

ONLINE MEDIA AS A MEDIA RELATIONS BUPATI JEMBER

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Abstract

The development of communication technology today, allows online media to grow rapidly. Even the position of the Internet-based media, was able to replace the mass media (print and electronic) in carrying out the function of disseminating information in the community. This qualitative method of research, aims to determine the preaching of a number of online media that tends to "monitor" the performance of the Bupati Dr. Faida, MMR., and various development successes in Jember Regency. The face and layout of the media, as if changed function to become media relations and role as it replaces the function of public relations (PR) of the District government. Researchers found *benang-merah*, apparently the news model, as part of the Synergy and cooperation (MoU) that was established public relation of Jember regency with about 40-an online media – local and regional. As a result, various activities undertaken by the Jember Regency, especially the Bupati Dr. Faida, were uniformly recorded in almost all online media, with almost identical editors and images.

Keywords: online media, media relations Jember Regent

I. Introduction

The presence of online media along with the development of communication technology and information today, is able to change the communication pattern in the community. Online media as well as social media, not merely as an entertainment medium. But the role is now, capable of replacing mainstream media functions, in disseminating information to the community.

No wonder, if many public officials are utilizing the presence of online media as well as social media, to improve branding himself, in building imagery, for political purposes and interests. The success of public officials in achieving community support, has been widely proven, both in the process of elections, Pileg, even Pilpres because of the role of online media.

Media that appears in the millennial era not only as a means of politic messages, but more than that, the media is also able to form public opinion that changes stakeholder policy in a very fast time. Besides, online media and social media, also able to form communities that give birth to political support to certain candidates.

Vedel (2003) in his article titled "Political Communication in the Age of the Internet," states that information and communication technology (ICT) has established a new way of individual interaction, which is capable of producing a qualitative impact of Political activity. Political actors feel a deeper engagement because of the contribution of the Internet-based communication technology, at least in two respects: the audience will give more impact than the traditional communication, as well as provide Wide influence on its supporting environment.

Therefore, the presence of online media as well as social media, has been giving new colors in the realm of communication. The function of the Internet-based media, allowing many people from other parts of the Earth to pay attention simultaneously at almost the same time. It is only natural that news that is on the online media or other social media, often becomes viral. This is what causes many parties, but public officials become addicted to the online media as well as social media.

As a medium of contemporary communication, online media as well as social media, today has a strong influence on public opinion and community usage, related to emerging issues. (Ardianto, 2011). In addition to the power of mass communication and social power, online media is also regarded as an effective tool in the form of publicity and imaging of individuals and institutions.

Not a few people are suddenly famous, after appearing in the online media. Similarly to political officials, its popularity will skyrocket when it is able to present and create a "sweet" impression through the online media or the sosmed.

The role of this strategy online media, also utilized by Dr. Faida, MMR., to carry out its functions as regent of Jember. To start the performance and seek the support of the community in carrying out any program of government work that is in control.

II. Online Media as Media Realetion

From the specific communication and PR of the message management to the audience, it is the main function and task of communication practitioners, especially the PR institution. Local Government (district/city) entrusted the task of PR in public

relations (PR) of District/city government. PR message is a measurable, clear and purposeful message to change the perception and behavior of audiences, stakeholders, primary organizations.

Messages are organized and managed in such a way for organizational purposes. This means that organizational performance, particularly the performance of communication practitioners, is relevant to the extent that communication messages are effectively and efficiently at certain audiences levels. So the communication message manager to the external audience is very important and must be understood by the communication practitioners.

For the government organization, the message is the whole program of work and government activities that are wikili by the regent figure, to the community. It is intended as a socialization and hopes to gain appreciation, acceptance, and hope for support that gives birth to the participation of the community.

Public relations Government, is essentially not political. This PR institution is set up to publish or promote government policies, provide regular information about policies, rules and regulations, and everything else Influence on people's lives. Internal public relations duties should provide input and advice for government officials about any necessary information and reactions or possible public reaction to the policy that will and has been decided by the government. (Ardianto, 2008)

Nowadays, there are many media that can be used by government public relations to convey the message to the community. In this era of multiplatform media, almost all institutions, both government and private institutions, have been utilizing internet-based media, either in the form of websites or online media, as well as Twitter, Facebook, Instagram, WatsApp, Youtube and others. Jember Regency So far, has already published and managed online media in the form of official website of the government managed by the public relations. Besides the various social media, either using a public relations account, as well as a personal account of the Bupati Dr. Faida, MMR, although managed by the official team.

Not enough by publishing and managing the account itself, the regent of Jember through his public, also considers it necessary to obtain full news support from other media, even with the same media base. It is of course to increase effectiveness and efficiency, as well as the affordability of information to all citizens.

Given, the tendency of society to open and read the government's official media, his trend continues to decline. This is because the level of public confidence in news broadcast through the government's official media continues to decline, except the leader figure who is in power is truly a person who is liked by the people.

One of the strategies taken by public relation of Jember regency to communicate the activities of government and also support all activities of the regent, no other than collaborate and cooperate with the media. Regent through public relations Pemkab, utilizing the existing online media as a media relations regent with its people.

In this case, the regent of Jember has established a cooperation with various media. Print media For example, cooperation is done with daily Radar Jember, and other local print media. In collaboration with online media, conducted with more than 40 media, both published locally, regional, and national.

III. Method

Focus on research this time, in the effort to use online media published in Jember, as well as media that is published in the regional and national circle that has established cooperation with the Regent of Jember. This study uses a qualitative descriptive approach. This is done to know the role of online media in assisting the publication of activities and programs of work of the District government, especially the regent of Jember, Dr. Faida, through news posts in various media.

The data collection process is done by a semi-structured interview method. The selection of the informant in this interview activity is done purposive sampling, by visiting several online media editors who always preach the activities of the regent of Jember, in accordance with the agreed contract of employment.

From the interview, it is revealed that most of the online media that impressed to be the public relation of the district government, turned out to be the realization of the pattern of cooperation that they have built over the past year. However, no other online media are willing to cooperate. There were some media that remained firmly maintaining its independence and refused to sign the MoU. Some of the media are not many of these, boldly criticizing government policies and regents, based on data, facts, and newsworthiness.

IV. Research and discussion results

Public relations of Jember Regency has been using open system concept This open system Model focuses on an organizational and environmental condition, in order to manage communication strategically. Remember, the organization at all times is always growing, along with the change and development of society. Many factors influence the changing attitudes of society. For example, in relation to regulation, policy change, government political development, change of tastes of people, and others that must be immediately addressed by the Government.

Therefore, the public relations task of the Regency/city, at this time does not grow lighter. Public relations officials should be able to map the situation and conditions, taking a quick and precise policy step. This kind of condition will affect the organization's path. And if not immediately addressed, do not close the likelihood will have an impact on the decline of public confidence in the leader. Then it takes a comprehensive understanding of the open system model by all public relations executor.

On the other hand, public relations should support its strategic communication. Ideally, PR can organize the communication to internal and external stakeholder, integrated and integrated. The combination of the two Stakeholder management, must also be balanced by the ability to integrate elements in the organization, related units, in order to happen a unified communication. It is like Caywood (1997), that public relations is an integrative communication effort in supporting organizational performance.

Riel and Fomburn (2007) also asserted that in the face of external developments affecting the operational process, the Organization has had awareness to confront fragmentation and reduce the volume of inconsistent communication that should They face.

Thus, each part of the Organization must improve coordination among the many different specialties. It generally requires integrated communication, which is a systemic process that builds a thorough communication and coordination system in an organization. In this case, many local governments eventually imposed a one-stop communication system or one door, namely through direct Bupati, or at least through the public relations district. So the information is published to the community, be the same and uniform. And most importantly does not lead to contradictions that cause counterproductive, for government policy.

In the open system model, it puts the communication message manager to the needs of the environment, according to the principle of adaptation and justification. Messages are managed according to the needs of the audience, both in terms of regulation, service, general information, organizational performance, human resources, etc.

The mapping and effectiveness of communication messages can be examined based on concept 7 Cs PR.

1. Aspects of Credibility, namely the aspect of belief, which must be built communicators, in this case the Regent is represented PR with a community audience (communicable).
2. The aspect of Conte, the process of adjustment between the atmosphere of communicators and communfishes, there are linking and intertwined.
3. Aspects of Content, communicators package in such a way the message content, so that it is in the form. And between the two parties bias salaing to the.
4. Clarity aspect, which is the clarity of the message to be delivered, to arise understanding together.
5. Aspects of Continuity and Consistency, the process of delivering persistent or ongoing messages, and messages delivered are not conflicting. Not until the contention appears and others.
6. Aspects of Capability of the audience, that is, communicator should examine the ability/reason of the audience, so that the process of receiving messages can be effective and do not elicit a mistake.
7. Channels of distributions aspects, namely by using common communication tools, namely mass media, print, electronic, and media online even social media.

V. MoU with Online Media

The research was conducted by interviewing a number of online media managers in Jember, both of which have partnered with the Bupati of Jember, as well as online media that chooses not to cooperate. From the interview, it is revealed that the MoU between Jember Regency and some online media has been running for the past year.

Around 40 online media, whether published from Jember, as well as published from Surabaya and even Jakarta, has established a contract of cooperation with the Regent of Jember, in this case represented public relations of the District government. Of the over 40 online media that signed a counter to the cooperation, grouped in three groups, with three MoU.

As Ali Machrus explained from **jatimtimes.com**, one of the online media that published in Surabaya, any media that can remember the cooperation contract with the Government of Jember Regency, fully dependent on the results of the assessment of Jember regent, Dr. Faida, MMR. "That is, if Bu Faida judge a media worthy of being tied to the MoU, then the media can join. If judged unworthy, yes can not, because the authority is completely in the hands of the regent," he said.

Indra G.M., owner lontarnews.com, added that from the many online media that operate, not all can establish cooperation with the Government of Jember regency. According to him, cooperation with the Government of Jember Regency, entirely on the basis of assessment of Regent Faida. "We can only apply for cooperation, but the regent who is a member of Judgment, received," said Indra.

Further Indra, who was former editorial member of several print media in Jember, explained that the regent of Jember, has established MoU with more than 40 media. Most are online media. The nature of the cooperation is given the media opportunity to write news related to the policy and development in Jember. Actually, the media was given the freedom to preach anything, including criticism and input though, the origin of a confirmation from the regent.

But according to Indra, practice, media that has MoU with the regent, broadcast just about every news that is broadcast by public relations of Jember District government. "Most friends live in the show, do not rework the information that is sent public relations, so that the sense of uniform, hollow in all media that cooperating," he continued.

The same thing also delivered Gangsar Widodo, the media leader of the **SOROT Group** in Jember. According to Gangsar, basically the cooperation that was established by the regent of Jember with the media, is win win solutions. That is, both sides actually benefited each other. "The regent was benefited because his activities were well publicize. In contrast, the media also benefited, because it gets accurate and actual information about the activities of the regent and the district government. Plus, the media got income from the value of cooperation, which paid regent each month, equivalent to advertising costs," he added.

Both Ali and Indra, actually claimed to be not very comfortable with the MoU program between the media with the regent of Jember. Given, there are also many skewed highlights addressed to them, associated with this MoU program. The Sosoratan concerns the criminality and independence of the media. However, he admitted, the spotlight is more due to the many less professional journalists, especially the media incorporated in this cooperation.

"It is more concerned with the quality of human resources. If only the journalists who belong to this group of cooperation want to try to develop the writing in the media, and not to contain any release received from the Regent through government public relations, but they are rewritten and developed With the media style of each, then the uniformity of news and photos in various media, as of now, will not happen," said Indra, who also justified Ali.

Meanwhile, Miftahul Rakhman, which is commonly called Memet, the manager of **jempolindo.id**, claimed that the media did not join the group that established the MoU with the regent. According to him, the media can be free of expression and writing

anything, including criticizing the policy of the regent of Jember, without a sense of the pact. "Frankly I have no psychological burden to write anything. Unlike with friends who are tied to cooperation, they are always monitored and assessed every news published," he asserted.

Ali Machrus admitted, the Regent of Jember, Dr. Faida, did not hesitate to break the contract of cooperation, media that is caught preaching information that is precisely disturbing the people of Jember, let alone news that criticize the Regent's policy, but the criticism is judged not Really. According to him, the regent has provided data and information that journalists need through the PR section. "But if there are members of the MoU group that actually preach the opposite and not according to the fact, the regent, firmly did not renew the cooperation contract with the media," he explained.





VI. Conclusion

The pattern of the preaching cooperation between the Regent with online media, is indeed a strategic step and enough to help socialization of the activities of the regent and District governments, to be quickly known to the community. The pattern of cooperation with the foundation of Win win solutions, certainly will bring benefits for both parties.

But in this era of the 4.0 industry revolution, audiences can access the information needed through various media platforms. In addition to online media, the public also noticed a lot of information on every development that happened through social media. If every day, they are crowded with uniform information in most of the online media that is published in Jember, bias so they will be saturated, and precisely step district government will cause counter productive, because the community will be reluctant to believe On news settings. They will actually be more confident in the news or information spread through social media, because it is considered more real.

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