

DIGITAL VILLAGE TELEVISION AS GOVERNMENT PUBLIC RELATIONS MEDIA TO DISSEMINATE INFORMATION

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Abstract. *The gap in information dissemination represents one of the challenges faced by the residents of Batu City. The diminished level of community participation has impeded the development of Batu City. In 2020, the Ministry of Communication and Informatics' service (Diskominfo) and Batu City's KIM collaborated to establish 23 Digital Village Televisions known as "TV Desa Kota Batu." These televisions serve as platforms for information dissemination among stakeholders and the public. This research is founded on the PENCILS theory and encompasses a case study approach. Data was gathered via open interviews conducted with individuals who held pivotal roles within the program. The findings indicated that the TV Desa program served as a communication medium between the government and the populace of Batu City. Diskominfo assumes the role of Government Public Relations, encompassing the functions of a facilitator, mediator, and collaborator. The term "Facilitator" elucidates how Diskominfo furnishes the necessary facilities for program development. The designation "Mediator" delineates the role of Diskominfo as a mediation platform between the village government and the community. Meanwhile, the label "Collaborator" elucidates how Diskominfo ensures the establishment of sustainable collaboration with Batu's regional cadres (KIM). The dissemination undertaken to KIM as a collaborator signifies empowerment. In contrast, information is disseminated to the general populace as external stakeholders through diverse forms of audio-visual content.*

Keywords: *digital village television, government public relations, disseminate information.*

INTRODUCTION

One of the prevailing issues faced by the residents of Batu City pertains to the deficiency in information literacy concerning the local government. This circumstance results in diminished community engagement and adversely affects the progress of development within Batu City. Technological advancements in the current digital age offer a conduit for the facilitation of information dissemination (Zempi et al., 2023). Hence, the Batu City Government, through Diskominfo, established the Batu City TV Desa program. This initiative offers a platform in the shape of YouTube-based digital television on social media, serving as a communicative channel connecting the government and the community. This program engages KIM members as cadres from rural areas, acting as community mobilizers to actively participate in the program's accomplishments. Following a year of its execution, the Batu City TV Desa program has demonstrably achieved success, as evident from the recognition it has garnered, including the Inspiration for Change in Village Digitalization Award at IDEA 2021 and its placement among the Top 5 Public Service Innovations for the Batu City Government in 2021 (Kominfo, 2022b).

Public relations practitioners require media as instrumental tools for conducting their activities, encompassing Social Media Audio-Visuals, Press Releases, Award Ceremonies, Media Interviews, and Press Conferences (Kriyantono, 2021). As a manifestation of digital advancement, internet media has evolved into an exceptionally

efficacious medium for public relations, contributing significantly to the achievement of success in fostering and sustaining positive public relationships for organizations within the contemporary 21st century landscape (Zempi et al., 2023). The internet facilitates swift and extensive information dissemination, thus rendering online communication imperative for organizations aiming to establish impactful connections with their audiences (Song & Lee, 2016).

To ensure information disclosure, social media stands out as one of the most extensively employed platforms by contemporary public relations practitioners in the digital era (Putri et al., 2023). Social media serves as a tool to enhance the efficacy of public relations efforts, encompassing the dissemination of governmental information, fostering collaboration with the public, and delivering compelling service propositions (Haryanti & Rusfian, 2018). Collaboration and positive relations between the community and the government stand as pivotal factors in fostering social welfare within a region (Beeri et al., 2019). Nevertheless, the surge in social media usage is accompanied by the phenomenon of information overload. The proliferation of information technology contributes to societal confusion, rendering it challenging to discern the veracity of information.

To address this issue, the Diskominfo, in collaboration with Batu City's KIM, initiated the TV Desa Program in 2020. The TV Desa program was established as a platform aimed at disseminating accurate and factual information pertaining to activities occurring within the villages of Batu City, facilitating the direct receipt of pertinent information by the public from credible sources. Additionally, the program was conceived as an endeavor to digitize villages through the utilization of digital television technology based on social media platforms. The TV Desa program was developed for 24 rural regions within Batu City, categorized into 19 villages and 5 urban-villages. The establishment of this digital television medium employs YouTube as a social media platform, characterized primarily by its capability to showcase long-form audio-visual content.

The procedure of searching for, obtaining, and comprehending information pertinent to governmental involvements and endeavors necessitates a specific level of information literacy skill among the public. This requirement is crucial for ensuring that the aforementioned process yields a constructive influence at the societal level (Sunuantari & Febriani, 2020). As per the findings of the Organization for Economic Cooperation and Development (2018), Indonesia exhibits a notable deficiency in information literacy, leading to its inclusion within the lower tier of countries on the information literacy index (Khalifatussalam, 2021). The reduced position on the literacy index can give rise to a range of challenges encompassing cultural and socio-economic dimensions, health crises, and various other societal issues (Guess & Munger, 2022). Information disclosure constitutes a right inherent to all Indonesian citizens, as stipulated by Indonesian Law No. 14 of 2008 concerning Information Disclosure. This legislative provision elucidates the populace's entitlement to access exhaustive information, with the exception of information excluded by the Indonesian government when executing its role as a state service provider entity (Azka & Najicha, 2022).

The Diskominfo of Batu City established a plan for consolidation and collaboration in conjunction with cadres representing each rural locality. These cadres constitute the membership of the Community Information Group (KIM), which operates as an informal collective founded upon the principles outlined in seven fundamental Indonesian legislations. These laws encompass statutes such as Law No. 32/2002 concerning the

Press, Law No. 11/2008 concerning Information and Electronic Transactions, and Minister of Communication and Informatics No. 08/2010 pertaining to social development. The establishment of KIM primarily stems from the objective of aiding Diskominfo in the execution of information dissemination endeavors. As stipulated by Permenkominfo No. 8/2019, KIM assumes the role of a collaborative entity partnering with Kominfo to fulfill its public relations function. Among its various duties, KIM is engaged in outreach initiatives, equitable information dissemination, and the facilitation of local community involvement in collective beneficial undertakings (Kominfo, 2016).

Information dissemination involves the purposeful distribution of information to cultivate awareness and offer a platform for targeted groups to utilize the presented information (Rodiah et al., 2018). As such, information dissemination activities constitute a central function within the domain of public relations practitioners. The key objective of these practitioners is to foster favorable relationships with pertinent audiences, necessitating the effective communication of pertinent information. Within the governmental context, the provision of public information is expounded in accordance with Law No. 14/2008. Public information encompasses all data that is generated, stored, managed, transmitted, and received with consideration for the public interest, directed towards Public Agencies. Within government public relations, the dissemination of information adheres to the principles of transparency and accountability in public services. The discourse surrounding information dissemination can be comprehensively undertaken through detailed elucidation, which encompasses the fundamental elements of Who, What, When, Where, Why, and How (5W+1H) (Rodiah et al., 2018).

In Indonesia, the government has institutions that fulfill the role of public relations practitioners. One such institution is the Ministry of Communication and Informatics (Kominfo), which conducts its public relations activities in alignment with government objectives ((Kriyantono, 2021). The pivotal role of Kominfo in ensuring the transparent and effective communication of government endeavors to the public has led to its recognition as the authority responsible for Public Relations for the Government of Indonesia. The Service of Kominfo (Diskominfo) in East Java Province, situated within Batu City, has garnered numerous accolades for its contributions to Government Public Relations. Among these honors are the titles of "Best Government 2020," "Smart Society 2021," and an impressive array of six awards at the Jatim Public Relations Awards (JPRA) 2022. These JPRA recognitions encompass distinctions such as "Best Website," "Second Best Social Media," "Second Winner News Video," "Third Winner Videographic," and "Third Winner Infographic." Additionally, the institution secured four awards at the Public Relations Indonesia Awards (Kominfo, 2022a).

Drawing from Permenkominfo No.21/2016, the Indonesian Government expounds upon the role of Kominfo in its capacity as Government Public Relations, employing programs established to fulfill its duties. On the regional scale, Kominfo assumes the role of a facilitator, serving as a communication conduit between central and regional programs, a function executed by Diskominfo (Qanita, 2023). Government Public Relations, in essence, undertakes democratic obligations pertinent to the central public sector (Kharisma & Kurniawan, 2018). Hence, the Indonesian Government oversees the function of Government Public Relations in Indonesia through the 2007 Decree of the Minister of Communication and Informatics concerning the Code of Ethics for Public Relations (Fadillah & Wibowo, 2022). This decree elucidates that Government Public Relations encompasses all activities aimed at cultivating harmonious relationships with both internal and external audiences, conducted to foster comprehension, trust,

collaboration, and backing from both external and internal stakeholders (Dunan & Mudjiyanto, 2020).

The prior study conducted by Nicole Lee (2015), titled "Set It and Forget It: The One-Way Use of Social Media by Government Agencies Communicating Science," published in the SAGE Journal, concludes that the U.S. federal government's public relations endeavors, executed via social media, are geared towards the dissemination of information to the general public. The effective implementation of social media as a two-way communication medium necessitated strategic adoption by the U.S. government. Furthermore, the integration of new media did not occur concurrently with the modification of the prevailing one-way communication culture, which had previously governed its communicative endeavors. As a result, the researcher recommends the establishment of a communication model centered around a dialogical approach or two-way communication (Lee & VanDyke, 2015).

A different prior study conducted by Nic DePaula (2016), titled "An Empirical Analysis of Local Government Social Media Communication: Models of E-government Interactivity and Public Relations," presented at the 17th International Digital Government Research Conference on Digital Government Research, elucidates that the U.S. government employs social media across 16 distinct cities to facilitate information dissemination. The role of public relations through social media needs to be implemented optimally. This observation arises from the prevalence of one-way push communication in the majority of communication modes utilized (DePaula & Dincelli, 2016).

Furthermore, based on the findings of a separate study conducted by Changsoo Song (2016) titled 'Citizens' Use of Social Media in Government, Perceived Transparency, and Trust in Government - Public Performance & Management Review,' it is expounded that the government employs social media in the implementation of e-government for the purpose of information dissemination. This utilization involves the provision of information pertaining to local government activities and decisions. The research concludes that the utilization of social media by the government proves to be an efficacious approach in enhancing public trust (Song & Lee, 2016).

In light of the three aforementioned studies, there has been no investigation conducted by researchers into the utilization of social media in the context of digital television for government public relations within rural areas. Consequently, researchers aim to obtain results and address inquiries in this regard. Considering the background and focal point of the research, the following formulation was established: 'How does the implementation of Digital Village Television as a medium for Government Public Relations facilitate the dissemination of information?'

METHODOLOGY

This research employs a qualitative approach, which involves describing the process of understanding and exploring the meanings held by individuals or groups who are considered to possess specific values in an endeavor to elucidate a social problem (Neuman, 2014). The research design employed in this study is a Case Study, a method utilized to examine cases within the context of specific problems, aiming to address questions of 'How' and 'Why' (Yin, 2009). The design chosen for this research is that of a single holistic case study. Researchers endeavor to elucidate the roles held by the research subjects, offering insights and solutions in response to pertinent social issues (Baškarada, 2013). This study examines the systems and roles of the Batu City

government, with particular focus on Diskominfo, which functions as the Government Public Relations Practitioner. In qualitative research, data is collected from six sources of evidence: documentation, archival records, interviews, direct observation, participant observation, and physical devices (Yin, 2009).

The research is conducted in Malang, particularly within Batu City. The subject of this study is the Batu City Village TV Program, which holds a significant distinction as the inaugural municipal government initiative in Indonesia to furnish communication media platforms spanning all its rural locales. The communication medium established employs the Internet to disseminate news pertaining to government activities within the rural areas of Batu City.

The main or primary data source employed in this study is semi-open interviews. The secondary data source is Documentation Study, and the third one is Observation. Data collection techniques utilized in this study involve documentation sources, specifically photos, videos, and written materials associated with the TV Desa program. Semi-open interviews were conducted with the following individuals: Andri Wijaya (the head of IKP of Batu City's Diskominfo), Vava Andriansyah (Head of Sumberbrantas's KIM TV Desa), Jefri Agung Pratama (Head of Giripurno's KIM TV Desa), Yusron Ubaidillah (Supervisor of Sumbergondo's KIM TV Desa), Herwien Eka Sidharta (Head of Mojorejo's KIM TV Desa), and Anik Wahyuni (Head of Sumbergondo's KIM TV Desa). The data analysis technique employed in this study is Explanation Building, as this research utilizes pre-existing data to construct and enhance explanations within the context of Batu City. In accordance with the explanation provided by Miles & Huberman (Nur'aini, 2020), the analysis of data in case study research involves processes such as inputting information into a list, creating a category matrix, tabulating the frequency of events, and organizing information chronologically. The research's validity is established through the utilization of the source triangulation technique (Neuman, 2014).

RESULT AND DISCUSSION

The Government Public Relations employ the TV Desa program as a medium to address two primary target audiences: the internal and external publics. In this context, the internal public consists of Batu City village cadres, who are members of the Batu City Community Information Group (KIM). On the other hand, the external public comprises the residents of Batu City across various rural areas. The Diskominfo and KIM of Batu City assume the role of government public relations in representing the government agencies of Batu City.

The initial step in utilizing the TV Desa program as a Public Relations medium involves establishing a cohesive system within internal government organizations. The Diskominfo constructs this consolidated system in collaboration with cadres situated in the rural areas of Batu City. During this initial stage, their responsibility encompasses reorganizing cooperation with said cadres. The Diskominfo, functioning as a regional public relations entity, fulfills its role towards the KIM of Batu City by ensuring the establishment of internal consolidation prior to disseminating information to the residents of Batu City. The undertaken role involves establishing a sustainable system to empower KIM as village cadres who will execute the responsibilities of public relations as communication and informatics activity partners.

The implementation of the TV Desa program by Diskominfo commenced with the initiation of a 'Safari Desa,' an activity designed to organize cadres' activities according

to the unique circumstances of each village area. This initiative facilitated the classification of village areas based on the presence of cadres and the level of local community support. The initial category encompasses a scenario in which both village cadre members and support from the local community are present. The second category pertains to a scenario in which village cadre members are present; however, additional support from the village community remains necessary. Furthermore, the final category encompasses a situation where no village cadres are available, yet substantial support from the local community has been established. Table 2 provides a delineation of the rural areas within Batu City, categorized according to these conditions.

Table 1. Categories for each Rural Areas

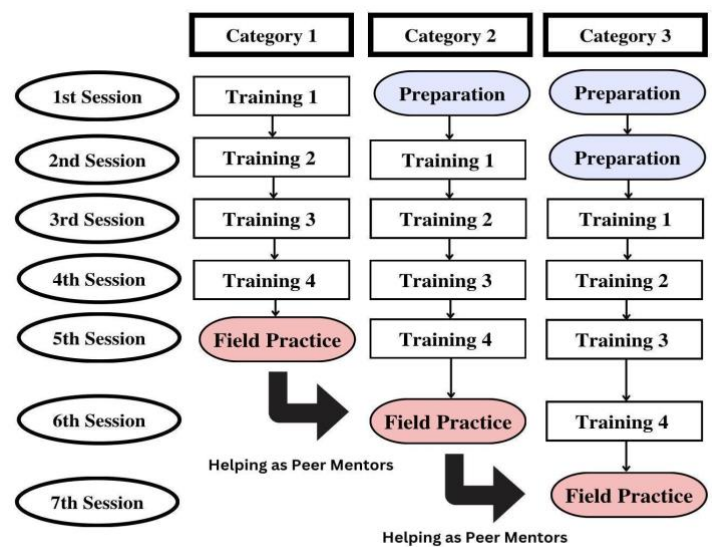
Category	Criteria	Rural Areas
1	Village Cadre, Community Support	Bumiaji, Giripurno, Sumbergondo, Beji, Pendem, and Pesanggrahan.
2	Village Cadre, No Community Support	Punten, Gunungsari, Junrejo, Tlekung, Oro- Oro Ombo, and Sumberejo.
3	No Village Cadre, Community Support	Sumber Brantas, Bulukerto, Tulungrejo, Pandan Rejo, Mojorejo, Dadaprejo, Sidomulyo, Ngaglik, Sisir, Songgokerto, Temas, and Torongrejo.

Sources: Research Documentation (2022)

The Government Public Relations initiated the program by leveraging the potential and resources available within rural areas during that period. Subsequently, Diskominfo proceeded to identify stakeholders whose vision aligns with the establishment of community-based village digital television, in accordance with the 'Desa dan Kelurahan Media Komunitas' concept. Notably, Agropolitan TV emerged as a prominent stakeholder due to its direct engagement with governmental entities. Following the identification of primary stakeholders, the next step involved the formulation of a collaborative plan. This plan entailed enlisting members of Agropolitan TV to assume mentorship roles for village cadres participating in the TV Desa initiative. The development of TV Desa content aimed to facilitate the localized presentation of material by Agropolitan TV, achieved through the incorporation of regional content generated by members of the Community Information Group (KIM) from the rural regions of Batu City. The Diskominfo facilitates the empowerment of community cadres who are members of the Community Information Group (KIM) through activities such as socialization, material presentation, and training sessions. These activities focus on topics related to the creation of television content for the TV Desa YouTube channel. The mentors deliver four theoretical modules: Development of Television Media and Technical Skills, News Presentation Skills, Cameraman Skills, and Video Editing Skills. The training culminates with a practical field practice session.

The Diskominfo (Regional Information and Communication Office) develops the syllabus to facilitate the adaptation and initial preparation of regions categorized as 2 and 3. This entails establishing a strong foundational understanding among members and providing support before engaging in the training process. Subsequently, they have

organized the empowerment system into five distinct classes, comprising four instructional sessions and one practical session. The initial training theory class is accessible to Category 1 regional cadres. Once the Category 1 regional cadres have completed the second theoretical training session, the Category 2 regional cadres commence their first training class. Subsequently, upon completion of the second training session for Category 2 regional cadres, the Category 3 regional cadres in the same category initiate their first training class. They implemented this segregation to ensure that during the concluding phase of practical training sessions, Category 2 regional cadres are able to benefit from peer tutoring provided by Category 1 regional cadres who have undergone prior exposure to practical classes. Similarly, Category 3 regional cadres can receive peer tutoring assistance from both Category 1 and Category 2 cadres. Figure 1 illustrates the framework outlining the allocation of materials for each category within the rural areas of Kota Batu.



Sources: Research Documentation (2023)

Figure 1. Structure of the Empowerment Syllabus

The Diskominfo conducts the dissemination and presentation of materials as an initial step to prepare village cadres in comprehending the theory and receiving fundamental training, aimed at facilitating the process of generating content for TV Desa. The ultimate phase involves providing opportunities for cadres who have been exposed to the materials to apply their learning in real-world contexts. The Knowledge and Information Management (KIM) division of Batu City oversees Field Practices in four distinct areas, each assigned with specific tasks and yielding varying outcomes. Initiating with the initial session within the Dusun Durek vicinity, followed by the subsequent one in the Gunung Sari locale, and further complemented by the third iteration held in the Bring Rahardjo region, the concluding practice ensued in the Gili Ketapang area. The culmination of these practical sessions yielded a diverse array of outputs, encompassing a news broadcast, a concise cinematic piece, and a comprehensive video profile, all contributing to the local broadcasting programs. To facilitate the cultivation of skill sets, the Department of Communication and Informatics (Diskominfo) in Batu City engages in a collaborative partnership with the Batu Adem Cinema group (SIMBA), thereby

facilitating skill-oriented training workshops tailored to the domain of short film production. The rationale behind providing training in short filmmaking skills lies in the intricacy of the competencies that the cadres must acquire to proficiently produce films, thereby facilitating their capacity to generate requisite content for digital television programming. The skills training encompasses pivotal facets of short film creation, encompassing scriptwriting, camera angle selection, and lighting determination. The training was executed as a subsequent measure by Diskominfo, aimed at enhancing and amplifying the proficiencies of the Knowledge and Information Management (KIM) personnel within Batu City. Subsequently, the selected short films were entered into two distinct festivals – the National Film Festival and the Village TV Festival in 2021 – thereby culminating the outcomes of the training.

In a span of five months, the Diskominfo and Simba Group necessitated the engagement of village cadres who had taken part in the short film training to create individual short films within their respective areas. Throughout this undertaking, each locality retained the autonomy to form partnerships with other regions, thereby striving to craft the finest short film with the aim of enhancing Batu City. Diskominfo fostered collaboration through a communal approach and instilled a sense of healthy competition, thereby rendering the project formation process a catalyst for cultivating a resilient egalitarian culture.



Sources: TV Desa Kota Batu Official (2022a, 2022c)

Figure 2. (a) Presenter Class and Workshop; (b) Field Workshop in Dusun Derek; (c) Short Film Workshop

The subsequent phase involves the transformation of the TV Desa Program into a platform for Government Public Relations, accomplished through the establishment of connections with an external audience, specifically the inhabitants of Batu City. The government's endeavors in public relations, undertaken by the Diskominfo and KIM entities of Batu City in relation to the city's residents as an external audience, can be delineated as follows:

1. Publication

By means of the TV Desa information dissemination program, the Diskominfo and KIM of Kota Batu fulfill their public relations responsibilities by showcasing their activities through the TV Desa media platform. This media innovation has arisen from the evolving trends in audio-visual content preferences within the Millennial and Zoomer generations, observed since 2019. The dissemination of content is executed through the creation of semi-formal audio-visual materials, strategically tailored to resonate with the collective rural community of Batu City. The actions undertaken by the Batu City government constitute the principal focus of coverage within the YouTube-based TV Desa media. This aligns with the fundamental objective of TV Desa, which revolves around facilitating the

dissemination of pertinent updates concerning the municipal administration's advancements. In this endeavor, both the Diskominfo and KIM entities of Batu City assume the responsibility of governmental public relations, aimed at cultivating a favorable perception and standing for the administration. This strategic approach aims to foster enhanced trust levels, consequently fostering greater community involvement in the ongoing developmental initiatives within Batu City. The TV Desa media innovation constitutes an advancement of the "Syndicate TV Desa" concept, originated by an entity known as TVDesa Official. Nonetheless, the effectiveness of this initiative is currently debatable, evident in the generated outcomes, due to its continued employment of a door-to-door dissemination approach. Consequently, both local and national governmental bodies have not extended official recognition towards its existence. Hence, the Diskominfo of Batu City is in the process of developing ideas and innovations to implement comparable concepts, while also adapting them to their existing Top-Down structural framework. The concept of TV Desa, involving digital television, elucidates that when creating interactive media interfaces between the governmental entities and the community, it becomes imperative to establish a systematic intermediary apparatus that facilitates communication between these two entities. The TV Desa program system delineates the process through which the village government establishes and grants official recognition to the media. Notably, a substantial portion of the content generated by village cadres directly mirrors the perspectives of the rural communities.

Table 2. Regional KIM and TV Desa Channel Names

No	Rural Areas	Regional KIM	TV Desa Channel	No	Rural Areas	Regional KIM	TV Desa Channel
1.	Pesanggrahan	KIM Mayangsari	Pesanggrahan TV	13.	Pandanrejo	KIM Satelit	PANDANREJO TELEVISI
2.	Oro-oro Ombo	KIM Warkop	Oro oro Ombo Tv Desa	14.	Punten	KIM Punten	PUNTEN TV DESA
3.	Sidomulyo	KIM Tani Mandiri	Sidomulyo Kertarharja TV Desa	15.	Sumbergondo	KIM Warta Mertani	Sumbergondo TV
4.	Sumberejo	KIM Saekoji	Sumberejo TV	16.	Sumber Brantas	KIM Endah Rahayu	Sumberbrantas TV
5.	Ngaglik	KIM Ngaglik	Daringan Ngaglik TVdesa	17.	Tulungrejo	KIM Anjasmoro	TULUNGREJO TV DESA
6.	Sisir	KIM Sisir	SISIR GEMILANG TV DESA	18.	Beji	KIM Planet	Beji Berkreasi
7.	Songgokerto	KIM Kumis	Songgokerto TV	19.	Dadaprejo	KIM DMC	in progress
8.	Temas	KIM Temas Bahtera	KIM Temas Bahtera	20.	Junrejo	KIM Junrejo Ijo	Desa Junrejo
9.	Bulukerto	KIM Gembul	BULUKERTO TV	21.	Mojorejo	KIM Info Mojorejo	KIM-INFO MOJOREJO-TV DESA
10.	Bumiaji	KIM Sejahtera	Amazing Bumiaji TV	22.	Pendem	KIM Pijar	PENDEM TV
11.	Giripurno	KIM Mekar Indah	GIRIPURNO TV	23.	Tlekung	KIM Sumber Urip	TLEKUNG TV DESA
12.	Gunungsari	KIM Gunungsari	Gunungsari TV Desa	24.	Torongrejo	KIM Rukun Tani	Torongrejo TV

Sources: Research Documentation (2023)

The applied framework within the TV Desa program entails the provision of TV Desa media in every rural locality, encompassing both villages and urban-villages within Batu City. This media serves as a platform for KIM to effectively disseminate information to the residents of each respective rural area. A total of 23 rural areas have successfully established TV Desa media, while the final rural area is currently undergoing

development. In the process of crafting information dissemination content, Diskominfo offers a range of content structures that can be employed as part of the publication endeavors executed by KIM Batu City. These content categories encompass news, short films, profiles of rural areas, entertainment (with a focus on tourism), culinary exploration, religious aspects, and governmental matters. It is worth noting that the decision to publish content within these categories is at the discretion of KIM Kota Batu and is contingent upon the specific interests and potential prevalent within each area across Batu City. Moreover, KIM of Batu City forms several types of content, namely Podcasts, Vlogs, Culinary Activities, and Live Streams. Table 1 shows the names of the rural areas of Batu City, the names of the regional KIMs, and the names of TV Desa media based on the YouTube channel.

2. Events

The commencement of the TV Desa program entailed the establishment of a membership structure and TV Village media, thereby creating a platform for disseminating pertinent information to the residents of Batu City. Nonetheless, an equally crucial facet of the TV Desa program involves the organization of events. These events, orchestrated by Diskominfo and KIM of Batu City within the TV Desa program, serve as a means of extensive promotion and publication to the broader Indonesian public. In 2021, following approximately a year of operation of the TV Desa program, the "Festival TV Desa" was organized. The Festival TV Desa constitutes a collaborative event orchestrated jointly by Diskominfo and KIM of Batu City, marked by a deliberative and cooperative approach that encompasses active involvement from numerous residents of Batu City. This event entailed the bestowal of awards in a short filmmaking competition, recognizing both KIM Batu City and the broader Batu City community. The inaugural TV Desa Festival in 2021 encompassed three primary objectives: the launch of TV Desa, the conferment of TV Desa Awards, and the organization of a National Village Short Film Competition. This initiative also entailed collaborations with diverse external entities, notably the Malang Asia Institute, KIM Nusantara, Agropolitan TV, and BUMDes Kota Batu. The event harmonized with the upsurge of backing from multifarious stakeholders, including notable figures such as high-ranking officials from KIM Nusantara. Moreover, in 2022, an event named the "Festival Film Kominfo" encompassing a film competition was organized. This festival was established with the intention of bestowing accolades upon filmmakers in Batu City, particularly the local populace, thereby enabling their participation in the competition. Within the framework of the Festival Film Kominfo, residents of Batu City were afforded the opportunity to compete across both general and school categories.



(a)



(b)

Sources: Times Indonesia (2021) , Malangtimes (2022)

Figure 3. (a) Event of Festival TV Desa Kota Batu 2021; (b) Event of Festival Film Kominfo 2022

3. News

To ensure the successful realization of information dissemination, Diskominfo and KIM of Batu City prioritize audio-visual news as a principal content format within the YouTube-based TV Desa media platform. Serving as a channel for KIM Kota Batu to fulfill its public relations mandate, TV Desa functions as a platform for disseminating information to the residents of Batu City. Additionally, TV Desa facilitates the community in effectively capturing authentic and factual events occurring within each residential village area. Community engagement within the news coverage process of various activities is evident through the community's eagerness to partake in the coverage orchestrated by the KIM team of Batu City. The spectrum of news categories crafted for TV Desa media encompasses direct, opinion, interpretive, and explanatory news. Additionally, the formulated news pieces are distinctively presented by each village locale, aligning with the distinct characteristics that each KIM Regional team endeavors to foster. In addition to broadcasting via TV Desa, Diskominfo fulfills its public relations function by engaging diverse mass media outlets to disseminate information to a wider audience. Diskominfo collaborates with multiple media entities, encompassing television, radio, and online platforms. This collaborative endeavor takes the form of news coverage by the mass media, specifically pertaining to the TV Desa dissemination program. The TV Desa program has been published as news articles by several mass media, including *Times Indonesia*, *Jatim Tribunnews*, *Malangtimes*, *Jatim Pos*, *Lentera Today*, *Bangsa Online*, *Baca Malang*, *Malang News*, *Info Publik*, and *Jatimtimes*.

4. Community Involvement

Being the primary constituents, the residents of Batu City possess both entitlement and obligation to engage in the implementation process of the TV Desa program. To ensure the cultivation of active participation, KIM TV Desa strategizes the categories of content intended for dissemination through the TV Desa media platform. Predominantly, audio-visual news constitutes the principal content crafted for the TV Desa media. Throughout the content creation procedure, the residents of Batu City are actively involved in every facet of news coverage orchestrated by KIM of Batu City. Evidences of community endorsement for the TV Desa program manifest through the fervent enthusiasm and notable engagement of the populace throughout every facet of news coverage processes, slated for subsequent broadcast via the TV Desa media platform. Beyond news content creation, the community also actively participates in crafting diverse forms of content disseminated through the TV Desa media channel. These content variants encompass short films, village profile videos, podcast dialogues, and cooking tutorials. The creation of the short film aimed to portray the community's culture and circumstances via a concise fictional narrative. During its production, residents from Batu City were engaged as actors within the story. The method employed by KIM of Batu City for selecting individuals to participate as actors involved directly choosing individuals deemed suitable for their respective roles within the film. This approach is feasible due to the prevalent artisan culture present within the city.

5. Identity Tools

There are a total of 19 villages and 4 urban-villages situated across three sub-districts within Batu City. In alignment with the information dissemination initiative, specifically the TV Desa program, Diskominfo established brand identity attributes encompassing names, logos, and slogans. The TV Desa program stands as the primary

distinctive feature, as Batu City holds the distinction of being the inaugural Indonesian city wherein each rural locality possesses its dedicated television media channel. Within the framework of the TV Desa program, Diskominfo and KIM of Batu City meticulously cultivate an identity by selecting a name, slogan, and logo that effectively encapsulate the essence of the TV Desa initiative. The selected designation is "TV Desa Kota Batu," and the logo symbolizes a manifestation of digital television alongside the designations of rural media affiliated with each respective area. The adopted slogan is "Dari Desa, untuk Indonesia," which conveys the significance of the village realm in its contribution towards fostering the welfare of the nation. In numerous rural locales, distinctive logos and slogans are crafted to encapsulate their individual attributes, thereby fostering robust branding and demarcation among various regions. For instance, Sumbergondo village has adopted an apple-shaped logo along with the slogan "Like Sumbergondo," aiming to cultivate a favorable perception in the collective consciousness as a tourist-oriented village.



Source: (TV Desa Kota Batu Official, 2022)

Figure 4. Logo and Slogan of TV Desa Program

6. Lobbying

The engagement of diverse stakeholders in the execution of the TV Desa dissemination program is facilitated through the establishment of uninterrupted communication channels involving the parties responsible for the government's public relations role, namely Diskominfo and KIM Kota Batu. To effectively realize the implementation of the TV Desa program as a means of disseminating information to the residents of Batu City, communication activities centered around lobbying are requisite for the involved stakeholders. The central stakeholder in the functioning of the TV Desa program comprises the government of each village within Batu City. Consequently, discussions and lobbying efforts are undertaken to ensure comprehensive support from the government for the TV Desa team, encompassing financial, logistical, and emotional assistance. One method of communicative engagement involves composing official letters for each activity conducted within the TV Desa program. These letters are directly directed to the respective village governments. The innovation of communication transparency conveyed through this official letter has been devised by the Diskominfo of Batu City as part of its public relations endeavor. This initiative arises from the fact that the evaluation outcomes of prior program implementations have fallen short in establishing favorable rapport between the community and the local government.

7. Social Investment

The TV Desa program was established through a collaborative effort between Diskominfo and KIM of Batu City, with the intention of disseminating information to the residents of Batu City. Consequently, the primary goal underlying the inception of this program is to secure social investment from the local community. This objective aligns

with the Batu City government's identity as a socially oriented institution that places less emphasis on economic gains. Functioning as a public service provider institution, the government bears the responsibility of guaranteeing the entitlements of the residents of Batu City, which primarily encompass receiving optimal public services from the government. An additional facet of the social investment pursued involves extending support to other rural and regional governments that express interest in instituting analogous digital television programs within their respective regions. Diskominfo offers guidance and training to individuals from various regions who are interested in undertaking comparative studies of the programs within Batu City. Under the TV Desa program, Diskominfo aided two rural localities from distinct cities: Sardonoharjo Village in the Special Region of Yogyakarta and Mlirip Village in Mojokerto City. The two villages adopted a framework from the Batu City TV Desa program and established their digital television channels. The activities of the comparative study are intended to offer insights and comprehension concerning the innovative aspects of the TV Desa program, which can be phased in based on the capabilities and resources available to each individual. Presently, the TV Desa program system of Batu City persists as an ongoing initiative within these villages, functioning as a platform that confers value upon the community.

Drawing from the research findings' conclusions, Figure 2 elucidates the manner in which the Diskominfo of Batu City executes its governmental public relations role via the TV Desa program, facilitating the dissemination of information.

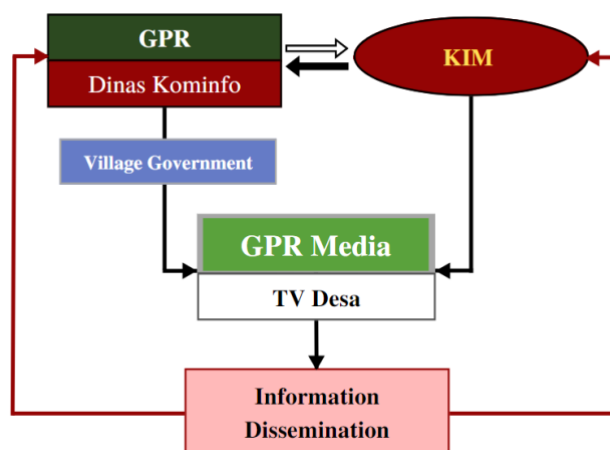


Figure 5. Information Dissemination Model Based on TV Desa Program.

Based on the outcomes derived from the utilization of the TV Desa program as a medium for information dissemination in the efforts led by the Diskominfo and KIM of Batu City, the following conclusion can be drawn: government public relations endeavors conducted via the TV Desa program are segmented into two distinct components—specifically, public relations activities targeting the internal audience and those directed towards external stakeholders. As posited by Onyiengo (2014) in his research, the conclusion was drawn that in order to effectively attain the core organizational vision, the establishment of a robust internal network among organizational members is imperative. Henceforth, Diskominfo, functioning as the Regional Public Relations entity, initially engaged in mapping and established a consolidation system involving village cadres who are integral members of the Community Information Group (KIM). This step was undertaken in light of the fact that Batu City's KIM members constitute an internal public

constituency poised to support Diskominfo's endeavors in fulfilling the governmental public relations function targeted at the populace of Batu City.

Diskominfo and KIM Kota Batu undertake three primary roles: Collaboration, Mediation, and Facilitation. Collaboration entails the establishment of a system by Diskominfo and KIM Kota Batu that effectively fosters cooperation among pertinent stakeholders at each juncture. Among the established collaborations are partnerships with Agropolitan TV, Malang Asia Institute, and Batu Adem Cinema (SIMBA). The mediators signify how the Diskominfo and KIM of Batu City proactively mediate between the community and the village government within their respective domains. This action stems from the findings of previous governmental program evaluations, which concluded that the support from village governments for the execution of central government programs remains significantly lacking. The facilitators, on the other hand, encompass the role undertaken by the Diskominfo and KIM of Batu City in furnishing the necessary resources to the community in connection with the Village TV program.

The function of public relations undertaken by practitioners in the field can typically be categorized into seven distinct areas: Publications, Events, News, Community Involvement, Identity Tools, Lobbying, and Social Investment (Kriyantono, 2021). In alignment with the role within the TV Desa program, the Batu City Diskominfo and KIM assume the position of public relations practitioners with the objective of ensuring equitable distribution of information to the residents of Batu City. Nonetheless, as indicated by research findings (Manafe & Ardeana, 2022), public relations practitioners within an organization demonstrate a propensity to prioritize their involvement in facilitating the attainment of shared objectives. All the functions executed by the Batu City Diskominfo and KIM through the TV Desa program adhere to the roles conceptualized by Harris. However, certain roles exert a more pronounced influence compared to others, namely Publications, Events, and Identity Tools. The dissemination is conducted through TV Desa media on YouTube, presented with a semi-formal approach to enhance its acceptance by the broader community. Multiple events were organized to facilitate extended dissemination efforts and garner endorsement from diverse stakeholders. The formulation of Identity Tools is predicated on the branding aspirations of each entity and the distinctive attributes characterizing the rural regions within Batu City.

The interactivity within the program operates akin to an open system. The system established in this program elucidates how the community assumes an analogous role and holds equivalent power to the government in content production and message conveyance through TV Desa. Consequently, a two-way interaction is established, fostering the cultivation of trust in the public's perception of the government's contributions. This reciprocal communication is ensured through the implementation of a system that allows the public to provide feedback on government activities using the comments feature. Alternatively, should the community find it necessary, they also possess the capability to generate content and subsequently publish it on the Village TV within their respective areas. Moving forward, the Batu City Diskominfo and KIM will persistently enhance both the quality and quantity of content via the TV Desa media, with the objective of ensuring an uninterrupted flow of information to the citizens of Batu City.

CONCLUSION

While performing the government's public relations function, the Ministry of Communication and Information's service (Diskominfo) and the Batu City Community

Information Group (KIM) collaborated through the Batu City TV Desa program in two distinct stages. The initial phase in ensuring the effective dissemination of information involves the establishment of a consolidation system coupled with empowerment efforts targeted at the government's internal stakeholders. These stakeholders primarily encompass the village cadres who are integral members of the Batu City Community Information Group (KIM). The empowerment of village cadres is accomplished through mechanisms such as socialization, the delivery of educational materials, and training sessions covering subjects pertinent to the creation of television content for the TV Desa YouTube channel.

Once collaborations and relationships with the internal public have been established, the Batu City Diskominfo and KIM employ the TV Desa media platform to fulfill the role of government public relations directed towards the citizens of Batu City, who constitute the external public. This role of public relations is executed in accordance with the framework elucidated by Harris & Whalen (2006) as cited in Kriyantono (2021), which categorizes the roles into Publications, Events, News, Community Involvement, Identity Tools, Lobbying, and Social Investment (referred to as PENCILS). Publication is accomplished via the TV Desa media platform, presented in the form of audio-visual content. The disseminated content encompasses news, videos profiling villages, entertainment, religious activities, podcast discussions, and various other materials. Events are orchestrated to harmonize with the objectives of the TV Desa program, with notable instances being the "Festival TV Desa" and the "Festival Film Kominfo." The news content produced pertains to governmental activities and local events, each uniquely presented within individual rural regions. Community involvement is fostered through an egalitarian culture, enabling active participation of the local community in the content creation process. The identity elements established include the program's name, logo, and slogan for empowerment, namely "TV Desa Kota Batu," accompanied by a digital television emblem and the slogan "Dari Desa, untuk Indonesia" (From Villages, for Indonesia). Lobbying is undertaken involving pertinent stakeholders, including the Village Government. Social investments are facilitated by seeking assistance from other village regions that conduct comparative studies. The Batu City Diskominfo and KIM oversee the utilization of the TV Desa program to ensure the residents of Batu City receive pertinent and holistic information, thus contributing to the advancement of social welfare.

There are several limitations in this study, one of which pertains to the absence of a discussion or elaboration on the community's perspective as the focal point of this program. The community's perspective, in this context, refers to the response and impact experienced by the community as consumers of the TV Desa program. This encompasses the assessment of how the community's level of interest is influenced subsequent to the program's implementation. Another limitation of this study is the absence of an official literacy index measurement conducted by the Batu City government. Consequently, this study is unable to draw definitive conclusions regarding the program's impact on the community's literacy levels.

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