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Utilization of Communication Models To Improve Implementation of Public Information Disclosure in Cirebon District Government

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Abstract: Transparency of information is a responsibility that must be given by the government. Crucial problems that cause PPID to not function properly. The purpose of this study is to determine the Communication Model to Improve the Implementation of Public Information Transparency in the Cirebon Regency Government. This study uses a qualitative method that is normative and empirical, with research that examines communication models, with data collection techniques carried out through triangulation of Documentation, *In-depth Interviews*, Direct Observation, with Research Instruments. The results of this study The use of effective communication models has a strategic role in improving the implementation of public information disclosure in the Cirebon Regency Government. With the right communication approach, the government can encourage transparency and accountability in delivering information to the public. The communication model used must be adjusted to the social and cultural characteristics of the local community so that the message conveyed can be received and understood well. The use of information and communication technology (ICT) is an important element in expanding public access to public information. Adequate ICT infrastructure and competent human resources are needed to ensure smooth information management. In addition, two-way communication between the government and the community needs to be improved so that participatory interactions occur in public policy making. Overall, the use of effective communication models can narrow the information gap between the government and the community, increase citizen awareness of their rights and obligations, and encourage active involvement in the government process. This will ultimately strengthen the quality of public services and build public trust in the Cirebon Regency Government.

Keywords: Utilization of Communication Models, Cirebon Regency.

INTRODUCTION

Cirebon Regency Government as a public institution has a responsibility to provide transparent and accountable information to the public. Openness of public information is one of the important aspects in increasing public trust in the government and ensuring active

participation of the public in the decision-making process. However, the implementation of public information disclosure in the Cirebon Regency Government still faces several challenges. Based on Law No. 14 of 2008 concerning Public Information Disclosure, local governments are required to provide public information that is accurate, up-to-date, and easily accessible to the public. However, many people still do not know the right to access information and the procedures for obtaining public information.

An effective communication model can be one solution to improve the implementation of public information disclosure. By using the right communication model, the government can increase public awareness of the right to access information, facilitate easier and more transparent access to information, and increase public participation in the decision-making process. This study aims to determine how the use of communication models can improve the implementation of public information disclosure in the Cirebon Regency Government. The results of this study are expected to contribute to the development of effective communication models to improve public information disclosure and increase public trust in the government.

As a result, there is a lot of information and technology used in information technology and in the public domain. No nation is able to close or avoid the influence of the progress of information and communication technology. There is a lot of information about information and communication whose place is in *the global village*. This will help you find the world, the most important things you will find, ideology, politics, economics, the most important social relationships that will exist in the future.

There is no privilege in this world that has the same system as democrats, clean, and people who are not entitled, but also people who live in Indonesia. There are many types of people who do not have the necessary reforms, but they also use different tools to protect people from different situations. To guard the good intentions and to encourage the spirit of transparency, the government has rolled out Law No. 14 of 2008, concerning Public Information Disclosure (KIP). There is a lot of information and information in the media, and there is a list of *mutual trust and respect* between people. Tentative conditions like this will be very ideal to increase the acceleration of National Development for the Indonesian nation.

In order to immediately realize a climate of transparency in an accountable government system for the benefit of the people and the entire Indonesian nation, it is appropriate and should the government conduct direct socialization to the public about various information that is *the right to know* for every citizen. To support these steps, the President issued a Presidential Instruction No. 3 June 2003 You will be able to join the national strategy of *E-Government* Indonesia. *E-Government* also provides information technology and information that does not include other information and information, easy to understand, so that it is not possible. Substantially *E-gov* is a process of utilizing information communication technology as a tool to help run the government system more efficiently. First came to *the Internet*, the Internet is connected to other devices, other devices, connected technology (one of which is the internet) to use other devices and other devices to be used, other devices connected to the internet. and efficient.

Based on the background that has been described, the problems of this research are: an effective communication model can improve the implementation of public information disclosure in the Cirebon Regency Government, factors that influence the effectiveness of the communication model in improving public information disclosure in the Cirebon Regency Government, the use of communication models can increase public awareness of the right to access information and public participation in the decision-making process in the Cirebon Regency Government. interpersonal, mass, or digital communication models are more effective in improving public information disclosure in the Cirebon Regency Government, obstacles and challenges faced in the implementation of communication models to improve public information disclosure in the Cirebon Regency Government, the Cirebon Regency

Government can improve the use of communication models to improve public information disclosure and community participation.

By answering these research questions, it is hoped that a better understanding can be obtained about the use of communication models to improve the implementation of public information disclosure in the Cirebon Regency Government.

METHOD

This research uses qualitative methods that are normative and empirical, with research that examines communication models, with data collection techniques carried out by triangulation of Documentation, In-depth *Interviews*, Direct Observation, with Research Instruments, Data Analysis Methods. describing and explaining problems, Activities in data analysis, namely: *data reduction, data presentation and conclusions: drawing/verifying*.

RESULT AND DISCUSSION

The discussion in this discussion is "How is the Communication Model to Improve the Implementation of Public Information Disclosure in the Cirebon Regency Government . In carrying out public relations activities related to the community, there are four models as follows:

A. For this first model, the Communication and Information Service has carried out the main task of writing *Press Relations, Press Relations*, Press Conferences, and Publications through print media (Interview 2024) The data analysis shows that the Communication and Information Service has carried out its main tasks in managing public communications, namely:

- 1) Writing Press Releases: Diskominfo has created and distributed press releases to inform the public about government activities and policies.
- 2) Public Relations: Diskominfo has conducted public relations activities to build and maintain a positive image of the government.
- 3) Press Conference: Diskominfo has held a press conference to provide information to journalists and the public about government policies and activities.
- 4) Publication through print media: Diskominfo has published information through print media, such as newspapers or magazines.

This shows that Diskominfo has used an effective communication model to improve the implementation of public information disclosure. Thus, the public can obtain accurate and up-to-date information about government activities and policies. However, further analysis is needed on the effectiveness of the communication model used and whether it meets the public's need for transparent and accountable information.

B. For this second model, the activities that have been carried out by the Cirebon district communication and information service include the following:

1. Radio and television. Radio is one of the effective media because it can reach all audiences or the public. Radio can be accessed by almost all people. People who are illiterate and cannot access information from written media can access information from radio or television.

"There are several advantages of utilizing this radio media, such as being cheap, able to overcome geographical barriers, psychological barriers and so on," explained Mr. Eka Suwandi, who is familiarly called Mr. Yoyon as the Head of the Public Information and Communication Division of the Cirebon Communication and Information Service.

Meanwhile, Mr. Huri Mashuri, Head of Finance and Assets, added the following:

"We utilize this radio media together in synergy between the Communication and Information Office and radio media personnel. We can provide information to the wider community, while our fellow spacemen are the term we usually use for government radio media colleagues such as RRI Cirebon."

"Some of the advantages of radio media compared to other media are that it is cheaper than subscribing to print media, radio is relatively much cheaper, it is flexible, meaning it can be enjoyed while doing other things, with the accompaniment of words and background sounds such as music, listeners are emotionally immersed and the cost of organizing it is more affordable, especially compared to television media." Analysis of Mr. Yoyon's statement shows that radio media has several advantages compared to other media, namely:

- 1) Cheaper costs: Radio media is relatively cheaper compared to print and television media, making it more affordable to use as a means of public communication.
- 2) Flexibility: Radio can be enjoyed while doing other activities, allowing listeners to multitask and increase time efficiency.
- 3) Emotion and connection: Radio can create an emotional connection with listeners through the accompaniment of words and background sounds such as music, thereby increasing the effectiveness of communication.
- 4) Affordable costs of implementation: The cost of implementing radio is lower compared to television media, making it more accessible to various groups.

Thus, radio media can be an effective choice to improve the implementation of public information disclosure, especially for governments that want to reach the wider community at a lower cost. However, further analysis is needed on how radio media can be used effectively to improve public information disclosure and meet the community's need for accurate and up-to-date information.

It is an advertisement from the mass media that presents social messages that aim to raise public awareness of a number of problems that they must face, namely conditions that can threaten harmony and public life.

a) Diskominfo provides development messages through various media, Diskominfo is also able to provide economic opportunities or encourage economic dynamics in the Cirebon community. The importance of public service advertisements not only attracts Diskominfo's attention to spread messages, but it turns out that PSAs are also very important for human media. This is proven by the many media that air or broadcast PSAs (interview of the head of the Diskominfo service)

b) Traditional Media

Communication through traditional media is indeed less attractive to certain groups of people, because it has been rivaled or replaced by more modern media, especially new media such as digital media. However, traditional media actually still has a fairly important role in maintaining the heterogeneity of Indonesian society, especially in the Cirebon district community.

Furthermore, he explained that as a form of concern from the Cirebon Communication and Information Service for the preservation of Cirebon's unique arts that can be used as a communication medium, traditional shadow puppetry is often held at the Pegagan Lor Village Hall, Kapetakan District, Cirebon Regency.

This activity presented the Head of the Cirebon Regency Communication and Informatics Office Sugeng Darsono, SH., MM, along with his staff, the Head of the Cirebon Regency Education Office Drs. H. Asdullah, M.Si, Kapetakan Sub-district Head Carsono, AP., MM,

Chairman of the Cirebon Regency Traditional Media Communication Forum (FK Metra) H. Sulama Hadi. This performance was lively by presenting Dalang Carmun from the Langen Tuggal puppet group with the play "*Tulak Tanggul Swarga Loka*". Which attracted the participation of the people of Pegagan Lor Village and its surroundings to watch the art of shadow puppetry. On that occasion, the Head of the Cirebon Regency Communication and Informatics Office said that the Dissemination of Information and Communication can be carried out with various tools. One of them is through electronic media, such as television, radio, and print media as well as through social media, and also the last one through Traditional Arts media.

RESULTS AND DISCUSSION

In Cirebon itself, a Traditional Media Communication Forum has been formed, chaired by H. Sulama Hadi. The purpose and benefits of holding this event are, first as a medium of information and communication, and wayang art is one of the most effective ways to disseminate information, because for the people of Cirebon Regency, wayang kulit is very popular. In this wayang kulit performance, there are many teachings, many philosophical meanings that are useful for Indonesia Raya. So that the hope is that this performance is not only a spectacle but is expected to be a guide that provides benefits for the life of the nation and state. Second as the preservation of traditional arts, especially the preservation of traditional arts of Cirebon Regency. Third, as a means of entertainment for the people of Cirebon Regency. "Indeed, traditional wayang art is still very popular among the people, however, there are still many other traditional arts such as wayang golek, innovative wayang, genjring, especially in the Palimanan and Ciwaringin areas), debus, teri topeng (Gegesik, Plumbon areas), sandiwara or ketoprak and tarling (traveling guitar).

Analysis of the statement shows that:

- 1) Traditional media still has an important role: Although traditional media is less attractive to some people due to the existence of modern and digital media, it still has an important role in maintaining the heterogeneity of Indonesian society.
- 2) The people of Cirebon district as an example: The people of Cirebon district are used as an example as a society that still needs traditional media, showing that traditional media is still relevant in the local context.
- 3) The importance of maintaining heterogeneity: Traditional media can help maintain the heterogeneity of Indonesian society by preserving unique local cultures, traditions and values.

Thus, traditional media still has important value and role in public communication, especially in local contexts such as Cirebon district. Therefore, efforts need to be made to maintain and promote traditional media as an effective and relevant means of communication for the community.

C. Two-Way Asymmetric Model, this model describes humans conducting research to increase the effectiveness of the influence of messages delivered to the community. Based on the results of the research as feedback from the community, humans will be able to design various programs and policies that support their community. However, this model still reflects the tendency of organizations to create an atmosphere where the community must adjust to the wishes of the organization and not vice versa (*zero-sum game*).

For this model, activities that have been carried out by the Cirebon district communication and information office include collaboration with radio, TV and online media.

- 1) Television media. Television media has several advantages compared to radio media, because television can present information simultaneously through images and sound. The moving visual elements on television attract more public attention than sound elements alone as in radio media . It is direct and real.
- 2) Online media website . As a new media, the Website is very popular and modern so that in some cases it has advantages that are spread through radio and television media. Because the website is a form of information media that can be accessed via the internet. Substantively, this website is like a container of a collection of pages that can provide various kinds of information such as text, statistical images and dynamic , animation, audio , even a combination of all of them. Because of the various advantages of the website media, Diskominfo through its website presents various messages, both from the Cirebon district government and the central government. This is done with the consideration that in the modern era the use of online media has become commonplace, meaning that it prevents all elements of society from using it for various interests.

D. Two-Way Symmetrical Model. This model describes public relations activities that utilize feedback from the public to be used as considerations in order to realize conditions of mutual adjustment between the organization and its community. This two-way communication and mutual understanding is more emphasized than conducting one-way persuasive communication (*positive-sum game*).

- 1) Personal Contact, Every public relations practitioner must always be polite, friendly and always willing to listen to what the public says and asks him, be patient in serving the public and do not delay services that can be done immediately.
- 2) *Press Relations*. In every case, good relations with media leaders are very important. Relations with the media must always be maintained well. Treatment with media crews must be the same in terms of providing information.
- 3) Press Conference. For certain matters and certain announcements, a press conference is required, not only with a press release. Press conference activities are held only when there is an important event. Press conferences can be held on the initiative of the agency or can also be at the request of press representatives. Analysis shows that:
 - a) Two-Way Symmetric Model: The title of this study is in accordance with the data provided, which shows that the two-way symmetric model is used to improve the implementation of public information disclosure in the Cirebon Regency Government.
 - b) Personal Contact: There is no specific data on personal contact in the data provided, so it cannot be ascertained whether personal contact was used as a communication model in this study.
 - c) Press Relations: Data shows that press relations is used as one of the activities carried out by the Cirebon Regency Communication and Information Service, namely by collaborating with the media and holding press conferences.
 - d) Press Conference: Press conferences are also used as one of the activities carried out by the Cirebon Regency Communication and Information Service to improve the implementation of public information transparency.

Thus, it is relevant to the data provided, and shows that this study focuses on the utilization of communication models to improve the implementation of public information disclosure in the Cirebon Regency Government. Two-way symmetrical models, press relations, and press conferences are some examples of communication models used in this study.

The problem of utilizing communication models to improve the implementation of public information transparency in the Cirebon district government The problem of utilizing communication models to improve the implementation of public information disclosure in the Cirebon district government can be identified as follows:

- a) Limited access to information: The public may experience difficulties in accessing accurate and up-to-date public information from the Cirebon Regency Government.
- b) Lack of transparency: The Cirebon Regency Government may not be fully transparent in providing public information, so that the public cannot obtain the information they need.
- c) One-way communication: The Cirebon Regency Government may only conduct one-way communication, without providing the opportunity for the public to provide feedback or participate in the decision-making process.
- d) Resource limitations: The Cirebon Regency Government may experience resource limitations, such as budget or technology, which may hinder the implementation of public information disclosure.
- e) Lack of public awareness: The public may not yet be fully aware of the importance of public information disclosure and their rights to access public information.

Thus, the problem of utilizing communication models to improve the implementation of public information disclosure in the Cirebon Regency Government can be overcome by increasing access to information, transparency, two-way communication, resources, and public awareness.

CONCLUSION

Utilization of communication models to improve the implementation of public information disclosure in the Cirebon Regency Government: Utilization of effective communication models can improve transparency and accountability of the Cirebon Regency government. Public information disclosure can increase public trust in the Cirebon Regency government. The communication model used must be adjusted to the needs and characteristics of the Cirebon Regency community. Utilization of information and communication technology (ICT) can improve the accessibility of public information in Cirebon Regency. Two-way communication between the government and the community can increase public participation in the decision-making process. The Cirebon Regency Government needs to increase the capacity of human resources in managing public information. Public information disclosure can increase public awareness of their rights and obligations. Utilization of effective communication models can reduce the information gap between the government and the community. The Cirebon Regency Government needs to improve information technology infrastructure to support public information disclosure. Utilization of effective communication models can improve the quality of public services in Cirebon Regency. Thus, the utilization of effective communication models can improve the implementation of public information disclosure in the Cirebon Regency Government, thereby increasing transparency, accountability, and public participation.

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