Cyber Public Relations Activities of Depok City Diskominfo in Building a Positive Image

Ghina Nur Afifah[a,1]*and Amellia Alfidhdhah Yanti[b,2]
[a,b] LSPR Communication & Business Institue Jakarta
Email: [1]20173030016@lspr.edu; [2]20173150005@lspr.edu
*corresponding author

ABSTRACT

With technological development, all government agencies are always required to strive to reach their citizens in the national and regional scope. Depok City Diskominfo is a regional government agency that has followed the development of the technological era by carrying out *cyber PR* activities. One of the goals is to build a positive image. However, this is inseparable from complaints from the Depok city residents as its stakeholders. This research was conducted to determine the cyber PR activity of Depok City Diskominfo in building a positive image. This research uses a descriptive qualitative method based on four characteristics of cyber. Data collection is done through interviews, literature studies, and documentation to gather information about these activities. The study results found that the *cyber PR* activities that the Depok City Diskominfo has carried out are continuously optimizing in carrying out its online media strategy. It is trying to interact with residents of Depok's city and build a positive image by providing precise and clear information. Some of the obstacles faced in implementing the Cyber Public Relations of Depok City Diskominfo lie in the lack of Human Resources in managing the website, lack of coordination, and technical problems. Some of the obstacles faced in the Cyber Public Relations activities of the Depok City Diskominfo lie in the lack of Human Resources in conducting evaluations and lack of coordination in selecting specific targets.

Keywords:
Cyber Public Relations
Depok City
Image

INTRODUCTION

Development of *Public Relations* Communications and Information Technology, both as applied science and a profession, cannot be separated from the development of communication and information technology, one of which is very visible is the emergence of the internet. The influence of the development of communication and information technology on public relations activities can be in the form of a tool *public relations* (PR *Tools)* or a new form of activity in *public relations,* which gave rise to the terms *cyber PR*, *net* PR, PR *on the net*, and e-PR (*electronic* PR) as a form of activity or field of study in *public relations* (Soemirat & Ardianto, 2017).

The Department of Communication and Information of the City of Depok is tasked with carrying out government affairs and co-administration tasks in managing public information and communication. The position of the Depok City Diskominfo itself has become the *Government Public Relations* Depok City. However, in it, there is a division of *Public Relations* and has won many achievements, especially having won achievements for three consecutive years from 2017- to 2019 and has carried out several Cyber Public Relations activities through the social media accounts of the Depok City Diskominfo, including having an, and not as an independent document. Please do not revise any of the current designations. Instagram account that has 2,095 followers, but is a little less active in uploading posts, account *social media* Facebook that posts the same news on average from account posts (Depok.go.id), Instagram and the Depok City Diskominfo website with fairly updated activities in publishing information to the public. Because of this, the Bukit

Tinggi Diskominfo, West Sumatra, assessed that the Depok City Diskominfo is an excellent example because it has a good *track record* in public information disclosure (Depok.go.id).

Mrs. Rita Nurlita proves an excellent track record as the Public Relations Officer of the Depok City Diskominfo, who won the Gold Winner Award for the best expert Public Relations Institution for the category of regional government in the 2019 Indonesian Public Relations Award. Indonesian Public Relations Award (AHI) is a competition for government public relations performance in ministries, institutions, local governments, State-Owned Enterprises (BUMN), and Regional-Owned Enterprises (BUMD) throughout Indonesia. Other achievements achieved by the Public Relations Office of the Diskominfo of the Depok City of Depok City, especially Mrs. Rita Nurlita, has won the State Civil Apparatus (ASN) with achievements at Depok City level, ASN achievers at the West Java Province in 2017, Recipients of the PR Indonesia Fellowship in 2018, and was chosen as a Metro Tempo Figure from Koran Tempo in 2018 (PRindonesia.co).

Mrs. Rita Nurlita proves an excellent track record as the Public Relations Officer of the Depok City Diskominfo, who won the Gold Winner Award for the best expert Public Relations Institution for the category of regional government in the 2019 Indonesian Public Relations Award. Indonesian Public Relations Award (AHI) is a competition for government public relations performance in ministries, institutions, local governments, State-Owned Enterprises (BUMN), and Regional-Owned Enterprises (BUMD) throughout Indonesia. Other achievements achieved by the Public Relations Office of the Diskominfo of the Depok City of Depok City, especially Mrs. Rita Nurlita has won the State Civil Apparatus (ASN) with achievements at Depok City level, ASN achievers at the West Java Province in 2017, Recipients of the PR Indonesia Fellowship in 2018, and was chosen as a Metro Tempo Figure from Koran Tempo in 2018 (PRIndonesia.co).

Therefore, Diskominfo Bukit Tinggi West Sumatra wants to learn how Depok City Diskominfo responds to community issues through social media by having 65.17 percent of internet user data in Depok City. This number, primarily accessed via *smartphones*, is 65.30 percent, and Depok is one of the cities with the highest internet users and has the potential to develop the digital economy (Depok Post, 2018).

The Functional Position of Public Relations Institutions (JFPH) is a functional position whose existence is regulated in Presidential Decree No. 87 of 1999. Public relations institutions as one of the available positions of civil servants who are given complete duties, responsibilities, authorities, and rights by authorized officials to carry out information and service activities in public relations, both national and regional/local scale information.

Based on ministerial regulations RB No. 6 of 2014, Public Relations Institutions are Civil Servants whose authorized officials give complete duties, responsibilities, authorities, and rights to carry out information service and public relations activities (Permenoan, 2014).

However, the duties of government and non-government public relations have differences in that the tasks of government public relations include studying the wishes and aspirations of the community, providing advice and suggestions on what the government should do regarding the public will, seeking harmonious relations between the community and the government and providing information regarding what which a government agency has pursued. Therefore, the pattern of communication or the approach it takes is different. It ultimately distinguishes the technical matters (job desk) carried out by government public relations from non-government public relations because non-government public relations refer to stakeholders and customer satisfaction (Iprahumas, 2020). Public Relations from the Department of Communication and Information of Depok City is one of the public relations regional-scale governments that excels and has been actively informing or socializing the Department of Communication and Information (Diskominfo).

Depok City has an audience internally and externally. Internally that is communication between superiors and subordinates of Diskominfo itself or other related regional apparatus. While externally, namely to the population of Depok City, according to the Central Statistics Agency of Depok City, amounted to reached 2,330,333 people spread over 11 sub-districts, 63 urban villages, 908 RW, and 5,223 RT, with an area of 200.29 kmDepok^{2}city" (BPS Depok City, 2019)

RESEARCH METHOD

The methodology used in this research is descriptive qualitative, a research step carried out naturally with actual conditions without any engineering. This research refers to case studies as a measuring tool by explaining the subject to be studied (Agustinova, 2015). So that in the process of working on this research, step by step will, be passed and can understand the activities and problems in Cyber Public Relations activities faced by the Depok City Diskominfo so that it can be found and analyzed more deeply through the data obtained directly. This study uses Miles and Huberman as a data analysis technique supported by data collection techniques in this writing, namely by interviewing resource persons who are sources of information with sufficient expertise and insight in a field related to the problem to be studied to collect data (Suyanto, 2005).

For this reason, the object of research to be studied are parties who understand and have credible information and are directly related to the development and efforts of the Depok City Communications and Information Technology Office in building a positive image. There were five resource persons in this study, namely Nasrudin, SH, as the Head of Information and Public Communication at the Depok City Diskominfo. Rieta Nurlita, M.Si, is the Public Relations Officer

of the Depok City Diskominfo Office who excels. Rizky Wisnoentoro, Ph.D., is an expert in Cyber Public Relations. Aribaah Maisie, S.M as Depok City Community, and Melanie Firdha, A.Md.AB as Depok City Community.

Furthermore, library, internet, and studies *company profile* as well as source triangulation as a technique of checking reliability to show that every research, especially this research, must be tested for the validity of the data, one of which is through the reliability check technique because this technique can produce results to test credibility which produces evidence that research can be declared valid (Joseph, 2014).

RESULTS AND DISCUSSION

The Depok City Communications and Informatics Service is one of the leading information gates for the Depok city government, which carries out *cyber PR* and is analyzed to build a positive image. This Cyber PR activity uses the concept of Holtz (2002) because online PR activities must be proficient in combining the characteristics of *cyber PR*.

The Strategic Depok City Diskominfo carries out stages in carrying out *cyber PR* activities, starting from designing information communications, conducting publicity by involving internal parties, using various online platforms, and not leaving conventional media.

As a government institution that oversees the city of Depok, the Depok City Diskominfo has the responsibility to provide complete information to the residents of Depok City; therefore, Diskominfo accepts criticism and suggestions from Depok City residents available in the suggestion box located in public facilities such as service offices. The public at the city hall or in the comments column of the Depok City Discominfo social media accounts can make the right communication strategy for further planning.

> *"We receive suggestions from the public, which we usually see from the suggestion box which is downstairs at the City Hall and in the comments column of the social media account, Diskominfo and further afield to build a positive image, because we can see how to convey a compelling message and later can choose the suitable online media (Nasrudin, Personal Communication, April 0,6 2021).*

The Depok City Diskominfo also has a YouTube account created by individuals from the Depok City Diskominfo ASN

> *"For example, I have one, and then there are some friends from other agencies as well, yes, and this is indeed the goal to expand the reach of that audience" (Rita Nurlita, Personal Communication, April 05, 2021).*

On his Youtube account, Depok City Diskominfo creates content like "Vlogger" to show what is new from Depok City. For example, making a Vlogg at the Depok City Square by explaining what facilities are in that place. Of course, this is useful to inform the residents of Depok that the city of Depok always provides innovations to facilitate its residents.

In addition, the Depok City Diskominfo uses social media such as Twitter, Facebook, and Instagram to share information such as the location of vaccines that are still available in Depok City. In addition, the innovations that Diskominfo has carried out, such as the DSW application, help make it easier for Depok City residents with various facilities—contained in the application. However, it continues to use conventional media such as running text, billboards, and banners.

> *"Outdoor media is like running text, as a pedestrian bridge, now that is all policy information, why is it all short? Of course, time on the road to read a page is not possible, right. It means using short, solid, and easy-to-understand letters. I see. When it arrives, people can see it, for example, when the vaccine reaches the public. Some billboards/banners are our means of conveying information on government policies (Nasrudin, Personal Communication, April 06, 2021.).*

Then the researchers triangulated with external parties, namely residents of Depok. According to Aribaah Maisie and Melanie Firdha. The information provided and designed by the Depok City Diskominfo is quite excellent.

> *"If you get to the information, it is easy, and usually what you are looking for is complete and clear, especially on social media, such as Instagram and Twitter" (Melanie Firdha, Personal Communication, April 21, 2021).*

Likewise, the statement from Aribaah Maisie, a resident of Depok City, said that the cyber activity of the PR Depok City Diskominfo in providing information was relatively easy.

> *"It is pretty easy to get information from Diskominfo in Depok, and I usually see this information on Facebook Depok City Diskominfo, but that is also rare because I sometimes get the information I want through accounts*

like @jktinfo because it is on my Instagram explorer or reposted from my friend's Instagram story," (Aribaah Maisie, Personal Communication, April 21, 2021).

The researcher continued triangulating sources with a PR expert, namely Mr. Rizky Wisnoentoro. The researcher asked what a good government PR strategy was to determine whether Diskominfo had done well in carrying out the strategy as a characteristic of its *cyber PR* activities.

"The most important thing in making a strategy is that we know what we are aiming for, have sufficient information and data, and know-how to achieve the goals (SMART Objective(s)), including by preparing the team and strengthening monitoring during execution. In cyber PR strategy, what must be anticipated is a different character from public interactions in face-to-face communication. So, it is important to pay special attention to strengthening reputation in cyberspace" (Rizky Wisnoentoro, Personal Communication, April 08, 2021).

The researcher sees that the strategy carried out by Depok City Diskominfo is excellent and able to meet the needs information of Depok City residents. Caption on his social media account. However, it is still challenging to get a loyal public because many accounts are faster in conveying information in the city of Depok.

The Integrated Depok City Diskominfo uses the internet to publish local government policies for the City of Depok. It is realized because of the official website Diskominfo.depok.go.id, Instagram accounts, Facebook, YouTube to the Depok city service application, namely DSW (Depok Single windows).

"Digital media such as websites, social media, websites and even public service applications called DSW (Depok Single Window)" (Nasrudin, Personal Communication, April 06, 2021).

Therefore, the Depok City Diskominfo hopes that the information to be published can reach the residents of Depok as a whole. The following is a statement from Mrs. Rita Nurlita, a public relations officer from the Depok City Diskominfo, who said that the Depok City Diskominfo could not completely abandon its conventional media

We already understand digitally well, but we cannot ignore people who still do not" (Rita Nurlita, Personal Communication, April 05, 2021).

However, with the internet, the city's Diskominfo admitted that it was more helpful in maximizing its Cyber PR activities because there were minimal obstacles in carrying out Cyber PR activities, so the Depok City Diskominfo was helped when carrying out the duties and functions of the Public Relations of the Depok City Government.

"In terms of social media, websites, there have been no obstacles, thank God, and so far, it is according to what we planned because we also have internal journalists and eight journalists. One journalist must have at least three news a day, meaning that there are three times eight there are 24 news stories in at least one day that are entered on the website berita.depok.go.id and the social media covers it," (Nasrudin, Personal Communication, April 06, 2021).

The statement from Mr. Rizky Wisnoentoro continued when we want to use the internet as a component of a more comprehensive communication plan. It would be better if the public relations of the national and local governments could understand the characteristics of the public to be addressed to maximize the use of media that the Depok City Diskominfo has selected as an activity. Cyber PR in building a positive image.

"It would be better if it was determined based on each character of the public being addressed" (Rizky Wisnnoentoro, Public Communication, April 22, 2021).

Judging from the statement above, if it is associated with the integrated stage, the Depok City Diskominfo can make *cyber PR* activities a means or component of extensive communication planning and using the internet and its facilities as a means of publication to services. It is realized by the existence of a website, Diskominfo social media accounts, to Depok Single Window (DSW) service applications as public services to maximize and utilize Cyber PR activities.

Targeted Diskominfo does not have and chooses a specific target, thus affecting the results of the strategy and integration that has been made as much as possible by the Depok City Discominfo.

> *"We do not close ourselves off because we want all of our information to be targeted at all ages and levels" (Nasrudin, Personal Communication, April 06, 2021).*

PR experts say that determining the specific target audience in Cyber PR activities is still essential even though it is essential because determining the target will affect the success of a program made. So that it can determine policy or a credible *cyber PR* activity because it can determine an action plan for each target until a *cyber PR* activity is formed that can reach a specific audience or target.

> *"That is for sure, and it is a fundamental thing to do. Public mapping, accompanied by mapping the target audience along with key message derivatives and action plans for each target, will be an important factor determining project execution success" (Rizky Wisnoenoto, Personal Communication, April 22, 2021).*

Then, the author continued his interview with Depok City residents as stakeholders from Depok City Diskominfo. Two Depok City residents also said that Diskominfo's PR cyber activities were less interesting to look for, so they, as Depok City residents, did not care about PR cyber activities. Melani Firdha said,

> *"In my opinion, social media should be intensified a bit because we as residents of Depok City are less interested in knowing what Diskominfo's PR cyber activities are even though there are many cyber PR activities. I do not have to visit if I do not need it, especially the DSW application" (Melanie Firdha, Personal Communication, April 21, 2021).*

Measurable Diskominfo does not measure failure or success in carrying out activities *cyber PR*, so it does not have factual data to maximize planning for activities *cyber PR* further, partly because it does not have a special team in determining measurable assessments of *cyber PR* activities.

> *"We have never done an evaluation, yes, it means that we specifically research our cyber PR activities, and this is one of the obstacles, so we do not know exactly how successful our activities cyber PR will be" (Rita Nurlita, Personal Communication, April 05, 2021).*

However, periodically the Province of West Java is calculated by referring to various assessments to find out how successful the Diskominfo in each district and city in West Java is in information disclosure activities with the public. In terms of the Provincial landscape, the city of Depok is in 10th place out of 24 cities and regencies. In West Java Province. In assessing the success rate of effectiveness in communicating and entering the "Informative Enough" category with a percentage value of 52.69%.

> *"So there is something called the Public Information Disclosure Index. So that is to measure the success rate of whether the city government is communicative or not and of course there are several indicators, there are periodicals, there are always, there are instantaneous, and we are still small with the others" (Rita Nurlita, Personal Communication, April 05, 2021).*

HASIL AKHIR PEMERINTAH DAERAH KABUPATEN KOTA JAWA BARAT

No	Badan Publik	Berkala 15%	LLIP 5%	PPID 5%	SLIP 20%	Setiap Saat 25%	Serta Merta 30%	Nilai
1	Kab. Bandung	92,63%	68,89%	100,00%	78,75%	83,75%	80,00%	84,03%
2	Kota Bekasi	76,84%	95,56%	100,00%	87,50%	61,25%	77,33%	77,32%
3	Kota Bandung	88,42%	68,00%	100,00%	72,50%	72,00%	68,00%	74,16%
4	Kota Bogor	67,37%	71,11%	93,33%	66,25%	50,00%	65,33%	63,62%
5	Kab. Bogor	61,05%	82,22%	100,00%	87,50%	30,00%	54,67%	59,67%
6	Kab. Majalengka	56,84%	62,22%	100,00%	83,75%	25,00%	57,33%	57,86%
7	Kab. Karawang	51,58%	86,67%	86,67%	62,50%	45,00%	57,33%	57,35%
8	Kota Tasikmalaya	74,74%	71,33%	93,33%	68,00%	20,00%	62,67%	56,36%
9	Kota Cimahi	67,37%	82,22%	90,00%	53,75%	20,00%	69,33%	55,57%
10	Kota Depok	67,37%	75,56%	71,33%	70,00%	21,75%	50,67%	52,69%
11	Kab. Ciamis	47,37%	20,00%	93,33%	57,50%	20,00%	70,67%	50,67%
12	Kota Cirebon	52,63%	62,22%	71,33%	52,50%	26,25%	59,67%	49,34%
13	Kab. Sukabumi	36,84%	20,00%	73,33%	27,50%	20,00%	61,33%	39,09%
14	Kab. Indramayu	47,37%	20,00%	56,67%	42,50%	20,00%	48,00%	38,04%
15	Kab. Subang	44,21%	80,00%	80,00%	36,25%	20,00%	37,33%	38,00%
16	Kab. Purwakarta	43,16%	20,00%	68,00%	32,50%	20,00%	65,33%	35,57%
17	Kab. Tasikmalaya	47,37%	37,78%	46,67%	22,50%	20,00%	48,00%	35,27%
18	Kab. Pangandaran	47,37%	20,00%	20,00%	20,00%	20,00%	50,67%	33,31%
19	Kab. Sumedang	48,00%	73,33%	80,00%	48,00%	20,00%	20,00%	32,67%
20	Kab. Bekasi	31,58%	73,33%	20,00%	20,00%	20,00%	45,33%	32,00%
21	Kab. Cirebon	43,16%	20,00%	20,00%	20,00%	20,00%	48,00%	31,87%
22	Kab. Cianjur	48,00%	20,00%	30,00%	36,25%	20,00%	20,00%	26,75%
23	Kab. Bandung Barat	48,00%	20,00%	20,00%	0,00%	0,00%	49,33%	22,90%
24	Kota Banjar	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
	Kota Sukabumi	68,42%	20,00%	66,67%	47,50%	20,00%	58,67%	46,70%

Data Terbesar	84,03%		0%-21,9%	Tidak Informatif
Data Terkecil	0,00%		22%-36,9%	Kurang Informatif
Median	44,21%		37%-52,9%	Cukup Informatif
Banyak kelas	5		53%-67,9%	Menuju Informatif
			68%-84%	Informatif

Source: Author 2021, from the Secretary of the Depok City DISKOMINFO office, 2021.

In Cyber PR, transparency is also something that must go well. Transparency consists of several types and activities. Diskominfo *cyber PR* falls into *controlled transparency,* namely, transparency that disseminates company information to the public via the internet, which is controlled, and *overt transparency.* The Depok City Diskominfo provides information about government institutions on its social media channels and consistently tries to provide information to the public and other stakeholders through social media or PR activities that Diskominfo has carried out. It can be seen from the performance of the Ministry of Communication and Information, which tries to carry out *cyber PR* activities following its primary duties and functions, namely serving public information and communication.

> *"Normally, we have worked hard following the main tasks and functions, such as how people get information" (Nasrudin, Personal Communication, 2021).*

*The*n the second element, namely Internet Porosity, can analyze the constraints of the Diskominfo of Depok PR cyber activity. Because Internet Porosity is a *cyber PR* activity when the company initiates interaction with external parties through cyberspace, it is threatened in that some information that should not be published can be leaked more easily. to the public because of its easy access. Porosity also refers to the part of information carried from internal to external companies or has been mistargeted by other audiences either intentionally or unintentionally. In this case, Diskominfo of Depok has never had a data leak, primarily carrying out *cyber PR* activities. It can be seen from the statement of Mrs. Rita Nurlita, who said,

> *"So far, our cyber PR activities have no major problems" (Rita Nurlita, Personal Communication, 2021).*

The third element is the internet as an agent in carrying out the message transformation process, where the message is passed from one person to another online, which then provides new context and understanding. Internet agency, which is when a message or story changes during the process through cyberspace, is a common phenomenon. The proof is that many blog posts reinterpret content from other sources, also known as human internet agencies. However, what happened by the Depok City Diskominfo refers more to public ignorance of the activities carried out. The message conveyed is also not optimally received by the target audience, so what happened to this element never happened to the Depok City Diskominfo. There are still many people in the city of Depok who do not know about the cyber activities of the public relations office of the Depok City Diskominfo

"I know about the social media of the Depok City Diskominfo, but I do not follow it very well" (Aribaah Maisie, Personal Communication, 2021).

Next is richness in content and reach. In *public relations*, there is a need in two areas to develop a richness of information wealth. First, in the creation of rich content. What is meant by rich content is the existence of various forms such as words, images, sounds, videos, diagrams, music, and others made available to the public and internet technology. The Depok City Diskominfo has undoubtedly carried out this kind of *cyber PR* activity. It is seen from the strategic viewpoint in Holtz's theory in which the Depok City Communication and Informatics PR cyber activity has used various platforms. This element can also be seen in the Depok City Diskominfo's achievements in carrying out its activities. Information-rich *cyber PR*. It can be seen in Rita Nurlita's statement,

"In terms of the reach of our YouTube, we have watched up to 4-5 thousand. There is even a vlog that we make millions have watched that" (Rita Nurlita, Personal Communication, 2021).

However, the weakness is that when the Diskominfo only assesses the viewers as a reference for the success of its *cyber PR* activities because in the second area, according to Philips and Young (2009), in carrying out *cyber PR* activities, there is the involvement of people who will add wealth through their online community, which will then affect the increase in richness and reach in a symbiotic process. It can be achieved in various ways, such as through blogs, forums, and the development of online sources that make content about the company transparently available.

The image built by government public relations is not formed simply. Because government public relations has a responsibility for public opinion and understanding of information published entirely but still under the needs of its audience, the image will present itself when the audience feels fulfilled and has the impression of reality from understanding the information (Suprawoto, 2018). The researcher also asked the image according to Mr. Nasrudin, the head of the communication and information division of the Depok City Diskominfo.

"That image has recently emerged. When the realization of the promise is fulfilled" (Nasrudin, Personal Communication, April 06, 2021).

Mrs. Rita Nurlita, as Public Relations of the Communication and Information Office of Depok City, also gave her opinion. Mrs. Rita Nurlita said that the positive image of the government would be built from the impression that arises from the public on the performance of the city and state government.

"That image is one of them that will emerge from the community when they get complete and fast information according to the most current conditions. Then they will see and judge the government's performance in their city, especially the image of the Diskominfo city of Depok because the image of the Diskominfo works to get a positive image of the city" (Rita Nurlita, Personal Communication, April 05, 2021).

With a statement related to image understanding from the Depok City Diskominfo, it is also essential to know the image built and desired by the Depok City Diskominfo. According to Soemirat & Ardianto (2017), the image desired by the company/institution is one type of image that is useful to be applied before the external public gets complete information. Mr. Nasrudin, as the head of the field of information and public communication, explained that the desired image is an image that appears naturally.

"The positive image that we want to continue to build is an image that does not represent an image, you understand. It means that the image has a negative impression, the impression is made up, even though we do not, the positive impression is that we build communication as it is" (Nasrudin, Personal Communication, April 06, 2021).

This explanation from Mr. Nasrudin is also supported by a statement from the Public Relations Office of the Depok City Diskominfo. Mrs. Rita Nurlita explained that if the desired image is a positive one,

"Our wish is to build a positive image and focus more on the public to get the best possible information, and by using this cyber media, we hope that the information will be conveyed more widely" (Rita Nurlita, Personal Communication, April 05, 2021).

According to Soemirat and Ardianto (2017), four components are necessary for image formation. The four components are perception, cognition, motivation, and attitude. Therefore, the researcher asked the Depok City Diskominfo what the activities carried out *cyber PR* carried out targeting the four components of the process of forming the image of Mrs. Rita Nurlita as Public Relations of Depok City Diskominfo stated

> *"The perception that is made is that the public can understand the information or policies published by the Depok City Diskominfo through activities f Cyber PR. Its cognition is with information shared by citizens can feel that the information is true and can educate them that way they have the motivation or desire to access our cyber PR activities regularly so that we have the attitude to help build a good and growing Depok city," (Rita Amalia, Personal Communication, April 05, 2021).*

From the statement regarding the image desired by the Depok City Diskominfo, the researchers continued their research regarding the Depok City Diskominfo image, but this time viewed from an external point of view, namely the people of Depok City who are active in social media. (Suprawoto, 2018) states that government public relations should provide information to citizens or the public. According to Prita Kemal Gani (Suprawoto, 2018), one of the targets of government public relations is the broader community as a public according to the authority and primary duties of the official function or regional office.

This issue regarding image from an external point of view is continued because, according to (Soemirat and Ardianto, 2017), research related to image can provide information to evaluate wisdom, correct misunderstandings, determine the attractiveness of public relations messages, and improve the image of public relations in the public's mind. Then this image can be built from four components: perception, cognition, motivation, and attitude. This perception was born from the results of public observations of environmental elements associated with a process of meaning, and the image can be built to be positive if the meaning process obtained by the public fulfills individual cognition. Cognition can be interpreted as an individual's confidence in the stimulus that can be supported by providing the public with sufficient information (Soemirat and Ardianto, 2017).

Providing information is the main task and function of the Depok City Diskominfo and has been carried out from the established Diskominfo, one of which is by using activities *cyber PR*. So the first public, Mrs. Aribaah Maisie, said that the image of Depok City Diskominfo was good enough for carrying out *cyber PR* activities.

> *"Hmm, it is good enough in my opinion, not bad but not very good either" (Aribaah Maisie, Personal Communication, April 21, 2021).*

This statement was also supported by the second Depok community, namely Mrs. Melanie Firdha, who stated that the image of Depok City Diskominfo was quite good, but there were still things that needed to be improved.

> *"Hmm, I think the image is good enough, but maybe some things can be improved again maybe," (Melanie Firdha, Personal Communication, April 21, 2021).*

The two statements above say that the image of Diskominfo is still "good enough," and from the statement above, the researcher can judge that the image of the Depok City Diskominfo is not so good among the people of the city of Depok. Therefore, the researcher continues

to ask them questions regarding the advantages and disadvantages of the Depok City Diskominfo in carrying out its Cyber PR activities to find out why the two residents of Depok city said that the image Diskominfo is still in the "enough" category. Ibu Aribaah Maisie said,

> *"The advantage is that maybe they have tried enough to provide information and have started to try using several platforms, but maybe the drawback is that they do not touch the community, meaning that they do not reach the whole community, so not everyone is aware and aware of the information and activities," (Aribaah Maisie, Personal Communication, April 21, 2021).*

The different thing with the response from Ms. Melanie Firdha here is why the activities of *cyber PR* Diskominfo are still in the category of "enough."

> *"I think maybe contents are less follow what was going on that day, so rich in less hmm should the news be immediately updated with Diskominfo, but this is a bit late" (Melanie Firdha, Public Communication, April 21, 2021).*

Then the researchers also asked to ensure whether the Depok City Diskominfo had fulfilled individual cognition and asked whether they, as residents of Depok City, had difficulties in reaching information through their activities *PR cyber* because, according to (Soemirat and Ardianto 2017), when the public has sufficient information, it will affect to his cognitive development. Mrs. Aribaah Maisie stated that there were no difficulties in obtaining information, but her personality was less active in seeing the activities of the *cyber* Public Relations Office of the Communications and Information Technology of Depok City.

"It is not difficult, but maybe it is from me that I do not follow it" (Aribaah Maisie, Personal Communication, April 21, 2021).

Likewise, the same statement from the second Depok resident, Mrs. Melanie Firdha, stated that she had no difficulty reaching the desired information.

"No, it is not too difficult" (Melanie Firdha, Personal Communication, April 21, 2021).

It shows that Aribaah Maisie and Melanie Firdha have entered the image formation at the perception and cognition stage. However, both have shortcomings at the motivation and attitude stage, as seen from Aribaah Maisie's statement that they do not participate in Cyber PR activities at the Communications and Information Technology of Depok City if Aribaah Maisie has no interest. Special and does not see the development of the information or facilities that the Depok City Diskominfo has made.

"I do not follow if I have no interest. For example, there is a need to make a SIM. Then I find out about their cyber PR activities, because there may be a new policy in making or extending a SIM, but I usually get what I am looking for right away" (Aribaah Maisie, Personal Communication, April 21, 2021).

However, according to Aribaah Maisie, conventional media also sometimes helps him attract his attention when there are new policies that facilitate him as a resident of Depok.

"But it can also be from print media, such as billboards because I do not follow them on social media, but it is like if I am on the road and keep looking at the boards, so I get the information, that is quite helpful," (Aribaah Maisie, Personal Communication, April 21, 2021).

Similarly, Melanie Firdha stated that she also did not know about the latest information and communication technology cyber activities such as the "DSW" application, a Depok city service assistance application.

"Hmm, I do not know about the DSW application" (Melanie Firdha, Personal Communication, April 21, 2021).

However, he is a little bit involved in the Cyber PR activities of the Depok City Diskominfo through social media accounts such as Twitter.

"I often pay attention to cyber PR activities at the Depok City Communications and Information Technology or other agencies, so they are more active" (Melanie Firdha, Personal Communication, April 21, 2021).

Judging from the statements above, starting from the shortcomings, advantages, and knowing or not knowing the Cyber PR activities of the Depok City Communications and Information Technology in-depth, the researchers asked the hope for the activities of the *Cyber* Public Relations Depok City Diskominfo. The following is Aribaah Maisie's hope,

"In my opinion, I hope that it can be much more comprehensive to the community, right there are some that are difficult to access, so if you can add a little more, the method can be somewhat comprehensive to the whole community," (Melanie Firdha, Personal Communication, April 21, 2021).

In contrast to Melanie Firdha's expectations, residents who access the Cyber PR activities of the Depok City Diskominfo.

"Maybe it can be more up to date. You can also take advantage of the existing platforms, and maybe be more active, so people can get the information they want to convey" (Aribaah Maisie, Personal Communication, April 21, 2021).

Statements from Aribaah Maisie and Melanie Firdha as residents of Depok have described the image formation process carried out by the Depok City Diskominfo. Namely, according to Soemirat and Ardianto (2017), there are four components in building a positive image, and the Depok City Diskominfo has not yet reached four components, namely perception, cognition, and motivation. Furthermore, attitudes and Depok City Diskominfo have only reached two components, namely the components of perception and cognition. Therefore, the image formation process built by the Depok City Diskominfo has not been achieved perfectly.

In this study, researchers found essential findings in carrying out the cyber activities of Public Relations Depok City Diskominfo standing as a government publicist. There are two responsibilities in which we as government publicists must be able to position ourselves as neutral public relations between the public and institutions and have a spirit of service, not public relations. To seek in the sense of seeking the benefits that can be obtained from each of its programs. The case is different if public relations is in a private company because, according to PR experts in this study, public relations in private companies will not be one hundred percent in favor of the public because private, public relations have a contractual bond with the company, so the understanding and understanding of the public and the company is not always balanced. Therefore, in this study, researchers wanted to know the positive image of Depok City Diskominfo. Although the goal of Depok City Diskominfo was to build a positive city image, researchers wanted to see the performance of Diskominfo in carrying out activities in *cyber public relations*.

The advantage of the strategy made by the Depok City Diskominfo is that it is always clear and follows the vision and mission of the Depok city government, and strives to carry out each of its activities to involve the people of the city of Depok and also always tries to the maximum so that the citizens of Depok city get the information they want. The Depok city Diskominfo still has not left its conventional media, and activities are proven when researchers triangulate sources with Depok city residents that they, as Depok city residents have no trouble finding the data they want. However, the weakness is that Depok City Communications and Information Technology does not want to make specific targets. According to Depok City Diskominfo, opening the target audience as broadly as possible will be much more effective in reaching the audience, one of which is Depok City residents. A special team in monitoring activities *cyber PR*so that it does not have an evaluation that is supported by credible searched data or with in-depth analysis.

Government public relations is a communication function that connects citizens' interactions with the government and with regulators and is an extension of government policy (Suprawoto, 2018). Therefore, government public relations must explain and, at the same time, receive input from any policies that will be, are currently, or have been made. The Depok City Diskominfo always strives to consciously carry out *cyber PR* activities to connect citizens' interactions with the government regarding government policy information to build a good image. Positive for Diskominfo to a positive image for Depok City.

CONCLUSION

Cyber PR activities at the Depok City Diskominfo carried out several stages of a good and structured strategy, such as designing information. Conducting publicity involving internal ASN, then using various online media and *cyber PR* activities carried out by Depok City Diskominfo Office, which was declared to have been realized because it was seen from the existence of publication facilities. Such as social media for the Depok City Diskominfo such as Facebook, Twitter, Instagram, YouTube, and the Depok City Diskominfo official website, namely diskominfo.depok.go.id to the service facilities created online by the Depok City Diskominfo, namely a service application called DSW (Depok Single Window). The application can be downloaded by the people of the city of Depok on the Play Store for *free*. However, the Depok City Diskominfo still does not leave its conventional media permanently.

Then the thing that the residents of Depok city feel is that they are quickly accessing the range of information made by the Depok City Diskominfo and admit that it has been able to fulfill the information they want to find. However, the drawback is that if the Depok City Diskominfo updates new information. Depok residents have a delay in knowing the information that has been made to the point that they feel that what is updated by the Diskominfo has an interest that the residents of the city of Depok must find out. Because the characteristics of carrying out *cyber PR* activities are not carried out optimally, Diskominfo does not choose a specific target audience, so it does not have careful planning that will be addressed by the target who has a significant influence on the information to be conveyed.

Diskominfo's *Cyber PR* activity in building a positive image also does not have measurable results in an assessment to maximize planning in carrying out different *cyber PR* activities. Even Depok City Diskominfo does not have a reference in analyzing its *cyber PR* activities to assess whether the activity can be declared a failure or a success. The Depok City Diskominfo did not have a special team to conduct *cyber PR* activities. So, this affects the process of forming a positive image built by the Depok City Diskominfo.

REFERENCES

[1] Agustinova, D.E (2015). Memahami Metode Penelitian Kualitatif. Candi Gerbang I , Yogyakarta, Calipus J. Clerk Maxwell, A Treatise on Electricity and Magnetism, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68-73.

[2] Berita Kominfo (2015). Peran Humas dalam Implementasi GPR. https://kominfo.go.id/index.php/content/detail/6134/Peran+Humas+da am+Implementasi+Goverment+Public+Relation/0/berita_satker

[3] Berita Kominfo (2016). Fungsi Humas Pemerintahan di Indonesia. https://www.kominfo.go.id/content/detail/7031/indonesiabutuh-12-ribu-pranata-humas/0/berita_satker

[4] BPS Kota Depok. (2019). Jumlah Penduduk dan Kecamatan dari Kota Depok. https://depokkota.bps.go.id/statictable/2019/10/18/56/jumlahpenduduk-menurut-kecamatan-dan-jenis-kelamin-jiwa-2018.html

[5] Butterick, Keith. (2012). Pengantar Public Relations Teori dan Praktik. Jakarta:PT RajaGrafindo Persada

[6] Cutlip, Scott M., Center, Allen H., dan Broom, Glen M. (2016). Effective Public Relations Edisi 9. Jakarta: Prenada Media Group.

[7] Depok Pos (2018). Pengguna Internet tinggi. Depok potensial kembangkan Ekonomi digital. https://www.depokpos.com/2018/05/pengguna-internet-tinggi-depok-potensial-kembangkan-ekonomi-digital/

[8] Diskominfo Kota Depok [@diskominfodepok]. (n.d). Posts [Instagram Profile] from https://instagram.com/diskominfodepok?utm_medium=copy_link

[9] Diskominfo Depok (n.d) in Facebook profile Dinas Komunikasi dan Informatika kota Depok. https://www.facebook.com/diskominfo.depok.7

[10] Diskominfo Kota Depok (2017). Bentuk Arti dan Lambang Kota Depok. https://kap.depok.go.id/beta/bentuk- arti-dan-lambang-kota-depok/

[11] Diskominfo Kota Depok (2018). Visi dan Misi Diskominfo Kota Depok. https://diskominfo.depok.go.id/profil-kota-depok/visi-misi

[12] Diskominfo Kota Depok (2019). Penghargaan Anugerah Piala Humas Jawa Barat 2019. https://diskominfo.depok.go.id/5690.html

[13] Diskominfo Kota Depok (2019). Peraih Penghargaan Anugerah Humas Indonesia 2019. https://diskominfo.depok.go.id/prahum-diskominfo-depok-raih-penghargaan-anugerah-humas-indonesia-2019.html

[14] Diskominfo Kota Depok (2019). Kehumasan Diskominfo Kota Depok menarik dipelajari oleh Diskominfo Bukittinggi. https://diskominfo.depok.go.id/tupoksi-kehumasan-diskominfo-depok-menarik-dipelajari-kota-bukittinggi.html

[15] Gabrina & Suharyanti (2014). Analisis Strategi CPR PT. Pertamina untuk Sosialisasi Penyesuaian Harga LPG 12 Kg. Vol.3. No.2. https://media.neliti.com/media/publications/244338-analisis-strategi-cyber-publicrelations-de4c0d67.pdf

[16] Hastuti & Susilowati (2020). CPR Diskominfo Kab. Klaten dalam Optimalisasi dalam layanan informasi publik. Vol 1. No. 1. https://ejournal.iainsukarta.ac.id/index.php/ajdc/article/view/2401/814

[17] Hidayat, 2014. Hidayat, D. (2014). Media Public Relations. Yogyakarta: Graha Ilmu Holtz, Shell (2002). Public Relations on The Net Winning Strategies to inform and influence the media, the investment community, the government, the public, and More!. New York: Amacom

[18] Indrawati, 2018. Metode Penelitian Kualitatif, Manejemen dan Bisnis Konvervensi Teknologi Informasi dan Komunikasi Bandung: PT Refika Aditama

[19] Iprahumas Indonesia (2020). Tugas Humas Pemerintah dan Non Pemerintah. https://iprahumas.id/pocontent/uploads/pdf/TheRealGPR11TulisanPranataHumasIndonesia.pdf

[20] Kemenpan RB (2011). Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi. https://peraturan.bpk.go.id/Home/Details/132871/permen-pan-rb-no-30-tahun-2011

[21] Kriyantono, Rachmat. (2012). Public Relations and Crisis Management (Pendekatan Crictal Public Relations Etnografi Kritis & Kualitatif). Jakarta: Kencana Prenada Media.

[22] Nasrullah, Rulli. (2014). Teori dan Riset Media Siber (Cybermedia). Jakarta: Kencana Prenadamedia Group.

[23] Onngo, Bob Julius. (2004). Cyber Public Relations. Jakarta: PT. Elex Media Komputindo.

[24] Permenpan Kominfo. (2014). Kewajiban Humas Pemerintahan. https://jdih.kominfo.go.id/produk_hukum/abstrak/39

[25] Philips, David & Philip Young. (2009). Online Public Relations A practical guide to developing an online strategy in the world of social media. London and Philadelphia.

[26] Purnama, Adnan & Pratesio (2016). Srategi CPR melaluo pengelolaan Website Pemerintah Diskominfo Kab. Subang. Vol.2, no 2. http://journal.uniga.ac.id/index/JK/article/view/599

[27] Purwaningwulan, Melly Maulin (n.d). Hubungan Penggunaan Internet sebagai media *Cyber PR* dengan tingkat kohesivitas karyawan. https://jurna;.unikom.ac.id/_s/data/jurnalv07-n0l/vol-71-artiker-4.pdf/pdf/vol-71-artikel-4.pdf

[28] PR Indonesia (2019). Humas Diskominfo kota Depok Prestasi dalam aparatur sipil negara program 2018-2019. https://www.prindonesia.co/detail/1329/Rita-Nurlita-PR-INDONESIA-Fellowship-program-2019-2019-Berkah-Menulis

[29] Pratiwi DA & Fitrani DR (2021). Government Public Relations pada Diskominfo Kota Depok dalam Pengelolaan Informasi dan Komunikasi Publik untuk mencapai Good Governance. https://ejournal.amikomputerpurwokerto.ac.id/index.php/AGUNA/article/view/1202/596

[30] Rahmawati, Aulia (2018). Penerapan Aspek Pengelolaan Website Sebagai Bentuk CPR pada Diskominfo Kab. Pasuruan. Vol 6, no.2. https://eprints.umm.ac.id/37019/

[31] RKT Diskominfo Kota Depok (2019). Rencana Kerja Tahunan Diskominfo Kota Depok. https://diskominfo.depok.go.id/profil-kota-depok/visi-dan-misi

[32] Roeskan Rosady (2018). Manajemen Publik Relations&media Komunikasi: konsepsi dan Aplikasi. Jakarta PT RajaGranfindo Persada.

[33] Soemirat S dan Ardianto E.(2017). Dasar-dasar Publik Relations. Bandung: Pt. Remaja Rosdakarya.

[34] Sugiyona P. (2016). Metode Penelitian Kuantitaif Kualitatif dan R&D Jakarta: alfabeta.

[35] Suprawato. (2018). Government Public Relations.Jakarta: Prenada Media G.

[36] Suyanto, B (2005). Metode Penelitian Sosial. Jakarta, Indonesia: Kencana Prenanda Media Group.

[37] Yazid, Tantri Puspita (2016). Implementasi CPR Melalui pengolaan website pemerintah Provinsi Sumatera Barat. Vol, 6 no 2. https://jkms.ejournal.unri.ac.id/index.php/JKMS?article/view/3345/3263

[38] Yusuf, Muri (2014). Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan Jakarta Indonesia: Kencana Prenanda Media Group.