

CHAPTER I

INTRODUCTION

A. Background

Public Relations or commonly called PR, is something that is common in every organization, including government agencies, educational institutions and companies. The role of public relations is very important in all organizations because it has a role to maintain the image of the organization. In the maintenance process, of course, an information dissemination strategy is needed.

Public relations in the world of government is better known as public relations (Humas). The basic function of government PR is to manage the relationship between the organization and its public, with the aim of building good relationships. The main role of public relations is to improve the quality of public services. This shows the importance of public relations in supporting the realization of *good governance*. In carrying out the role of government PR, public information services have a very important role. According to Law No. 14/2008 on Public Information Disclosure, public information includes all information produced, stored, managed, delivered, and/or received by public institutions, which is related to the duties and functions of the state and other public institutions in accordance with legal provisions, as well as other information related to public interests.

The role of government public relations, especially after the reform era, has become very important. The public expects changes in the delivery of information from the government, as well as playing a significant role as the main link in disseminating information to all government stakeholders. The use of information communication technology aims to improve public service standards and encourage community participation in achieving a better level of welfare. In addition, technology also acts as a platform for information, interaction, and transactions between government, society, and other entities (Indrajit, 2017).

Cyber Public Relations is one way that is currently often used by various organizations to form or maintain an image. The presence of the *cyber* world in the realm of telecommunications has opened up new opportunities in the lives of modern people. This realm is the internet, which allows its users to explore the world.

The virtual world is not bound by time and space constraints, so that one individual can freely exchange information with another. In the context of *Public Relations*, media refers to a variety of communication tools used by PR practitioners to interact with their publics, both internal and external publics, with the aim of supporting the achievement of company goals.

Cyber Public Relations or commonly known as E-PR is a *public relations* initiative that uses internet media as a means of publicity (Onggo, 2004). In this era, many institutions and agencies are running *cyber public relations* methods considering that E-PR can utilize electronic media such as the Internet to build relationships with *stakeholders*. Communication can be built simultaneously through internet media because of its interactive nature.

Cyber Public Relations is an element that supports the success and effective performance of the public relations function as a whole. Activities that are difficult to do directly face-to-face by the PR team can be overcome through the application of *cyber public relations*. In other words, there is a symbiotic relationship between public relations and *cyber public relations* that complement each other in an effort to advance the company or organization (MS, 2019). Currently, the Internet has made PR actors also utilize online media because this media is already unavoidable. Online media that can be utilized include websites, Instagram, TikTok, YouTube, email, Twitter, Facebook, etc.

The development of communication technology is closely related to progress in the field of *public relations*. This implies that PR practitioners must always keep up with the latest technological developments in order to continue to utilize new media

as a tool for disseminating information, with the aim of maintaining and improving the company's positive image. In a study conducted by Aprianta in his journal, it was found that *Cyber Public Relations* or the use of the internet and cyberspace for promotional purposes and information dissemination proved its effectiveness in shaping a positive image at private universities (Aprianta, 2014).

A positive image is needed by every institution, company, or agency, both private and government. Companies and organizations realize the importance of paying enough attention to building a positive image, not just avoiding negative impressions in the eyes of the public. In other words, the company's image is considered as a *fragile* asset. However, most companies also believe that a positive corporate image is key to sustainable and long-term success (Seitel, 2007).

Cyber public relations has ideals that include being responsive, proactive, transparent, and creating positive relationships with stakeholders. Companies should ideally respond quickly to issues and problems that arise on social media, with proactive PR strategies to build and maintain a positive image. Companies should also communicate honestly and transparently when facing problems and have strong relationships with stakeholders.

However, in reality companies often face challenges in responding quickly, are constrained by strict policies, and face propaganda and the risk of false information. Nonetheless, companies should continue to strive to approach the ideal standard, through planning, social media monitoring, employee training, and the ability to adapt to the rapidly changing online environment. The ultimate goal is to build and maintain a positive image in this digital age.

The Ministry of Religious Affairs is led by a Minister of Religious Affairs, which since December 23, 2020 has been held by Yaquut Cholil Qoumas. The Ministry of Religious Affairs (Kemenag) has the task of organizing government affairs in the field of religion to assist the president in organizing the state government. As a government institution responsible for the implementation of

religious policies, the Ministry of Religious Affairs has an important role in ensuring the sustainability of a harmonious religious life and providing quality services to the community.

Yogyakarta City, as one of the cities with significant cultural and religious wealth, has its own challenges and opportunities in carrying out its duties and responsibilities as the Ministry of Religious Affairs. The Ministry of Religious Affairs of Yogyakarta City has an image as a holder of the title as an Integrity Zone, which is realized as a Wilayah Bebas Korupsi(WBK) which has been successfully obtained since 2018 and Wilayah Birokrasi Bersih dan Melayani (WBBM) which has been successfully obtained since 2020. This shows the commitment of this institution to provide good service to the community.

The Integrity Zone predicate is given by the government based on the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 52 of 2014 concerning the Development of Integrity Zones Towards a Corruption-Free Area and Wilayah Birokrasi Bersih dan Melayani. The Integrity Zone is given to government agencies where leaders and staff are fully committed to realizing Wilayah Bebas Korupsi (WBK) and Wilayah Birokrasi Bersih dan Melayani (WBBM) through bureaucratic reform efforts, especially in terms of preventing corruption and improving the quality of public services (Hapsari, Julia; Purnaweni, Hartuti; apriyadi, 2019).

Wilayah Bebas Korupsi (WBK) is a predicate given to a work unit that meets most of the following criteria, change management; structuring governance; structuring the HR management system; strengthening supervision; and strengthening performance accountability. Meanwhile, the Clean and Serving Bureaucratic Area is given to a work unit that has all that must be fulfilled in fulfilling WBK plus strengthening the quality of public services (Prayitno et al., 2022).

This predicate has been given to the Ministry of Religious Affairs of

Yogyakarta City, so there needs to be a strong effort to maintain this predicate. The Ministry of Religious Affairs of Yogyakarta City has implemented an initiative aimed at maintaining the WBK WBBM predicate through a program called 'Agents of Change'. This program consists of several activities, such as the Kobangtan Program (Monthly Coordination of Financial Management and Activities), Bureaucratic Reform Casual Talk (BIS RB), Anti-Corruption Campaign (Kanti Korek), Sarapan Pagi (Sambung Rasa Integrated Leaders and Employees), and Supervision with a Religious Approach (PPA), SI SAPA (Broadcast Sapa Pagi). The following is the value obtained by the Ministry of Religious Affairs of Yogyakarta City in the evaluation assessment conducted by the inspector general of the Ministry of State Apparatus Empowerment and Bureaucratic Reform in 2023:

No	Komponen/Area	Bobot	Hasil Evaluasi (Aspek)			%	Keterangan
			Peme- nuhan	Reform	Jumlah		
A	Pengungkit						
	1. Manajemen Perubahan	8,00	4,00	4,00	8,00	100	Memenuhi Nilai Minimal
	2. Penataan Tata Laksana	7,00	3,00	3,25	6,25	89,29	Memenuhi Nilai Minimal
	3. Penataan Sistem MSDM	10,00	4,55	4,25	8,80	87,95	Memenuhi Nilai Minimal
	4. Penguatan Akuntabilitas	10,00	4,75	4,94	9,68	96,84	Memenuhi Nilai Minimal
	5. Penguatan Pengawasan	15,00	7,12	7,50	14,62	97,47	Memenuhi Nilai Minimal
	6. Peningkatan Kualitas Pelayanan Publik	10,00	5,00	5,00	10,00	100	Memenuhi Nilai Minimal
	Total Nilai Pengungkit	60,00	28,42	28,94	57,35	95,58	Memenuhi Nilai Minimal WBBM
B	Hasil						
	1. Birokrasi Yang Bersih dan Akuntabel	22,50	-	-	21,25	99,42	Memenuhi Nilai Minimal
	a. Nilai Survey Persepsi Korupsi (Survei Eksternal : Indeks Persepsi Anti Korupsi/IPAK)	17,50	-	-	16,71	95,50	Memenuhi Nilai Minimal
	b. Capaian Kinerja Lebih Baik dari pada Capaian Kinerja Sebelumnya	5,00	-	-	3,75	75,00	Memenuhi Nilai Minimal
	2. Pelayanan Publik yang Prima	17,50	-	-	16,54	94,53	Memenuhi Nilai Minimal
	- Nilai Persepsi Kualitas Pelayanan (Survei Eksternal : Indeks Persepsi Kualitas Pelayanan Publik / IPKP)	17,50	-	-	16,54	94,53	Memenuhi Nilai Minimal
	Total Nilai Hasil	40,00	-	-	37,81	94,53	Memenuhi Nilai Minimal WBBM
	Nilai Evaluasi Reformasi Birokrasi	100	-	-	94,35	94,35	Memenuhi Nilai Minimal WBBM

Figure 2.1. WBK WBBM evaluation assessment table

Based on the above assessment, the Ministry of Religious Affairs of Yogyakarta City successfully maintained the WBK and WBBM titles obtained in 2018 and 2020. This is evidenced by the fulfillment of the minimum value of each assessment indicator and getting a total score of 94.53 out of 100.

Given the title obtained by the Ministry of Religious Affairs in Yogyakarta and the favorable assessment by the Inspector General of the Ministry of PAN RB, public relations practitioners have a very important task in informing the general public of this positive image, as well as the ability to design effective communications that emphasize the Ministry's commitment to integrity and transparency. Public relations practitioners will ideally make good use of internet platforms, including media outlets, social to explain the agency's initiatives, achievements, and improvements to the public.

However, in reality, there are still many general public who do not know about the WBK and WBBM predicates and public relations practitioners face a number of challenges, including not all public relations practitioners have the necessary expertise. Many public relations practitioners face technical barriers in disseminating information and managing public response.

Thus, researchers are interested in examining how the Yogyakarta City Ministry of Religion implements *cyber public relations* and how it can maintain the image of the institution is still an issue that needs further research. In this context, the author raises the title of "**Implementation of Cyber Public Relations Activities in Maintaining the Image of WBK WBBM Ministry of Religion of Yogyakarta City**".

It is important to provide insight into how the Ministry of Religious Affairs of Yogyakarta City can utilize digital media and online communication to maintain a positive image. This research is expected to provide a clearer view of the implementation of *cyber public relations* in the Ministry of Religious Affairs of Yogyakarta City, as well as provide valuable input for the development of better

communication strategies and image management.

B. Problem Formulation

Based on the background explanation above, the problem of this research is:

- a. How is the implementation of *cyber public relations* activities in maintaining the image of the Ministry of Religious Affairs of Yogyakarta City with the title of WBK (Corruption Free Region) and WBBM (Clean and Serving Bureaucratic Region)?
- b. What are the supporting and inhibiting factors in the implementation process of cyber public relations to maintain the image of the institution with the predicate WBK (Corruption Free Region) and WBBM (Clean and Serving Bureaucratic Region)?

C. Research Objectives

From the formulation of the problem it can be concluded that the objectives of this study are:

- a. Knowing the implementation of *cyber public relations* carried out in maintaining the image of the Ministry of Religion of Yogyakarta City with the WBK WBBM predicate.
- b. Knowing the supporting and inhibiting factors in the implementation process of cyberpublic relations to maintain the image of the institution with the predicate WBK (Corruption Free Region) and WBBM (Clean and Serving Bureaucratic Region).

D. Research Benefits

1. Theoretical Benefits

Theoretically, the results of this study are expected to provide factual information for the development of communication science, especially in the field of public relations for organizations, institutions, and companies by understanding effective strategies for utilizing online media that can increase positive perceptions from the public.

2. Practical Benefits

The practical benefits of this research are to provide guidance to public relations practitioners in institutions and agencies to understand how to utilize cyber public relations activities to improve the image of institutions and agencies and can help the public to understand how institutions communicate and interact with the public through the media.