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PROFESSIONAL GOVERNMENT PUBLIC RELATIONS IN INDONESIA: A REVIEW

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ABSTRACT

The Indonesian Government is currently emphasize civil servants for working fast and smart in conveying regulations to the public. At the end of 2015, Indonesian government through the Ministry of Communications and Informatics opened opportunities for the public to be Government Public Relations (GPR) Officers. A total of 100 vacancies opened to the public with certain requirements, through a selection process has resulted 49 people only. The reality of condition indicates that to be a professional GPR Officer in Indonesia is relatively open. There is a GPR career path for civil servants, namely Functional of GPR (FGPR). Currently, they are 994 personnel of FGPR from the various ministries, institutions, and local government institutions. The purpose of this paper wrote was to review the current condition of GPR Indonesia and its development through personnel and groups. This study used methodologies of observation and interviews. This paper is aim to exploring ideas about excellent PR (Grunig, 1992) in condition of Professional GPR Indonesia. The results of this study show that to be professional, GPR Indonesia must be symmetrical in networking, idealistic or critical as part of individual competence, and managerial performance. In addition, Professional GPR Indonesia are also supported by regulatory and policy.

Keywords: Government Public Relations, Professional.

Introduction

Governance in developing countries, one of which Indonesia, is facing a huge of communication challenge. Especially in the era of Joko Widodo - Jusuf Kalla (Jokowi-JK) now, civil servants required to show high performance. President Jokowi is Indonesian President who is very concerned with the integration of information. In this era, Government Agencies Indonesia through the Ministry of Communication and Informatics are encouraged to support the Single Narrative Program, by disseminating government messages to the public through official websites of ministries/government agencies.

Single Narrative is the formulation of key messages about issues in which became common concern, is intended as a reference in equalize the understanding of stakeholders to communicate to the public. Single narrative formulated together by Ministry of Communication and Informatics with office of presidential staff and communication team of president to then be distributed by the Ministry/Agency/Local Government to the public. That statement was mentioned by Djoko Agung Harijadi, Action Head of General Director of Information and Public Communication, Ministry of Communication and Informatics on Bakohumas Thematic Forum, in Jakarta (August 25th, 2015)

It is done as an effort to recover the government's positive image in the public eye. President Jokowi wants the public to know what are ministries and agencies done, more quickly and more widely, so as to create a positive perception and public optimism on government performance. According to Lecturer in Public Relations Program and also Chair of The Communication Magister Program, Padjadjaran University, Suwandi Sumartias in Seminar Revitalization Government Public Relations (Bandung, October 5th, 2015), he said, 'Blusukan' style of Jokowi has raised the reputation of his institution and also as a challenge for government public relations to work quickly, precisely and accurately fit demands and dynamics of fast-paced changes as well.

In relation to that, it is natural if government agencies in desperate need of a reliable Public Relations (PR) practitioners. To that end, PRO in the Government needs to be proactive in upgrading their knowledge and skills.

Problems that occur in GPR in Indonesia covers three major things, which is faced with the phenomenon of public relations image of an institution that is relatively poor, unsatisfied service information, and the amount of capacity competence and performance of the government public relations is relatively limited. (Preparing of Professionals FGPR to Support Communication of Government, Tulus Subardjono, Director of Public Communications Ministry of Communication and Informatics, Bandung, November 24th, 2014). In his presentation also mentioned that the government public relations problems