

ABSTRACT

This research was conducted with the title “Government Public Relations In The Dissemination Of Regional Development’s Information (Study In The Work Unit Of Planning And Control For Human Settlements Infrastructure Program South Sumatera Province – Directorate General Of Human Settlements Ministry Of Public Works And Housing Republic Of Indonesia)”.

The Work Unit Of Planning And Control For Human Settlements Infrastructure Program South Sumatera Province is a Non Certain Vertical Unit that operates under the supervision of Directorate General Of Human Settlements Ministry Of Public Works And Housing Republic Of Indonesia. The main task and function is to safeguarding the development planning process, to support the control of the implementation, and to monitor the sustainability by ensuring the the realization of the outcome or the optimum benefit for the community. The challenges faced in the effort to carry out the main task and function, among others are the organizational structure that is too slim and is led directly by the Head of the of the work unit, also about about the unavailability of sufficient working space and adequate supply of work equipments, and regarding the clarity of authority and access to data and information.

This research aimed to have a comprehensive understanding regarding the role of government public realtions in the dissemination of regional development’s information in an effort to reach the institution’s goal in terms of the development of government institutions’ positive image, that is also hoped to be able to support the performance of the implementation of government’s development program in an efficient and effective manner.

The method of the research is about gathering data that is based on various aspects, such as paradigm, approach, technique, and types of research. The collection of the data is carried out through literature review, media scrutiny, in-depth interview, direct observation on the field regarding the implementation of the main task and function, and also equipped with documentation.

Furthermore, the result of the research is outlined narratively, especially those related to the result of in-depth interview which was conducted with several informants coming from various government agencies and institutions related to the implementation of government public relations’ main task and function.

It is to be expected that in immediate future progress, government public relations in provincial scale is tobe structured under supervision of the Human Settlements Agency of South Sumatera Province with an independent organizational structure, that can guarantee the allocation of public relations funding related to working space ang supporting work equipments. Public relations work is also needed to be strengthened and empowered with professional human resources, not only having the basic skill of public relations in terms of public speaking for the dissemination of information, but also having the analytical skill to be able to work optimally in the effort to handling the compalints from the community and to answer to the negative issues/reporting. Another important part is about the needs to draw up the Public Relations Technical Guidelines that will explain in detail about the authority, and also about the efficient and effective access to data and information.