. These types of messages aim to notify the public of significant developments or updates in government policies and actions. In the case of BPD Banten, this means distributing essential data about public services, legislative changes, and other government activities in line with the principles of transparency outlined in the UU KIP.

This strategic focus on delivering informative messages is consistent with prior research on KIP policy communication. Studies by Indah & Hariyanti (2018), Kriyantono (2015), and Yovinus (2018) emphasize that the messages conveyed within the scope of KIP communication must adhere to the provisions of the Public Information Disclosure Law. These messages must be accurate, up-to-date, and widely accessible to ensure the public is properly informed. The key to successful communication in this context lies not only in the technical handling of information but also in its alignment with legal standards that prioritize transparency and public accountability. By adhering to these principles, BPD Banten can effectively implement KIP policies and ensure that its communication strategies foster greater public trust and engagement.

### 3. Media Strategy in Public Information Disclosure at BPD Banten Province

The strategic communication of KIP at BPD Banten Province also includes the planning of an effective media strategy to ensure that the target audience is reached accurately and efficiently. Based on observations, several communication channels are utilized by BPD Banten in the implementation of KIP, including the website <https://penghubung.bantenprov.go.id>, social media platforms such as Facebook Penghubung Banten, Instagram @badanpenghubung.banten, printed brochures, the information desk space, roadshows, and exhibitions. The selection of these communication channels is aligned with the objectives to be achieved, the messages to be delivered, and the communication techniques employed.

The website <https://penghubung.bantenprov.go.id> features a specific PPID menu that publishes various categories of public information. This menu also includes a request form, allowing the public to request information by filling out the form. Additionally, the PPID menu offers a survey that the public can complete to assess their satisfaction with the information services and public services provided. The communication pattern on this website occurs in both a one-way and two-way manner, with the information request section allowing for interaction. According to interviews, it is hoped that through this website, the public can access the necessary information for personal needs and community development.

Social media platforms such as Instagram @badanpenghubung.banten and Facebook Penghubung Banten are utilized as communication tools to provide information about various activities conducted by BPD Banten Province. Interviews revealed that these social media platforms are primarily used as complementary channels, focusing on the publication of activity-related information. The goal of using these platforms is to ensure that the public is aware of the various initiatives carried out by BPD Banten. However, based on observations, the communication pattern on these platforms tends to be one-way. While two-way

communication is theoretically possible, it is not effective because many people are unaware of the existence of these media. This is evident from the relatively low number of followers on Instagram and friends on Facebook, as well as the lack of engagement in the form of comments on posts.

Printed brochures are also used by BPD Banten Province as a communication medium to provide guidance on how to obtain information, how to resolve information disputes, and the procedures for submitting public information objections. These brochures serve as an informative tool, offering clear and concise instructions for citizens who need assistance with the public information request process or wish to address issues related to the transparency of government services. Through these various media, BPD Banten aims to ensure that the public has multiple access points for obtaining the information they need while also promoting transparency and accountability in the public sector.



Figure 3. Brochure on the Procedure for Information Requests, Information Dispute Resolution, and Submission of Objections to Public Information at BPD Banten Province  
Source: Researcher's Observation (2022)

According to interviews, brochures containing information on how to request public information, resolve information disputes, and file objections to public information are stored in the PPID BPD Banten's information desk area. These brochures serve as an informational tool for visitors before they are served by the officers. The goal is to ensure that the public understands the service procedures prior to direct interaction with the staff. This proactive approach helps to increase transparency and efficiency by providing essential information upfront, allowing individuals to make informed decisions and avoid unnecessary delays in the information request process. Additionally, the information desk room itself is utilized as a service space for individuals seeking information directly at the BPD office. The desk is staffed with technical officers who assist the public, and the room's facilities are well-maintained, contributing to a comfortable environment that enhances the service experience. This attention to detail in maintaining a welcoming environment aligns with best practices in customer service, ensuring that the public feels supported throughout the information-seeking process.

The use of roadshows as a communication channel by BPD Banten serves as a means of socializing programs and activities to the various government agencies in Banten Province. Interviews indicated that these roadshows not only promote BPD's programs but also serve as a platform for meetings with relevant departments to discuss and coordinate joint activities. By organizing these roadshows, BPD Banten ensures that provincial government agencies are well-informed about its activities and are able to plan cooperative initiatives effectively. Furthermore, these roadshows illustrate the function of BPD Banten as an intermediary organization, promoting the province's key products and cultural heritage. One prominent example of this is the exhibition held at Taman Mini Indonesia Indah (TMII), where Banten Province showcased its products, highlighting the strategic role of BPD Banten in facilitating regional promotion and cultural preservation.



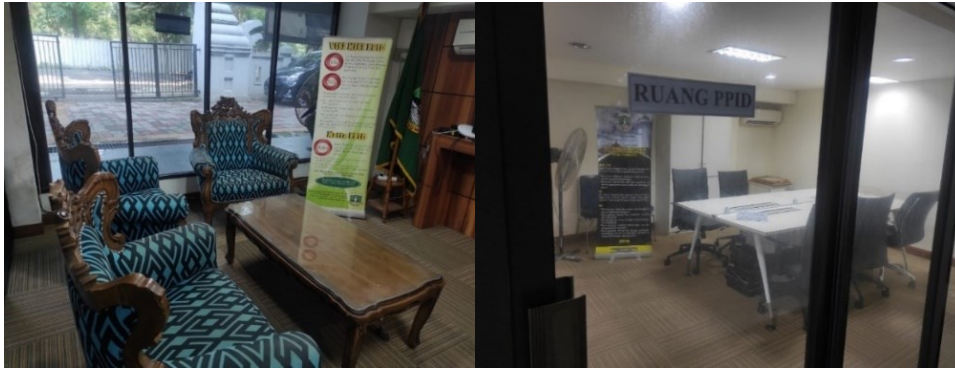


Figure 4. PPID Room as the Information Desk for Public Information Services at BPD Banten Province Office

Source: Researcher's Observation (2022)

The media strategy employed by BPD Banten in implementing KIP considers the characteristics of the target audience. As mandated by the UU KIP, public information must be accessible to all segments of society. However, to ensure effective communication, the selection of communication media is tailored to the specific characteristics of different groups within the population, based on their media consumption habits. This approach aligns with the concept that various communication media have distinct user characteristics (Elvinaro et al., 2010). Media planning in strategic communication, therefore, requires a careful consideration of the target audience's media preferences and usage patterns, as highlighted by Cangara (2017). The effective use of diverse media channels ensures that the message reaches the right people in the right way. This strategy is reinforced by prior research, which emphasizes that media utilization in policy communication should be based on the audience's characteristics (Pricahyadi & Ramadani, 2019; Sari & Farid, 2021; Sari & Soegiarto, 2021).

By strategically utilizing the available media channels, the Executive PPID at BPD Banten has identified specific target audiences, segmenting them according to their media consumption preferences. Through this tailored approach, BPD Banten aims to increase public awareness of the openness of public information and encourage greater community participation in monitoring the performance of public bodies. The intended outcome is to foster a more engaged and informed public. The effectiveness of this communication effort is measured annually through monitoring and evaluation activities conducted by the Banten Provincial Information Commission. These evaluations assess how well the public sector organizations communicate, categorizing them as informative, moderately informative, or not informative. This ongoing feedback loop ensures that BPD Banten's communication strategies remain effective and continuously evolve to meet the needs of the public. The evaluation process is essential for maintaining the accountability and transparency of the BPD's communication efforts, ultimately contributing to a more participatory and informed society.

#### 4. Barriers to the Communication Strategy of Public Information Disclosure at BPD Banten Province

The implementation of the Public Information Disclosure (KIP) communication strategy at BPD Banten Province does not always proceed as planned. Several barriers hinder the optimal execution of this strategy, as identified in interviews. Key obstacles include budget limitations, human resource constraints, misunderstandings, and the physical location of the office. One significant challenge faced by the Executive PPID at BPD Banten is the limited budget, which prevents them from funding essential activities such as socializing public information disclosure. The lack of financial resources also affects the ability to provide honorariums for the officers responsible for the PPID, resulting in underperformance and a lack of motivation among the staff. As noted by the researcher, there are instances when the information desk in the PPID room is unattended, leading to suboptimal service delivery. Both



budget and human resources are fundamental elements in the successful implementation of policy, and their inadequacy directly influences how effectively communication strategies can be carried out (Mani & Guntoro, 2020). Without adequate resources, the effectiveness of the KIP communication strategy is severely hindered.

Another significant barrier is the human resource challenge, specifically the insufficient number of staff in the Executive PPID at BPD Banten. The fact that the head of the Executive PPID is an Echelon 3 official rather than an Echelon 2 official limits the capacity to manage and coordinate activities efficiently. Furthermore, the organizational structure of the PPID is relatively small, with only one subdivision and three sub-divisions, which complicates coordination and communication with higher levels of bureaucracy. This limited managerial capacity can result in communication breakdowns, as the lack of senior leadership may lead to inefficiencies and delays in decision-making processes. The absence of adequate staff also reduces the ability to address all aspects of public information dissemination effectively, ultimately impacting the overall success of the KIP communication efforts.

A significant barrier identified in the interviews is the misunderstanding of the public regarding the role and function of BPD Banten. Many members of the public mistakenly believe that BPD is part of the Department of Transportation (Dinas Perhubungan), which has a completely different function and set of responsibilities. This misconception highlights a critical issue in public awareness and information dissemination. The general public's lack of understanding of BPD Banten's purpose and responsibilities can create confusion and impede effective communication. Psychological and social barriers such as these, which stem from misperceptions, are substantial hurdles in achieving the desired outcomes of the communication strategy. Misunderstandings of this nature can undermine trust in public institutions and lead to reduced public engagement, thus hampering the effectiveness of the KIP communication strategy.

Finally, another physical barrier is the location of BPD Banten's office, which is situated outside of Banten Province, in Jakarta. This geographical disconnect creates a significant challenge for public outreach and engagement. Due to the office's location, many people in Banten are unaware of the existence and role of BPD Banten as one of the local government agencies in the province. This physical separation makes it difficult to establish a strong presence and foster a connection with the local community, hindering public understanding of the services and resources available to them. The lack of proximity to the provincial residents results in a disconnect, preventing the BPD from effectively reaching out to and engaging with its intended audience. As a result, this physical barrier contributes to the challenges of fostering public awareness and participation in the information disclosure process, ultimately limiting the impact of the KIP communication strategy.

## CONCLUSION

The communication strategy of the Public Information Disclosure (KIP) at the BPD of Banten Province has been implemented according to Harold Lasswell's communication model. The Head of BPD Banten has appointed the PPID Executor team as the communicator in the implementation of KIP. The main qualification for the PPID Executor team is their communicative ability, which is continuously updated through activities such as socialization and technical guidance organized by the Information Commission of Banten Province. The qualification of the message delivered in the implementation of KIP at the BPD of Banten Province is in accordance with the provisions outlined in the Public Information Disclosure Law. Furthermore, the PPID Executor of BPD Banten also distributes information from the central government to the relevant regional offices within the Banten Provincial Government. The PPID Executor team prepares an information list before publishing it through specific media channels. All the information published by the BPD is informative in nature. The strategy for selecting media utilizes both online and offline channels, each with its own characteristics.

This decision is based on the media user characteristics and the content of the message being published. With the design of this communication strategy, it is expected that the public will have increased awareness of public information openness and participate in evaluating the performance of BPD Banten Province.

The communication barriers faced by the PPID Executor team at BPD Banten Province include the absence of a dedicated budget from the Regional Budget (APBD) for the operational costs of the team, which disrupts the communication programs carried out by the PPID Executor. In addition, the limited number of human resources and the staffing levels within the PPID Executor team result in a lack of technical personnel and hinder coordination with higher levels of bureaucracy. Other barriers include psychosocial obstacles, such as public misconceptions about the existence and function of BPD Banten Province. Another barrier is a physical one, concerning the location of the BPD Banten office, which is not situated within the Banten Province area.

The suggestions provided by the author are as follows: first, for BPD Banten Province, especially the PPID Executor team, it is recommended to maximize the use of social media platforms like Instagram and Facebook, not only as publicity tools for the institution but also as communication and information channels with other departments and the general public. Amid budget constraints, creativity in packaging public information content on these social media platforms can be done to make them a means of communication and information. Furthermore, the richness of information and creativity on these platforms will attract public interest and increase public engagement. Second, future researchers are expected to employ a mixed-method approach to gain a deeper understanding of the factors contributing to the success as well as the obstacles in the communication strategy of BPD Banten Province in the implementation of Public Information Disclosure.

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