

# THE UTILIZATION OF CYBER PR IN MUSRENBANG CAMPAIGN (CASE STUDIES IN THE CITY DEVELOPMENT PLANNING AGENCY OF SOUTH TANGERANG)

**Tria Patrianti & Amin Shabana**

*University of Muhammadiyah Jakarta, Indonesia*

tria.patrianti@umj.ac.id: amin@ladangmedia.org

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## Abstract

*Since the launch of decentralization, the principal instrument introduced by the Government of Indonesia for public consultation is the Musrenbang (Musyawarah Rencana Pembangunan) or Multi Stakeholder Consultation Forum for Development Planning. In support of this participatory Musrenbang process, a number of regional governments including South Tangerang, have tried to increase participation by developing system, to legislate transparency in budgeting and deepen the consultative approach down to the community level. The said system is electronic Musrenbang (e-Musrenbang) coordinated by Bappeda (City Development Planning Agency) together with district level (Kecamatan). This research aimed to seek how the utilization of Cyber PR in Musrenbang by City Development Planning Agency of South Tangerang (Bappeda). Using qualitative data and case study method, the research conducted through in-depth interviews and FGD with bureaucrats in Bappeda, sub-district, village, and neighbourhood. The findings in this study are; a) the utilization of Cyber PR in Bappeda of South Tangerang has been supported by Communication Informatics and PR agency of South Tangerang (Diskominfo Tangsel) as e-Musrenbang leading sector, b) The order of e-Musrenbang system is started by proposal submission from the Head of Neighbourhood Association (Ketua RT) to the Head of Citizenship Association (Ketua RW). The latter then inputs the proposals to the village/sub-district and district levels, then submitted to Bappeda for selection, c) Bappeda executes the proposals once a year, in February / March; d) e-Musrenbang as one of Cyber PR concepts conducting in Bappeda has not been fully campaigned for its stakeholders.*

**Keywords:** *Cyber PR, Campaign, e-Musrenbang, Bappeda*

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## INTRODUCTION

The adoption of multimedia communication hasn't been followed by a decent *Cyber PR* program. One of the rules that boost the use of Cyber PR is supported by the release of Government law, President Instruction/ Inpres No.9 2015 regarding Public Communication Management stating that government must perform e-government program for conducting public service. Tangerang Selatan is one of city governments that has conducted the said program through *Cyber PR* platform. The mayor Airin Rachi Diani had visioned Tangerang Selatan as e-City through information-technology adopted in many sectors, which had been one implemented in Musrenbang (Musyawarah Rencana Pembangunan) or Multi Stakeholder Consultation Forum for Development Planning under City Development Planning Agency of South Tangerang (Bappeda) since 2015.

The implementation of e-Musrenbang is expected to facilitate the residents of Tangerang Selatan in exploring Government program priorities. They are able to input the proposal of development plans online in each districts. The aspirations of residents in each districts could encourage the realization of Good Corporate Governance in the City of Tangerang Selatan. This takes a hard work for Bappeda Tangerang Selatan to campaign e-Musrenbang to its seven districts. E-Musrenbang is hardly implemented if it is not carried with proper Cyber PR program. The city government has been having a hard work to implement the campaign of e-Musrenbang since there is a

limited utilization of information technology. This research attempts to seek how the city campaigns e-Musrenbang.

## Literature Review

### **Cyber Public Relations**

*Cyber Public Relations* (Cyber-PR) is a public relations activity through electronic communication in developing two-ways relationship and maintain understanding, creates image, and trust. This activity is conducted through one to one- interactive communication. *Cyberspace* is a conceptual electronic space unbounded by distance or other physical limitations. The principle of Cyber PR is related to building relationship that have or are likely to be created with internet constituents identified by seeking, evaluating, and informing knowledge or news. A public relations practitioner must listen to public opinion, interprets any tendency of failures in communication, evaluate, and taking into consideration to change attitude and the approach of wisdom phase. (Amar Sutedja, 2013). Excellent communication and public relations are those that serve to facilitate the relationship between an organization and its strategic public. The internet can play a significant role to this type of public relations but the industry slow to enhance it to that end. (S.Holtz, 2002).

In government sector, the internet has been a strategic aim o develop a trust relationship with the public,. In addition, government should concentrate on how the delivery of their services online could well be informed to build public participation. Onggo (2004) stated that there are six potential activities through Cyber PR as follows:

**1) Constant Communication;** Internet is a large communication network and the users are in constant contact through it, **2) Prompt Responses;** Internet facilitates public relations practitioners to respond promptly for customer queries and issue management, **3) Global Market;** With cyber public relations audiences are self-selected by personal interest and no longer geographical, **4) Interactive;** Internet is a global information infrastructure with the use of interactive multimedia. Feedback is easily received through social media used by PR for information gathering, hence the knowledge and public understanding will be developed, **5) Two – ways communication;** Two-ways communication are built between organization and its constituencies. Cyber PR helps to maintain the relationship stronger and beneficial, which can not be done through offline media, and **6) Sufficient;** Cyber PR helps the organization to cut budget for printing as for the printed media.

### **Transparency of Public Information**

The Indonesian government has pursued to established freedom of information for their people in order to enhance good governance in public sector by implementing the Transparency of Public Information Law (UU KIP) No.14 Year 2008. In accordance to Public Relations Government, Transparency of Public Information (Keterbukaan Informasi Publik / KIP) have guided the direction and any government purposes for their public relations activities. The activities to communicate government program and policies are among strategic function of government public relations to disseminate data and information directly or through mass media. The Transparency of Public Information Law is the corridor for any public relations government activities in order to create public understanding and participation.

### **Good Governance**

*Good in good governance* has two definitions, first: the value to uphold the will of the people and to enhance the ability of the citizens in national achievement; independence. Second, functional aspect of government is to have the implementation of an effective and efficient in the implementation of the government duty to reach its goal (Sedarmayanti, 2003:6).

There is a very considerable literature that discusses how, precisely, the concept of governance might be defined as emphasising the following:

- The processes by which governments are chosen, monitored, and changed.
- The systems of interaction between the administration, the legislature, and the

judiciary.

- The ability of government to create and to implement public policy.
- The mechanisms by which citizens and groups define their interests and interact with institutions of authority and with each other (www.adb.org)

### **Government Public Relations**

The existence of public relations in an institution / government agencies is mandatory by function and operational . Completeness is considered to be highly important because of philosophy the state of the people , by people for people as is intended in the form of the state of being adheres to a democratic system . In a system of democracy, public relations government serves people and they oversee every government activities vise versa. When it doesn't suit with their aspiration, they will easily make critics. Public Relations therefore manage information and public opinion under researched spent effectively for the purpose of decision-making and the determination of further program and policy. Public Relations Government classified according to Sam Black (Effendy, 1999:37) as state and local government.

Public Relations government delivers information on government program and policy or explains things connected with policy and certain acts and the activities in implementing duties and obligations of government. There are several programs to implement the main task of government public relations as follows;

1. Learning about public desires and aspirations
2. Adising public about what it should desires
3. Ensuring satisfactory contact between public and government official
4. Disseminating information of government agency has been done. (Ruslan, 1999:297)

According to Sam Black (Effendy, 1999:39) , the aims of local government public relations are:

1. *To key citizen informed of the council's policy and its day-by-day activities,*
2. *To give theme decisions are by the council*
3. *To enlighten citizen them of their right and responsibilities;*
4. *To promote a sense of civic pride*

Sam Black's relates to Widjaya (1993:126) that government public relations to be viewed from the following aspects:

1. In terms of both / political state, public relations are closely linked to a mechanism of democracy , the government is expected to explain any activities on behalf of public.
2. In a state of Pancasila democracy, government public relations must foster participation of people and educate them to create interest among government and community respectively.
3. In any form of the country/state, the relationship between the government and the community as citizens should be maintained in various ways (depends on the political system). Nowadays, the relationship between government and society stressed on political stability and public order.

The above description is clearer related to the following definition by Cutlip Center and Brown (1985:6) "*The management function that establish and maintain mutually beneficial relationship between the public and organization and how its success or failure depend*" Ruslan (1999:34) states that main functions of government public relations in Indonesia is to secure government policy, disseminate program and information, provide public services, being a communicator as well as mediator to accommodate the aspirations and to observe public desires and participation, and to create conducive climate for national development goals in short term and long term respectively.

Public relations are also obliged to participate in steadying government programs for the existing political system so that the said system develops better implementation support in the administration office at state, province, city and district.

## **Musrenbang (Musyawarah Rencana Pembangunan) of Multi Stakeholder Consultation Forum for Development Planning**

Musrenbang is a deliberative multi-stakeholder forum that identifies community development policies. It aims to be a process for negotiating, reconciling and harmonizing differences between government and nongovernment stakeholder and reaching collective consensus on development priorities and budgets.

The Government of Indonesia has passed legislation to encourage citizen participation in the formal planning and budgeting process. These include the following :

**Law No.32/2004 on Regional Governance** devolves authority in a number of sectors to regional governments and makes public participation to a primary means to address community welfare objectives. The law is meant to create a sense of public ownership in local governance; ensure greater transparency and accountability and put an emphasis on the public good by shaping community aspirations into tangible program and services.

**Law No. 25/2004** on National Development Planning institutionalizes the creation of multi stakeholder consultation forums (Musrenbang) at all levels of government over several time frames – long-term, medium-term and annual plans. It also emphasizes the need to synchronize all approaches - political, democratic, participatory; bureaucratic, technical, bottom-up and top-down – into regional planning.

**Joint Ministerial Decree 2006** on Musrenbang signed between the State Minister for National Development Planning/BAPPENAS and the Home Minister establishes space for public participation in planning and budgeting and regulates “entry points” into this process. It also provides guiding principles on how Musrenbang forums should be convened at different levels of government — the deliberative multi-stakeholder consultation forum at the Regional Working Unit (SKPD, currently known as OPD or Organisasi Perangkat Daerah) level, for example; and create other guidelines on what these forums should be expected to achieve.

**Joint Ministerial Decree 2007** sets new procedures, processes and mechanisms for conducting Musrenbang. Improvements over the 2006 decree include the incorporation of more refined principles of public participation such as inclusiveness, gender responsiveness, the need for the organization team to possess competency in participation skills, organization of working groups, framework for discussion and flexibility (negotiating adjustments).

In musrenbang activities, the city government must accommodate the program proposed by lowest level from neighbourhood district level .Various proposal can be obtained from the following sectors such as infrastructure improvement, health , education , environment security, social problems alleviation, and other programs in OPD.

## **RESEARCH METHOD**

The method of research is qualitative with case study approach. Data collection technique includes interview and observation. Bungin (2008) says that qualitative research attempts to review and explore the research topic in deep manner or in specific detail during which the author will act as the active learner who will tell the experienced phenomenon based on subject peadpet respective. Creswell states that characteristics of case study as follows: (1) identify “case” for a research that bounded by time and place; (3) Case study using various sources of information in our data gathering to give a detailed picture and in-depth response from an event and (4) researchers using case study will spend time in describing the context or a setting for a case ( stake , 1995 ) or considered it into a methodology.

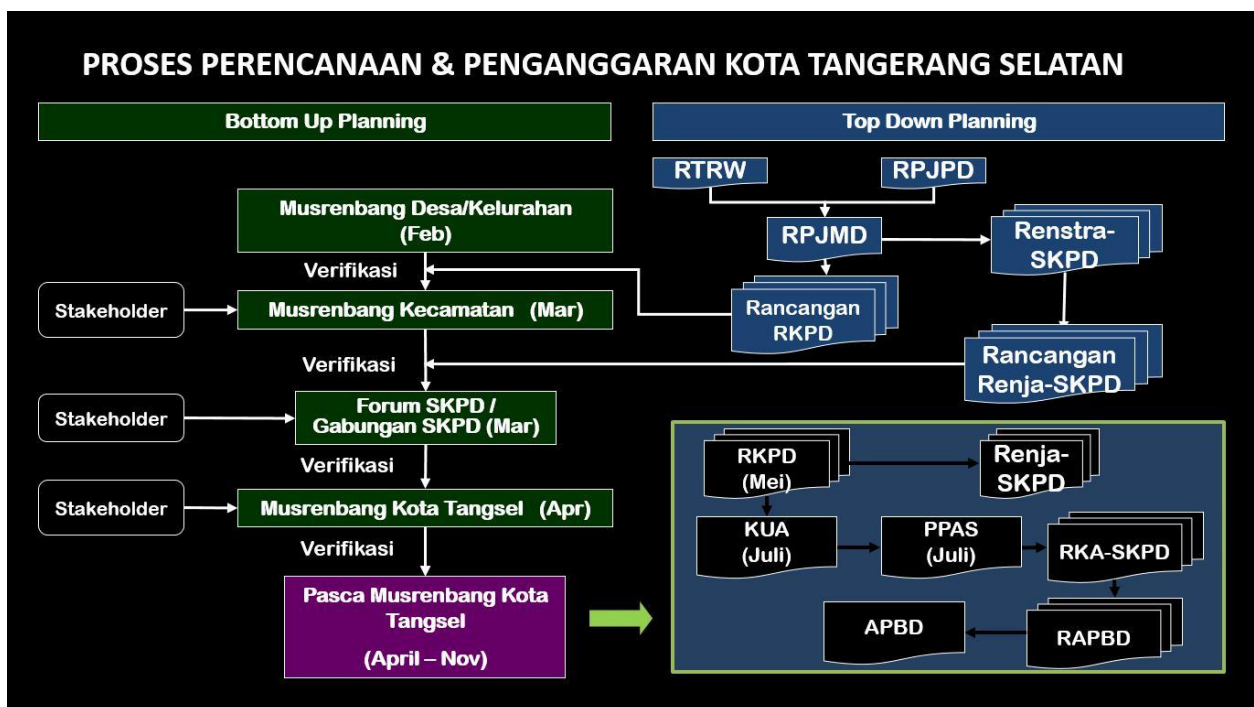
Interview is conducted with stakeholders and users who engage into Musrenbang activity. Stakeholders are those who involve within the development of e-Musrenbang activity . Users are technical implementers, either individual or team, which execute and perform the instruments of e-Musrenbang. Interview and FGD aimed to clarify and to confirm the works done by Bappeda of Tangerang Selatan. The research itself is conducted since April April 2017.

## DISCUSSION

Walikota Tangerang Selatan, Airin Rachmi Diany strive to establish the smart city with fully supported by high technology of ICT for the people. Therefore, the mayor has developed the ICT infrastructure as a requirement for the said smart city. Public service application can be accessed and free downloaded through adroid platform titled *Smart Tangsel* . It is currently used for submitting any comments or complaints related to public services.

### *Cyber PR in Musrenbang*

Based on the information delivered by the head of Local Developmet PlanningAgency (Bappeda) of South Tangerang on March 29, 2017, the following are the flow of its process and budgeting in South Tangerang;



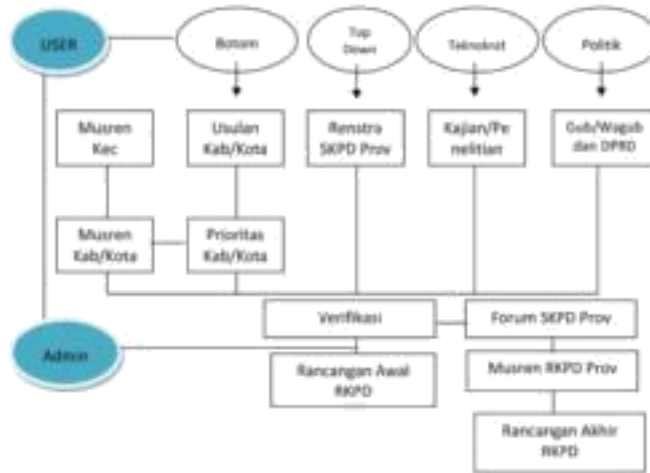
Musrenbang is ideally more meaningful and sustainable when technical organization office synchronize activities in the their working unit in accordance with the needs of the people , so that the benefit in each unit will budget to be maximum for public interest .Some specialists say that if a planning had already been prepared by with neat, it is believed that the government administration system will last well in conformity with expectation communities and the vision and mission of the regional government . ( <http://perencanaan.web.id/e-musrenbang/> ) ~

The implementation scope of Government Information System in *E-MUSRENBANG* (Musyawarah Perencanaan Pembangunan or Multi Stakeholder Consultation Forum for Development Planning) as follow in chart below:

13. Matriks usulan yang tidak lolos verifikasi hasil Musrenbang Provinsi  
 14. Rekapitulasi usulan yang tidak lolos verifikasi hasil Musrenbang Provinsi

**F. RUANG LINGKUP/DESAIN APLIKASI**

Adapun yang menjadi ruang lingkup atau batasan penyusunan dan implementasi Sistem Informasi E-MUSRENBANG (Musyawarah Perencanaan Pembangunan) sebagaimana tertera dalam flow chart dibawah ini:



**G. KONSEP DASAR SISTEM INFORMASI YANG DIBUTUHKAN**

Information system as e-musrenbang basic concept is related to the process of electronic city administration. The presence of the e-Musrenbang document will enable residents to check whether their recommendations were incorporated. It is said that access to the e-Musrenbang documents in Tangerang Selatan has opened to the public. The e-Musrenbang system would limit those with the authority to make changes on the page to a select number of officials. There will be an ease for government official to track what has been inputted in the system.

The implementation of e-musrenbang is as shown below :



From the year 2009 – 2016, there are no limitation proposals for Musrenbang activities related to its scope of financing. However, the proposals will be verified by technical unit offices. Number of proposals differ with society needs with the following criteria:

- a) Number of population, total area

b) The size of land and building taxes realization and number of poor households

Therefore, the size of proposal allocation in each district will be different. Research discussion is related to Onggo (2004) says that there are six potentials of Cyber-PR activities in Musrenbang campaign in Tangsel city with the following results:

### 1. Communication Constant

Feedback response from the informant related to communication constant as follows:

Section Head of Controlling & Evaluation Bappeda (Local Development Planning Agency) of Tangsel, **Irma**:

*E- Musrenbang or Electronic Musrenbang (Musyawarah Pembangunan) in Tangsel, started in 2015, in line with Information Management System, Planning, Budgeting, and Reporting (SIMRAL) in Tangsel. E- Musrenbang itself is an innovation from City Government of Tangsel to support transparency and accountability for development proposals. Data and proposed document inputted online. E-Musrenbang system in Tangsel is implemented and integrated, from Musrenbang in sub-district, district, SKPD forum, and musrenbang city level.*

**Syaifudin**, District Head of Ciputat Timur :

*Musrenbang is regularly implemented once a year, followed by its e-musrenbang. Implementation of Musrenbang is like multilevel system. We have discussion forum into areas of infrastructure, education, health, and the participants divided into four of group discussion.*

*Inputs from each group discussed and later submitted in SIMRAL. Simral in sub-district has two trained operators. Discussion results are gathered and inputted by Simral operator in sub-districts before verified by head of Sub-District (lurah). Lurah is called verificatory officer. Verification will be agreed or not. Each sub-districts has its own budget. Based on the verified proposals, sub-district make priorities with available budget for the community needs. Lurah takes part in the said role, which proposals should be executed.*

### Prompt Responses

In Musrenbang activity, the proposals from multi-stakeholder forum are inputted into SIMRAL (Sub-District, District, SKPD Forum, and City Musrenbang). The term e-Musrenbang is electronic system for Musrenbang to help stymie the inclusion of dubious or unnecessary budget allocations. It is a generic term for planning system online.

Tri Wahyudi, Secretary of Cireundeu Sub-District :

*It is accessed faster in sub-district. Unfortunately, SIMRAL doesn't work well. But it is faster accessed compared with previous system, manually. The minimum standard of the computer operator is to have knowledge on operating laptop. He / she doesn't have to be graduated from University.*

E-musrenbang has not been fully implemented. The fact, the Government of South Tangerang use manual system in socialization activities of Musrenbang. For instance, the mayor still released an invitation manually issued by Bappeda. In lower level is also manually responded.

### Pasar Global

The internet has served as a bridge to connect the world virtually. Internet ease public relations activities to communicate with global market. Relating to the musrenbang and its implementation at the local level, the achievement target is not in global market. It's more targeted to strengthening the system in every area. The government of Tangsel is to achieve Good Corporate Governance.

### Interaktif

Internet is very interactive. Feedback can easily received through social media used by Public Relations, hence the understanding is developed immediately. In terms of Musrenbang, the proposals

inputted in the system in sub-district is easily known by district or technical unit in the city of Tangsel Government.

### **Komunikasi Dua Arah**

Two-ways communication is built between organization with its public. Communication is further enhanced because both the sender and the receiver are active and involved in it. Through Cyber-PR, the organization can build strong and beneficial relationship as they listens to the feedback and then adjusts the message based upon it when appropriate. This step makes the communication between the organization and the public more authentic and powerful because it is built in two-ways. Prior to the establishment of the e-musrenbang socialization, community members assumed that it is only held formally where many community proposals had been rejected. Carried out its socialization of e-musrenbang, they have seen illustration of the proposals based on their needs submitted and inputted online.

### **Effective**

Through *Cyber-PR*, institution or organization can be in alleviating the cost since they have no more budget for printing.

## **CONCLUSION**

Based on research findings titled *The Utilization of Cyber-PR in e-musrenbang* is concluded as follows:

The implementation of Musrenbang in Tangsel has conducted through SIMRAL (Sistem Informasi Manajemen Perencanaan Penganggaran dan Pelaporan or Management Information System on Planning, Budgeting and Reporting / e-budgeting) and later known as e-Musrenbang. The system is started in 2015. *E-Musrenbang* is designed to support transparency and accountability in every development data proposals. They are inputted online.

1. The implementation of system can be made transparent based on predetermined procedures and objectives through various levels started from RW, Sub-district, district.
2. E-musrenbang flow begun with the submission of proposals by the head of neighbourhood association (ketua RT) to head of citizenship association (ketua RW), head of citizen association and later submitted the proposals to sub-district and district levels respectively. The proposals are selected by Bappeda
3. Community has been using manual system of the musrenbang proposal submitted. However, the facilities and infrastructure to run e-musrenbang have been provided in sub-district and district level. At the village level, there are only two officers given responsibilities to manage the socialization on the use of e-musrenbang
4. Socialization conducted by Bappeda Tangsel related to Cyber-PR concept are among the constant communication, two-ways communication, prompt response, interactive, and effective.

## **SUGGESTION**

Based on the results from the study and the outline that have been mentioned above, the suggestion for the socialization of e-musrenbang is as follows: Bappeda or the Development Planning Agency in South Tangerang City as a leading sector in the implementation of Musrenbang, should requires a communication strategy in building public trust and achieve public participation. As a form of online information service to its public, Bappeda should provide a better socialization to urge stakeholder starting from the community to mass media level. It is a part of the responsibility in transparency and accountability as it is stated in the Right to Information (RIT) Law Number 14/2008.



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