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## Management of Public Information Services (Case Study PPID Soppeng District)

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### **Abstract**

*This research discusses the management of public information services in the Soppeng Regency area which is a study of the Soppeng Regency PPID as a form of good management of public bodies, which can later create an informative society. This study aims to identify the forms of management of public information services in Soppeng Regency and to analyze the role of PPID in Soppeng Regency in realizing public information disclosure. The method used is descriptive with a qualitative research approach. The determination of informants was carried out purposively, based on a homogeneous sample category that focused on one particular subgroup where all members of the sample were similar, such as a certain job or level in the organizational hierarchy. Namely consisting of the Head of Public Relations Management of Information and Documentation, Sub-coordinator of Public Information Services and Media Relations, Soppeng Regency Diskominfo staff, Partnership Facilitator and NOC Data Center Operator (Network Operation Center). Data collection is done by conducting interviews, documentation, and observation. Data analysis techniques are carried out by means of data reduction, data presentation, and drawing conclusions and verification. The results of the study show that the management of public information services in Soppeng Regency consists of data collection in the form of an information gathering process, an inventory of public information, whether self-produced, developed, received from other public bodies, or sent. The second is the preparation and provision of data, this section consists of two types, namely online data (available on the PPID website) and offline data stored at the PPID service center. The third is the classification of data which is divided into four types of data classification, namely information that is announced periodically, immediately, at any time, and information that is excluded. The role of the Soppeng Regency PPID in realizing public information openness, namely giving birth to changes in the culture of human resources in conventional community services to digital-based through websites, service displays, online service forms and information services through social media with the aim of creating faster and easier information services. realizing services that are smarter, and integrated with a system supported by information technology.*

**Keywords:** Management; Public Information; PPID; Information Services.

## INTRODUCTION

Transparency in the implementation of local government has become a necessity that cannot be ignored anymore. So far, information disclosure is considered important by only a few people, while ordinary people sometimes pay little attention to it. Public awareness needs to be built, not only in the context of understanding the law on information disclosure, but on how to form perceptions in utilizing the information provided by the government. Government administration should be able to create public trust in government. This trust can arise because the government is able to fulfill the information needed by the community.

The public's understanding of the openness of public information does not fully refer to public information and its use. Most people do not understand the context of the Public Information Openness Law (UU KIP), in fact only a few people know about the law. Most people do not feel the need to know or access information related to governance. The existence of a public information center aimed at facilitating the public in obtaining information is also felt to be lacking in providing a stimulus to the public regarding the importance of public information disclosure.

Law of the Republic of Indonesia Number 14 of 2008 concerning Public Information Disclosure promulgated on April 30 2008 indicates that state administration must be carried out in an open or transparent manner. Everyone is guaranteed the right to obtain information in accordance with laws and regulations. This is aimed, among other things, so that the administration of the state can be supervised by the public and that the involvement of the community in the process of determining public policy will increase. This involvement will ultimately result in higher quality state administration. Such participation requires guarantees of public information disclosure.

To realize the above, it is necessary to manage public information services carried out by the Information Management and Documentation Officer (PPID). In accordance with Article 13 of the KIP Law, the Ministry of Communication and Informatics appoints an Information and Documentation Management Officer (PPID) who is in charge and responsible for implementing and managing public information services and is assisted by functional officials. Information and Documentation Management Officer (PPID) is an official responsible for storing, documenting, providing and providing information services in public bodies.

According to Hardiani (2019) and Gaddafi & Lawanda (2014), that procedures for managing information disclosure must be in accordance with the Law on Public Information Disclosure. Responsibilities in managing public information services include acquisition,

classification, testing of consequences, storage and documentation, dispute resolution, and dissemination of public information based on statutory provisions.

Transparency of government information is managed and supervised by PPID, which encourages every public agency to provide information quickly, on time, at low cost, and in a simple way. With the existence of the PPID, it is easier and less complicated for people to submit requests for information because they are served through one door. For each city/regency area, it is called an Information Management Officer and Supporting Documentation Officer (PPID Assistant), namely an official who carries out the duties and functions as a PPID in a regional apparatus organizational unit within the local government environment.

Article 1 of Law no. 14 of 2008 concerning KIP defines public information as information that is generated, stored, managed, sent, and/or received by a public agency relating to state administrators and administration and/or organizers and administration of other public bodies in accordance with this law as well as other information related to public interest. Information management is a discipline that uses an integrated approach to identify, collect, evaluate, retrieve, and share an organization's information assets. These assets include databases, documents, policies, procedures, as well as skills and experience that have not been disclosed in individual workers (Gartner Group in Srikantaiah, 2000). Information services are activities of ensuring that information and knowledge are available when needed which is used as a decision maker by allocating available resources (Bryson, 2006).

Therefore, it is considered important to conduct this research with the aim of describing the form of public information service management which is a strategy for the local government of Soppeng Regency to develop quality information services. The management of this public information service is an effort to reach the layers of society, especially the local community. In addition, it intends to analyze the role of the Soppeng Regency PPID in realizing public information disclosure.

## **RESEARCH METHODS**

The method used is descriptive with a qualitative research approach. The determination of informants was carried out purposively, based on a homogeneous sample category that focused on one particular subgroup where all members of the sample were similar, such as a certain job or level in the organizational hierarchy. Namely consisting of the Head of Public Relations Management of Information and Documentation, Sub-coordinator of Public Information Services and Media Relations, Soppeng Regency

Diskominfo staff, Partnership Facilitator and Data Center Operator NOC (*Network Operation Center*). Determination of informants is based on the ability of each informant to provide information and an in-depth understanding of the research problem.

Data collection is done by conducting interviews, documentation, and observation. The data analysis technique is carried out by means of data reduction, in this stage the researcher selects and focuses attention on simplification, abstraction, and transformation of the rough data obtained. Presentation of data, developing a structured description of information to draw conclusions and take action. Presentation of data in the form of narrative text. Drawing conclusions and verification, namely drawing conclusions and verifying by looking for the meaning of each symptom obtained.

## **RESULTS AND DISCUSSION**

### **Forms of Management of Public Information Services**

Since the enactment of Law Number 14 of 2008 concerning Public Information Disclosure (KIP), it has provided a stimulus for the public in the form of a desire to obtain information about public policy. The implementation of UU KIP has the consequence that every public agency must provide information to the public. The KIP Law regulates information that must be provided and announced immediately and information that is available at any time. Apart from that, of course there is also information that is excluded as stated in Article 17 of this UU KIP.

The Soppeng Regency PPID as information executor in the area has been quite good in carrying out its duties, responsibilities and authorities as stipulated in existing laws and regulations. As a form of implementing the provision of public information, the Soppeng Regency PPID has used various mass media channels to provide public information to the public, namely the internet (*website*) and newspapers. The use of various mass media channels is significant because not all people know and are familiar with the internet, even though this media is the cheapest and easiest medium. The use of media other than the internet, namely newspapers, allows for the wider dissemination of information provided to the public.

The collection, classification, documentation and service of public information is the responsibility of the PPID assisted by a secretariat in charge of managing documentation and archives, managing information, providing information services and resolving disputes. In this regard, of course the information must be properly managed, patterned and structured, so

that regular information documentation is formed which makes it easier for managers to serve people who need information.

The form of management of public information services carried out by the Main Documentation and Information Management Officer of Soppeng Regency is first by collecting information from the PPID Assistant/SKPD. The process of collecting information, especially public information, certainly does not escape the guidelines for managing public information disclosure issued by the Ministry of Communication and Information. Procedures for collecting public information are carried out in a structured manner by PPID officials with each SKPD. The list of public information is attached in the form of a Decree of the Soppeng District Head made by PPID in 2022. Guidelines for managing public information disclosure issued by the Ministry of Communication and Informatics are a reference for other public bodies, because in general these guidelines have been adapted to the Disclosure Act. Public Information.

The mechanism for collecting public information within the PPID environment is obtained from work units under PPID such as PPID Assistants or Regional Work Units (SKPD) of Soppeng Regency, which in this law are referred to as public bodies. Furthermore, the preparation is carried out according to the category of information in the process of collecting to presenting the information, therefore between the Main PPID and Assistant PPID requires good cooperation, because the data collected and processed by Assistant PPID in the form of a list of public information requires approval from the Main PPID. Whereas sooner or later the process of information service for the Main PPID also depends on the presentation of data by the Assistant PPID.

Several things that must be considered by the PPID Assistant at the data collection stage are:

- a. Information collection is an activity of compiling all information or archives controlled by public bodies, whether they are self-produced, developed, received or sent.
- b. The information collected is quality information and is relevant to the main duties and functions of each work unit.
- c. The information collected is information sourced from authorized officials and from official archives of public bodies; both in the form of static and dynamic archives, active and inactive archives, and even controlled vital archives.

- d. In collecting this information, PPID must pay attention to matters such as identifying the main tasks and functions of each work unit and technical implementing unit. Maintain good relations with officials in work units and technical implementing units who have information. Record information and archives that are owned, produced, received, and sent, by work units and technical implementing units.

The second form of management of PPID public information services is in terms of preparing and providing and/or providing information services, which are information services provided by PPID directly where information comes and requests information. There are two types of provision and preparation of data, *dataonline* i.e. information that is stored and can be accessed on *website* PPID Soppeng Regency and *dataoffline* namely information stored in the PPID service center.

The third form of managing PPID public information services is data classification. As we all know that the classification of public information needs to be done by public bodies. The public can know clearly what information can be received or kept secret by the state. Public bodies are obliged to open access for the public to obtain information, but some information is excluded because it is confidential.

In accordance with UU KIP, there are several provisions that information may or may not be disclosed to the public. Public bodies can block access to information if public information which, if disclosed and provided, will hamper the law enforcement process, interfere with the interests of protecting intellectual property rights and unfair business competition, jeopardize national defense and security, reveal Indonesia's natural wealth, and may harm foreign relations interests. country.

In this regard, it is relevant to what was revealed by Lutfi and Satriawan (2014), that in the classification process, information is divided into two, namely information that is public and information that is excluded. For information of a public nature, it is grouped based on the subject of the information according to the main duties, functions and activities of each work unit. The grouping of public information includes public information that must be provided and announced periodically, public information that must be announced immediately, public information that must be available at any time. Meanwhile, information that is excluded is not included in the list of public information. As stated in the Guidelines for Information Management and Documentation of the Ministry of Communication and Information of the Republic of Indonesia that the classification of information is based on Law Number 14 of 2008 concerning Public Information Disclosure, public information can

be classified into two parts, namely information that is public/open and information that is excluded/closed .

Even though compiling a list of excluded information is not an obligation for public bodies, as stipulated in UU KIP. However, its preparation can practically assist PPID Assistants in identifying or classifying whether the information requested by public information applicants includes the type of information that is excluded or information that must be made available and announced. In carrying out this activity, Assistant PPID must understand exceptions to information known to have two approaches, namely: First, an active approach. It is an information exclusion activity based on the initiative of a public agency to classify information so that information can be selected and determined to be classified as excluded. Second, the passive approach. A process that emphasizes the request for information from the applicant.

Every time there is a request for information, the PPID Assistant conducts a classification effort by examining the consequences of being disclosed and providing the requested information to the applicant. Testing on these consequences is to find out the consequences that arise when information is given to the public, that by closing information can protect greater interests than opening it or vice versa.

In practice, the management of public information services carried out by the PPID of Soppeng Regency has carried out the responsibility for managing information that is useful to support the improvement of the quality of people's lives in terms of fulfilling the need for public information. Good management is an important element to ensure that the organization works in accordance with the interests of an institution, in this case, public institutions as providers of public data are required to work in preparing databases of the public data concerned. As stated by Terry (2013), that the function of management is as an effort to achieve predetermined goals through the efforts of other people. Management will not be separated from human resource activities in an office, agency, or organization. Thus the intended target can easily be achieved properly.

### **The Role of PPID in Realizing Public Information Disclosure**

The entry of the era of information reform for the people of Indonesia, made state officials pass Law Number 14 of 2008 concerning Public Information Disclosure. The implementation of this law is applied not only to state administrators at the central level, but also to state administrators at the regional level. In accordance with the mandate of this law,

the local government of Soppeng Regency has actively participated in organizing an information disclosure system through *website* official or *blogspot*.

Information is a basic need for everyone for personal development and social environment and is an important part of national security. The right to obtain information is one of the important characteristics of a democratic state that upholds people's sovereignty to realize good state administration. Disclosure of public information is a means of optimizing public oversight of the administration of the state and other public bodies and everything that has an impact on the public interest as mandated in Law Number 14 of 2008 on Public Information Disclosure. The Soppeng Regency Government has followed up Law Number 14 of 2008 by issuing Soppeng Regent Regulation Number 61 of 2020 concerning Public Information Disclosure in Government Administration in Soppeng Regency. It was stated that one of the duties of the Information Management and Documentation Officer (PPID) is to provide fast, precise and simple public information services.

In implementing the 1945 Constitution, Article 28 F also stipulates that everyone has the right to communicate and obtain information to develop their personality and social environment and has the right to seek, process, possess and store information using all types of available channels. The existence of Law Number 14 of 2008 is very important as a legal basis relating to the right of everyone to obtain public information, and the obligations of public bodies to provide and serve requests for public information in a fast, timely, low-cost/proportionate manner and in a simple manner.

PPID's role in realizing public information disclosure is very important. Their duties and responsibilities in serving information to the public are the key to success in realizing the openness of public information that has been aspired to in the law. Utilization *Website* is one proof of technological developments that are not only used for commercial purposes, government agencies that are oriented towards public services are also moving towards modernization in order to keep up with public demand, especially in the field of information services. *Website* has become one of the communication channels owned by state institutions both at the central and regional levels.

Its role as a provider of information to the public, makes PPID always ready to serve at any time if there are people who need information. The Soppeng Regency PPID as information executor in the area has been quite good in carrying out its duties, responsibilities and authorities as stipulated in existing laws and regulations. As a form of implementing the provision of public information, the Soppeng Regency PPID has used

various mass media channels to provide public information to the public, namely the internet (*website*) and newspapers. The use of various mass media channels is significant because not all people know and are familiar with the internet, even though this media is the cheapest and easiest medium. The use of media other than the internet, namely newspapers, allows for the wider dissemination of information provided to the public.

*Website* the official PPID of Soppeng Regency namely [www.ppid.soppeng.go.id](http://www.ppid.soppeng.go.id) is evidence of the flow of globalization, the community's need for information is no longer limited by space and time, that is the background for the provision of communication facilities through new media, especially facilities *website*. Both people who are in the Soppeng Regency area and outside the Soppeng area can easily access information about ongoing government activities. The above is in accordance with what was stated by Barnard in Pace and Faules (2006) that the existence of an organization depends on the human ability to communicate and the willingness to work together to achieve a common goal. So he concluded that the first function of an executive is to develop and maintain a communication system.

In the era of digitalization, the government is facing new challenges, namely the challenge of changing the culture of human resources in conventional community services to become electronic-based, creating more efficient services *smart*, and integrated with a system supported by information technology. For this reason, as a form of improving the quality of modern services, the PPID of Soppeng Regency is trying to create electronic-based information services through *website*, *service displays*, *online service forms* as well as information services through social media with the aim of creating faster and easier information services, with the aim of making Soppeng Regency more productive and energetic.

This communication facility is indeed used as one of the media to disseminate information to the public, apart from using conventional media. *Up date* information about the world of government into the main menu. Existence *website* is the responsibility of the Soppeng Regency government agency, this is because all Soppeng Regency Regional Work Units (SKPD) have control in filling out the content contained in the *website* the. Therefore, in this case the flow of delivery and reception cannot be separated from the context of organizational communication. The flow of sending and receiving messages is carried out through a network whose nature of relationship is interdependent with each other based on formal rules of local government agencies.

In addition to the importance of public information services, the management of social media within government agencies also needs to be improved. The use of social media within government agencies is one of the main choices as a channel of information in conveying programs, policies and performance achievements. Social media can be a channel of information that coexists with *website* government agencies in gaining public attention and involvement. As revealed by Tugiman (2014) that correct government information can be used to assist decision making in reducing uncertainty and anticipating obstacles that will be expected to occur. So information is not just raw data which is then simply conveyed as it is. But it must have been processed, processed and filtered which ones are good, correct and need to be conveyed to certain parties.

Innovation in information services needs to be continuously developed. In addition to face-to-face services, online services *daring* society really wants. Creating content in the form of implementing activities, policies, infographics on existing services, tips and other useful information for the community. Thus, the implementation of transparent and accountable regional autonomy has been realized by giving the freedom to manage public information based on the rules made by each region. In its function as a public agency, the government is obliged to provide any information to citizens who need it, information on all matters relating to government governance so that accountable government is realized in accordance with the mandate *good governance*, namely the government must play an active role for the realization of public accountability desired by the community.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

The form of managing public information services about government decisions in Soppeng Regency consists of collecting data in the form of an information gathering process, PPID Assistant collects all the information that is in their control. The activities carried out are in the form of an inventory of public information, whether it is self-produced, developed, received from other public agencies, or sent. In addition, the PPID Assistant identifies the types of information they control. This identification is carried out by grouping information according to the provisions of the UU KIP. The second is in terms of preparing and providing data, this section consists of two types, namely *dataonline* (available on *website* PPID) and *dataoffline* stored in the PPID service center. The third is the classification of data which is divided into four types of data classification, namely information that is announced periodically, immediately, at any time, and information that is excluded. The role of the Soppeng Regency PPID in realizing public information openness, namely giving birth to changes in the culture of human resources in conventional community services to become digital-based, creating better services *smart*, and integrated with a system supported by information technology. For this reason, as a form of improving the quality of modern services, the PPID of Soppeng Regency is trying to create digital-based information services through *website*, *display service*, *form serviceonline* as well as information services through social media with the aim of creating faster and easier information services.

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