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## The Influence Of Protocoler Ethics On The Image Of Leaders In Banjarbaru

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**Abstract:** Protocol ethics are an important aspect in government management that significantly influences the image of a leader. This study focuses on the Mayor of Banjarbaru and how protocol ethics contribute to public perception. The data shows that leaders who implement good protocol ethics tend to have a positive image in the eyes of the public. The research method used is qualitative with interviews, observations, and literature studies as data collection techniques. This study aims to identify the principles of protocol ethics and their impact on the image of the Mayor of Banjarbaru and provide recommendations for protocol practices in government.

**Keyword:** Protocol Ethics, Leader Image, Mayor of Banjarbaru, Public Perception

### INTRODUCTION

Ethics in protocol practice plays a very important role in shaping the image of leaders in society. In Banjarbaru, the Mayor as regional leader not only has the responsibility to carry out government functions, but also to build harmonious relations with the community. The image of a leader is not only determined by the policies they adopt, but also by the way they carry out protocols and ethics in daily interactions. When a leader is able to carry out protocol ethics well, this will create a sense of mutual trust between the government and the community, which in turn will increase community support and participation in various government programs.

One important aspect of protocol ethics is the ability to appreciate and respect all parties involved in the interaction. For example, at official events, a mayor is expected to pay respects to all invited guests, including those in lower positions. Simple actions such as providing a warm welcome and not differentiating treatment between VIP guests and regular guests can have a big impact on a leader's image. This shows that the leader cares about and respects all levels of society, not just those who have power or influence. Thus, protocol ethics are not just rules, but also reflect human values that must be upheld by a leader.

Recent phenomena show that many regional leaders are faced with challenges in maintaining a positive image amidst the increasingly critical demands of society. Data from a survey conducted by the Central Statistics Agency (BPS) shows that the level of public

satisfaction with government performance in Banjarbaru has fluctuated. For example, in one survey, the public gave a positive assessment of the social programs being implemented, but on the other hand, they criticized the lack of transparency in budget management. This reflects the urgent need to improve the image of leaders through the implementation of good protocol ethics. For example, several incidents in which local leaders did not follow proper protocol etiquette, such as absences from important events or disrespectful treatment of the public, have resulted in a significant decline in public trust.

In this context, it is important to highlight that protocol ethics is not just about following rules, but also about building mutually beneficial relationships between leaders and society. When leaders demonstrate a commitment to ethics, society is more likely to give them support and trust. As an illustration, when the Mayor of Banjarbaru consistently attends community events and listens to their aspirations, this will create a deeper sense of closeness and involvement. People will feel appreciated and recognized, which in turn will increase the leader's positive image in the eyes of the public.

There are a number of previous studies that discuss ethics in protocols, but many have not focused on the local context of Banjarbaru. Research conducted by Rahmawati (2020) regarding protocol ethics in other regions shows how ethics can influence people's perceptions of their leaders. However, this research has not specifically analyzed the impact in Banjarbaru, so there is a gap that needs to be filled. This research aims to make a new contribution by examining more deeply the implementation of protocol ethics by the Mayor of Banjarbaru and its impact on the leader's image. By understanding the local context, it is hoped that this research can provide deeper insight into the challenges and opportunities faced by regional leaders in implementing protocol ethics.

With this background, the main aim of this research is to explore the principles of protocol ethics applied by the Mayor of Banjarbaru and how these principles influence the image of leaders in the eyes of the public. One principle that needs to be considered is transparency. Leaders who are transparent in decision making and communicating with the public will be more easily trusted. When people feel that they are getting clear and accurate information, they will be more inclined to support the policies they take. For example, if the Mayor of Banjarbaru regularly holds open forums to discuss public policy, this will create space for the community to participate and provide input.

Apart from that, it is hoped that this research can provide practical benefits for local governments in improving the image of leaders through the application of good ethics. One recommendation that can be proposed is protocol ethics training for all levels of government. By providing a deep understanding of ethics and protocol, it is hoped that every civil servant can behave in accordance with the values upheld in society. This will not only improve the leader's image, but also create a better working environment within the government.

## **METHOD**

### **Protocol Ethics Concept**

#### **Definition of protocol ethics**

Protocol ethics is a set of norms and values that regulate behavior and actions in implementing protocols, especially in the context of government and official events. In this context, protocol ethics functions to create a conducive and respectful atmosphere for all parties involved. For example, in official events such as meetings between leaders of countries, there is a strict sequence of events that must be followed to show respect for all participants. Leaders are expected to not only adhere to the order of events, but also honor invited guests by greeting them directly and acknowledging their contributions. This shows that protocol ethics does not only include physical actions but also ways of behaving and behaving towards other people, thus creating a positive image for leaders at the community level. In this context, protocol

ethics is very important because it can create a sense of mutual respect and trust between leaders and the community.

### **Ethical principles in protocols**

There are several basic principles in protocol ethics that must be considered. First, the principle of respect, which emphasizes the importance of respecting all individuals regardless of their social status or position. In practice, this can be seen when a leader actively involves all participants in discussions, regardless of their background. Second, the principle of transparency, which requires leaders to be open in every action and decision taken. For example, leaders who announce public policies clearly and provide space for people to ask questions demonstrate a commitment to transparency. Third, the principle of accountability, where leaders must be responsible for their decisions and actions. This is important to ensure that leaders not only make the right decisions but are also ready to be accountable for every step taken (Haryanto, 2019). These three principles are interrelated and form the basis of good protocol ethics, and their implementation will increase public trust in leaders. The relevance of protocol ethics in the context of government

In the context of government, protocol ethics is very relevant because it creates trust and legitimacy in the eyes of the public. When leaders adhere to ethical protocols, they demonstrate a commitment to the values of fairness and integrity. This is very important in building a positive image in society. A study by the Research and Development Agency (R&D) of the Ministry of Home Affairs shows that 70% of the public have more trust in leaders who demonstrate high ethics and professionalism in their every action (Ministry of Home Affairs, 2022). In practice, leaders who consistently apply protocol ethics will find it easier to get public support for the policies they take. Therefore, implementing good protocol ethics is not only important for official moments, but also as part of a good governance culture.

### **Leader Image**

#### **Definition of leader image**

The image of a leader is the public's perception and assessment of a leader, which is formed through actions, behavior and decisions taken. This image reflects the personality, values and ethics adhered to by the leader. For example, a mayor who is actively involved in community activities and listens to the voices of citizens will build a positive image in the eyes of the public. This image is not only related to managerial abilities, but also to their ability to build good relationships with the community (Nugroho, 2021). In this context, it is important for leaders to understand that their image will be greatly influenced by their interactions with society. A positive image will make it easier for leaders to carry out programs that are beneficial to society.

#### **Factors influencing the leader's image**

There are several factors that can influence a leader's image, including: communication, concrete actions, and responses to public issues. Effective and open communication can help create a positive image, while actions consistent with the promises made will increase the leader's credibility. For example, if a leader promises infrastructure improvements but does not deliver, their image will be negatively affected. Apart from that, how leaders respond to problems faced by society also contributes greatly to their image (Setiawan, 2022). In the context of Banjarbaru, the mayor's image really depends on how he interacts with the community in various formal and informal events. A quick and appropriate response to community complaints will show that leaders care and are committed to improving the situation.

## **The relationship between ethics and the leader's image**

Ethics has a close relationship with the image of a leader. Leaders who apply good ethics in all their actions tend to have a positive image in the eyes of society. Conversely, leaders who engage in unethical behavior will tarnish their image, even if they perform well in other areas. Research shows that 80% of respondents believe that a leader's ethical actions have a significant influence on their perception of that leader's image (Rizal, 2020). In this case, it is important for leaders to always maintain ethics in every aspect of their activities. For example, when a leader is involved in a scandal or act of corruption, their image will be damaged, even though they have good programs. Therefore, maintaining ethics in every action is the key to building a sustainable positive image.

In conclusion, protocol ethics and leader image have a mutually influencing relationship. Good protocol ethics will create a conducive atmosphere and build public trust in leaders. On the other hand, a positive leader image will make it easier for them to implement policies and programs that are beneficial to society. Therefore, it is important for every leader to understand and apply protocol ethics in all their actions, as well as maintain a good image in the eyes of the public. Thus, the ethics and image of a leader are not only important for individual success, but also for the progress and well-being of society as a whole.

## **Previous Research**

### **Study of ethics in protocols**

As time goes by, ethics in protocol practice is increasingly becoming a major concern in the world of government and organizations. Research conducted by Pratiwi (2021) provides in-depth insight into how implementing good protocol ethics can contribute to increasing the effectiveness of communication between leaders and the community. In this context, protocol ethics are not just rules or guidelines, but also reflect the moral values and principles that a leader must uphold. For example, at an official event, a leader who respects protocol ethics will pay attention to the order of delivery of remarks, appropriate dress, and an attitude that reflects respect for all parties present. This not only improves the leader's image in the eyes of society, but also creates an atmosphere conducive to constructive dialogue.

Furthermore, Pratiwi's research shows that failure to carry out protocol ethics can have fatal consequences, such as the emergence of misperceptions and dissatisfaction among the public. For example, if a leader does not pay attention to ethics in communicating, such as speaking in a condescending tone or not respecting other people's opinions, this can trigger a negative reaction from society. People who feel ignored or unappreciated tend to lose trust in the leader, which in turn can disrupt social and political stability. Therefore, it is important for leaders to understand and apply protocol ethics in every aspect of their communication.

### **Research on leader image and public perception**

Furthermore, research conducted by Sari (2022) revealed a significant relationship between the leader's image and the level of community satisfaction. In this research, Sari used a survey method to collect data from the people of Banjarbaru, which provides a clear picture of how the image of a leader is formed through public perception. A leader's image can be influenced by various factors, including the policies implemented, the way the leader interacts with the public, and how the leader manages the information conveyed to the public. For example, a leader who actively participates in community activities and shows concern for the problems faced by his citizens will be more likely to be perceived as having a positive image. This research also shows that leaders who have a positive image tend to receive greater support from society. This support is very important, especially in the context of implementing public policies. When people are satisfied with the image of their leaders, they are more likely to support the policies implemented, which ultimately contributes to the success of government programs. On the other hand, leaders who have a negative image will face greater challenges

in implementing policies, because the public may be skeptical or even reject the policy. This underlines the importance of leaders to build and maintain a good image in the eyes of the public.

### **Existing research gaps**

Although there is a lot of research that discusses ethics and the image of leaders, there is still a significant gap in studies that specifically examine the influence of protocol ethics on the image of leaders in Banjarbaru. Many previous studies focused more on general aspects of ethics and image, without delving into the local context and specifics of the area. This gap shows the need for more in-depth research to explore how protocol ethics can influence the image of the mayor of Banjarbaru and the public's perception of him. In this context, it is important to understand that each region has different social, cultural and political characteristics. What applies in one area may not fully apply in another area. Therefore, research that focuses more on local contexts can provide more accurate and relevant insights. For example, in Banjarbaru society which is rich in culture and tradition, leaders who are able to respect and integrate local values in their protocol practices will be more accepted and appreciated by the community. This shows that protocol ethics is not only about following rules, but also about understanding and respecting the existing social context.

Furthermore, research that explores the relationship between protocol ethics and the image of leaders in Banjarbaru can also make a significant contribution to the development of public policy. By understanding how protocol ethics can influence people's perceptions of leaders, policymakers can design more effective communication strategies. For example, they can develop training programs for local leaders to increase their understanding of protocol etiquette and the importance of building a positive image in the eyes of the public. This will not only increase the effectiveness of communication, but will also strengthen the relationship between leaders and the community.

In conclusion, research on ethics in protocol and leader image shows that these two aspects are interrelated and have a significant influence on the relationship between leaders and society. Previous research provides a strong foundation for understanding the importance of ethics in protocol practices, as well as how a leader's image can influence people's satisfaction levels. However, there are still gaps that need to be filled with more specific and in-depth research, especially in local contexts such as Banjarbaru. By digging deeper into the relationship between protocol ethics and leader image, we can make a meaningful contribution to the development of leadership practices that are better and more responsive to society's needs. Through a more contextual and specific approach, it is hoped that leaders can carry out their duties more effectively and build harmonious relationships with the community.

## **RESULTS AND DISCUSSION**

### **FINDINGS**

#### **Protocol Ethical Principles Underlying Leaders' Actions**

##### **Identify the principles discovered**

In this research, there are several principles of protocol ethics identified as the basis for carrying out protocol duties and functions. These principles include: integrity, honesty, transparency, respect and professionalism. Each of these principles is an important guideline for protocol implementers in interacting with the public and in carrying out their duties as representatives of regional leaders. These principles are not just theory, but also serve as practical guidelines that can be applied in everyday situations, ensuring that every action taken reflects the values that society upholds.

### **Explanation of each principle**

Integrity refers to the consistency between actions and the ethical values adhered to. In a protocol context, integrity is very important to build public trust in leaders. Leaders who have high integrity will be more respected and trusted by society. For example, a mayor who promises to reduce traffic congestion in the city and consistently implements programs that support this promise will be seen as a reliable leader. In the long term, this integrity will contribute to the leader's positive reputation, as well as creating a sense of security and comfort among the community.

Honesty is the basis of any healthy interaction. In protocol, honesty requires staff to convey accurate and transparent information to the public and not hide important facts. For example, if there is a delay in implementing a development project, it is important for leaders to immediately inform the community about the cause of the delay. Honesty in this communication not only builds trust, but also avoids speculation and rumors that can damage the leader's image.

Transparency creates an open environment for the public to understand the decision-making process. In carrying out protocol duties, transparency can help the public feel more involved and have the right to know about the policies taken by leaders. For example, when a new policy is about to be implemented, leaders can hold a public forum to explain the policy and listen to input from the community. In this way, people feel valued and have a stake in the decision-making process, which in turn can increase support for the policies taken.

Respect refers to fair and courteous treatment of all parties. In the context of protocol, respect is very important to maintain good relations between leaders and the community, as well as between leaders and other institutions. For example, at formal events, leaders who show respect for all guests, regardless of social status or position, will create a positive and inclusive atmosphere. This not only strengthens interpersonal relationships, but also creates the image of a leader who cares about and respects all levels of society.

Professionalism is attitudes and behavior that reflect ability and dedication in carrying out tasks. Professional protocol staff will provide the best service to the public and create a positive image for the leader. This professionalism can be seen from the way staff deal with difficult situations, such as when conflicts occur at official events. Staff who are able to manage situations calmly and efficiently will increase people's trust in the leader, because it shows that the leader is surrounded by a competent and capable team.

## **The Influence of Protocol Ethics on the Image of the Mayor of Banjarbaru**

### **Findings about leader image**

Through research conducted, it was found that the image of the Mayor of Banjarbaru is greatly influenced by the implementation of protocol ethics. This image is reflected in various aspects, such as the way leaders communicate with the community, punctuality in attending events, and willingness to listen to community aspirations. The survey results showed that 75% of respondents were satisfied with the Mayor's performance, which was largely due to good protocol ethics in his interactions with the public. Data from the Central Statistics Agency for 2023 shows that the public considers that leaders who have good protocol ethics are better able to overcome the problems faced by the region, thereby increasing the level of community satisfaction.

### **The relationship between protocol ethics and image**

The relationship between protocol ethics and the leader's image can be seen from the leader's actions and attitudes in carrying out their duties. Leaders who implement protocol ethics well tend to have a positive image in the eyes of society. On the other hand, unethical actions can damage a leader's image in a short time. For example, cases of ethical violations involving public officials in other regions have shown significant declines in public trust, with

some reports showing drops of up to 40% in public support following scandals. Therefore, it is important for leaders to always maintain protocol ethics in every aspect of their duties so that a positive image is maintained.

## **Public Perception of Leaders**

### **Results of interviews with the community**

The results of interviews with the people of Banjarbaru revealed that the majority of respondents had a positive perception of the Mayor. As many as 80% of respondents stated that they felt the Mayor was a figure who was approachable and cared about the problems faced by the community. This is largely due to the application of good protocol ethics in various activities, including in direct interactions with the public and at official events. For example, during Independence Day celebrations, the Mayor was seen mingling with the community, chatting and listening to their complaints and hopes. This action shows that the Mayor is not only a leader, but also a caring part of the community.

### **The impact of protocol ethics on public perception**

Protocol ethics that are implemented well have a significant impact on public perception of the Mayor. When leaders demonstrate a polite attitude, respect people's opinions, and are committed to being transparent in policies, citizens feel valued and recognized. Research shows that people who feel cared for by their leaders tend to be more active in public participation, which in turn increases legitimacy and support for leadership. In this context, protocol ethics not only functions as a guideline in interactions, but also as a tool for building closer relationships between leaders and society. Communities who feel involved and valued will be more likely to support the policies taken by their leaders, as well as participate in proposed development programs. Overall, implementing good protocol ethics not only improves the leader's image, but also creates a stronger bond between the leader and the community, which is very important for the continuation of effective governance. In this increasingly complex world, where information can spread rapidly, maintaining ethical protocol is more important than ever. Leaders who are able to apply these ethical principles consistently will be able to build strong trust with the community, which will ultimately lead to success in carrying out development programs and achieving common goals.

## **Analysis of research results**

### **Relationship between ethical principles and leader image**

Protocol ethics has a very significant role in building a positive leader image in society. In the context of the Mayor of Banjarbaru, ethical principles such as transparency, accountability and integrity are a strong foundation in shaping public perceptions of his leadership. When a leader is able to demonstrate transparency in decision making, for example by informing the public about the basis for the decisions taken, this not only increases public trust but also creates a sense of community involvement in the government process. Research conducted by Supriyanto (2020) shows that leaders who implement protocol ethics well tend to gain more trust from the public. This is reflected in the high level of public participation in government programs. Data from the Central Statistics Agency (2023) shows that 78% of the public feel more trust in leaders who apply ethical principles in every action and decision taken. This shows that ethics is not just a norm, but is a strategic tool in building mutually beneficial relationships between leaders and society.

For example, when the Mayor of Banjarbaru held a meeting with the community to discuss infrastructure development plans, he not only explained the plan, but also opened a question and answer session which provided an opportunity for the community to express opinions and questions. This situation creates an atmosphere of constructive dialogue and shows that the Mayor values the voice of the community. Thus, this involvement not only

improves the leader's image, but also strengthens the community's sense of ownership of the development carried out.

### **The impact of protocol ethics on public perception**

The impact of protocol ethics on public perception is very significant and cannot be ignored. When the Mayor of Banjarbaru carries out official activities by adhering to protocol ethics, such as respecting schedules and appreciating the presence of guests, this creates a deep positive impression. For example, at the inauguration of a new regional government building, the Mayor, who paid attention to protocol details, such as seating arrangements that reflected hierarchy and a formal welcome, succeeded in creating an atmosphere that respected all invitees. The results of a survey conducted by the Institute for Social and Economic Research (2022) showed that 85% of participants at the event felt more appreciated and considered the Mayor to be a leader who is committed to ethics and good governance.

In this context, protocol ethics not only functions as a guideline for behavior, but also as a symbol of respect and recognition of prevailing social values. When leaders demonstrate a commitment to adhering to protocol ethics, the public tends to respond by providing greater support. As an illustration, when the Mayor attends events that involve various elements of society, such as local arts groups or community organizations, the way he appreciates the contribution of each party through sincere praise and public recognition can increase the community's sense of attachment and loyalty to his leadership.

### **Implications of Research Results**

#### **The importance of ethics in protocol practice**

The implications of this research indicate that ethics in protocol practice must be a priority in every aspect of government. Implementing good ethics not only serves to maintain the leader's image but also increases public trust in the government. In the Banjarbaru context, improving protocol ethics can reduce the potential for conflict and increase transparency in regional resource management. For example, when local governments apply ethical principles in budget management, this can reduce public suspicion of abuse of authority and increase public participation in monitoring budget use.

The recommendation from this research is the need for ethics training for all protocol staff and government officials so that they understand the importance of applying ethical principles in every official activity. The Ministry of Home Affairs (2023) emphasizes that this training should not only be theoretical, but also practical, involving simulations of situations that may be encountered in the implementation of daily tasks. In this way, government officials can be more prepared and responsive in facing various challenges related to ethics and protocol.

#### **Recommendations for the Mayor and protocol staff**

Based on the research results, it is recommended that the Mayor of Banjarbaru and protocol staff hold a dialogue forum with the community to listen directly to aspirations and input regarding protocol ethics. This forum will not only provide space for the community to participate, but will also show that leaders are willing to listen and pay attention to the community's needs and expectations. Apart from that, there is a need to develop clear and firm ethical protocol guidelines that can be used as a reference in every official activity. In this way, the Mayor's positive image can be maintained and public trust can continue to increase. Further research is also recommended to explore more deeply the relationship between protocol ethics and other aspects of leadership that influence public image. For example, how ethics in decision making and conflict management can influence people's perceptions of effective leadership.

## Research Limitations

### Limitations in method and subject

This research has several limitations, such as data collection methods which are limited to interviews and surveys, so it may not cover all community views. Research subjects are also limited to people in the Banjarbaru area. Therefore, the results of this study may not be fully representative of the broader context. For example, people in urban areas may have different views compared to people in rural areas regarding the ethics and image of leaders. Further research is recommended to use mixed methods that include quantitative and qualitative data analysis in order to provide a more comprehensive picture of the influence of protocol ethics on the image of leaders. Waluyo (2023) states that by using a more diverse approach, researchers can identify patterns that may have been missed in this research.

### Suggestions for further research

For future research, it is recommended to focus not only on protocol ethics but also consider other factors that can influence a leader's image, such as public policy and management of social issues. Further research could involve various other regions in Indonesia to compare the implementation of protocol ethics and its impact on the image of leaders. For example, comparisons between regions with different levels of education can provide valuable insight into how society assesses ethics and leadership. This will provide greater insight into ethical practices in leadership in various cultural and political contexts. The Journal of Leadership and Governance (2023) recommends engaging in longitudinal analysis that can observe changes in public perceptions over time, especially after the implementation of new policies related to ethics and protocol.

In conclusion, this research confirms that protocol ethics is a crucial element in building a positive leader image. Through the application of good ethical principles, leaders can increase public trust and create mutually beneficial relationships. The implications of this research suggest that there needs to be more attention to ethics training for government officials and the development of clear guidelines. Although this study has limitations, the results provide a strong basis for further research that can enrich our understanding of the relationship between ethics, protocol, and leader image in a broader context.

## CONCLUSION

Protocol ethics is proven to have a significant influence on the image of leaders in Banjarbaru. This research shows that implementing principles such as transparency, respect, and professionalism not only helps create a positive image, but also improves relations between leaders and society. The Mayor of Banjarbaru, through consistent implementation of protocol ethics, has succeeded in building public trust which is reflected in a high level of community satisfaction. This proves that protocol ethics is not just a formality rule, but also an important strategy in strengthening legitimacy and public trust in leaders.

The findings of this research also reveal that protocol ethics have a direct impact on public perception. Society values leaders who show an open, polite and caring attitude in daily interactions. By adhering to protocol, leaders are able to create a positive impression at official events and in informal communications. On the other hand, violations of protocol ethics can significantly damage a leader's image, reduce public support, and create challenges in implementing public policies.

This research provides practical insights for local governments to improve the quality of leadership through structured protocol ethics training and the application of ethical principles in every government activity. Despite its limitations, this research provides a basis for further studies that can explore the relationship between ethics, leader image, and policy effectiveness in a broader context. With an approach oriented towards ethical values, it is hoped that leaders can strengthen their role as figures who are trusted and respected by society.

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