

Study of Management and Public Information Services (Implementation of Regulations on Information Management and Services in Singosari, Indonesia)

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ABSTRACT

This study was conducted to describe and analyze the Management and Public Information Services in the Efforts of Public Information Disclosure. The advantages of research as input, criticism, and evaluation, foster an open culture conducive to good governance. The research method employed is qualitative. According to the concept of George C. Edward III, the theoretical approach analyses four elements that determine the success or failure of a policy's implementation: resources, communication, disposition, and bureaucratic structure. The discussion focuses on Singosari National Artificial Insemination Center implementation of public information management and services, as well as the limits and mechanisms governing the provision of public information services. This research reveals that the Senior Manager of Information and Documentation of Singosari National Artificial Insemination Center does not have a uniform grasp of Management and Public Information Services. This is due to the inefficient internal communication of the Senior Manager of Information and Documentation the lack of socialization, and the Senior Manager of Information and Documentation different backgrounds. The signature of a commitment to public information disclosure and budget allocations to assist Senior Manager of Information and Documentation operations in 2021 demonstrates the leadership's role disposition. Integration of SNI ISO 37001:2016 and SNI ISO 9001:2015 contains a reference to the SOP for Management of Public Information Services. From the research, it can be concluded that the factors contributing to the success of the management and public information services of Singosari National Artificial Insemination Center are adequate infrastructure resources, disposition via support and bureaucratic structure, clarity and conformity of service standard operating procedures, and implementation. Communication is the factor that hinders the success of policy implementation. Therefore, communication and coordination across Senior Manager of Information and Documentation are required, as well as an increase in human resource capability (HR).

Keywords: Implementation, Management, Public Information Services, Public Information Openness.

1. INTRODUCTION

The community has a critical need for public agency information sharing. In addition to being a type of performance transparency, information provides access to public services for the community. The public must be able to acquire official and complete information regarding the implementation of government and public services through a variety of information channels. Transparency of public information is essential to the operation of public services to ensure citizens' access to public rights and services. Article 28F of the 1945 Constitution of the Republic of Indonesia guarantees the right to obtain information: "Everyone has the right to communicate and obtain information to develop his personal and social environment, and the right to seek, obtain, possess, store, process, and convey information by using all available channels."

The existence of Law No. 14 of 2008 concerning Public Information Disclosure (UU KIP) is crucial as a legal basis for the right of everyone to obtain public information; the obligation of public bodies to provide and serve requests for public information in a quick, timely, low-cost, and straightforward manner; the strict and limited exclusion of public information; and the obligation of the Public Agency to improve the documentation system and information. The purpose of information disclosure is a transparent, effective, efficient, accountable public service. Good governance will result from providing public services based on information disclosure.

The Public Information Disclosure Index measures the extent to which Law Number 14 of 2008 governs Public Information Disclosure in Indonesia to achieve good governance, excellent public services, and corruption prevention. There are five categories for monitoring and evaluating public information disclosure: Informative for institutions scoring 90 to 100, Towards

Informative for those scoring 80 to 89.9, Quite Informative for those scoring 60 to 79.9, Less Informative for those scoring 40 to 59.9, and Not Informative for those scoring below 39.9.

In 2019, the Information Commission published a monitoring report on the disclosure of public information that included 34 Public Bodies in the Informative category (9.58%), 38 Public Bodies Leading to Information (10.70%), and 53 Public Bodies in the Quite Informative category (14.93%). In 2020, the outcomes of monitoring and evaluating the information-sharing openness of public bodies remained poor. The low category of disclosure of public information consists of 146 public bodies, or 41.9%, uninformative, 47 public bodies, or 13.5%, that are somewhat informative, and 61 public bodies, or 17.5%, that are pretty informative. This year's evaluation of the amount of public information sharing placed only sixty public bodies, or 17.4 per cent, in the "Informative" category. Meanwhile, there are still 34 public bodies that come into the category of "Towards Informative." The Ministry with the designation of informative 16 ministries. With a score of 97.9, the Ministry of Agriculture holds the most significant ranking in information sharing. With a score of 95.5%, the Ministry of Finance is in second place.

The Central Information Commission observed that the number of public organizations with informational qualifications climbed to 83 in 2021, up from 60 in the previous year. This determination is mentioned in Decree No. 10/KEP/KIP/X/2021 of the Central Information Commission of the Republic of Indonesia regarding the Results of Monitoring and Evaluation of Public Information Disclosure in Public Agencies in 2021. According to the Monitoring and Evaluation of Public Information Disclosure findings in 2021, the Ministry of Agriculture received the highest score, 99.29 points.

As a public agency, the Ministry of Agriculture is expected to provide, provide, and publish precise, correct, and accurate public information to applicants for public information. The Ministry of Agriculture drafted the Minister of Agriculture Regulation Number 32/Permentan/OT.140/5/2011 concerning Management and Public Information Services in the Ministry of Agriculture in order to provide the public with public information services that are simple, accurate, quick, and accurate through the use of information and communication technology. Agriculture as revised by Minister of Agriculture Regulation No. 25/HM.130/5/2016.

The openness of public information in the agricultural sector is crucial so that farmers and the community have easy access to services, particularly those connected to food security and agricultural goods, which are basic needs. Communication and information also play a role in resolving agriculture sector issues. Agriculture plays a crucial role in preserving food security, bolstering the national economy, enhancing competitiveness, absorbing labour, and alleviating poverty. In addition, it increases the country's foreign exchange by fostering the expansion of agro-industry downstream and exports of agricultural products. Effective and efficient management and information services guarantee that the information they possess regarding the agricultural sector is easily understood and positively viewed by the public.

The research was carried out at the Singosari National Artificial Insemination Center, the Technical Implementation Unit of the Directorate General of Animal Husbandry and Animal Health within the Ministry of Agriculture. As a Public Service Agency, Singosari National Artificial Insemination Center is obligated to increase its performance and output to ensure that public services run smoothly by the hall's primary responsibilities. Based on the Decree of the Head of the Bureau of Public Relations and Public Information of the Secretariat General of the Ministry of Agriculture Number B-62/Kits/HM.130/A.7/04/2018 regarding Guidelines for Monitoring, Evaluation, and Reporting for Management and Public Information Services at the Ministry of Agriculture, in 2020 Singosari National Artificial Insemination Center is ranked number seven out of forty-five technical executive unit for the Echelon II category of the Ministry of Agriculture with the title Towards Informative.

2. LITERATURE REVIEW

Nugroho and Riant in his book Public Policy, [1] defines *policy implementation* as "a method for achieving a policy's goals. Neither more nor less." There are two possible actions for implementing public policy: directly executing in the form of a program or formulating derivative policies or derivatives of these public policies. The plan is 20% of success, implementation is 60% of success, and the remaining 20% is how the implementation is controlled. The most challenging aspect of a policy is its implementation, as difficulties occur in the field that is not always present in the policy's concept. In addition, implementation consistency poses the most significant hazard.

Implementation is a crucial phase of the policy making process as referred by reference [2] by Khusna, Itsna H et al., [3]. This is consistent with the paper by Firdaus et al., [4], assertion that policymakers' decisions cannot be executed appropriately without exemplary implementation. *Policy implementation* is an action that follows the legal direction of a policy and includes attempts to control inputs to achieve outputs and results for citizens. The execution of a policy is affected by four variables: Communications and policy Success necessitates that implementers understand what to do. What are the policy's goals and objectives (target group)

to reduce implementation distortions? If the policy's goals and objectives are unclear or unknown to the target group, resistance from the target group is likely to develop.

Although the policy's contents have been stated clearly and consistently, implementation will not be effective if the implementer lacks the necessary resources. These resources can be human resources, such as rivalry for implementors or financial resources. For efficient policy implementation, resources are an essential aspect. Without resources, policies are mere documents on paper. Disposition refers to the traits and attitudes of the implementer, such as dedication, honesty, and democratic nature. If the implementer has a cheerful disposition, he can carry out the policy as the policymaker intended. When the implementer and the policymaker have distinct natures or perspectives, the policy implementation process becomes ineffective. The organization of the bureaucracy responsible for implementing policies considerably impacts policy implementation. The availability of standard operating procedures (SOP) is one of every company's most crucial structural elements. SOP is a guideline for all actors to follow.

3. METHODOLOGY

3.1 Research Methods

This study employs a qualitative methodology. The Qualitative Research Methodology is basically opinion method of research. In particular, tradition in social science that is fundamentally dependent on observing humans in their environment and relating to these people in their language and on their terms [5]. Qualitative research is conducted as an activity or process to acquire information from natural and normative conditions within the continuity of an object, which is then juxtaposed with the theoretical and empirical solution of a problem.

3.2. Data Sources and Types

According to Rumatta, Vience M, data sources refer to the data collection topic [6], If questionnaires and interviews are used to collect data, then the responder is the data source, i.e., the individual who responds or answers the researcher's written and oral questions. These are the data sources for this study: Primary data sources consist of interviews with relevant persons. A secondary Information Source is the origin of data that might indirectly give and inform data. This information is derived from research-related publications, books, and other materials.

3.3. Data Gathering Technique

This study collects data using a technique known as purposive sampling. According to [6], the technique of Purposive Sampling entails taking samples not based on random, regional, or stratum considerations but on considerations that center on specific objectives. To collect the necessary data, the researchers employed several techniques, including Documentation; researchers collect data by collecting documents in the form of reports and other documents related to the Management of Public Information Services based on the [7] concerning Management and Public Information Services in the Ministry of Agriculture Environment and Its Changes, the Senior Manager of Information and Documentation Singosari National Artificial Insemination Center Report, and regulations related to public information disclosure and public services.

The second is Interview. Which is a purpose-driven discourse. Which is the dialogue between at least two persons, specifically the interviewer (who asks questions) and the interviewee Singosari National Artificial Insemination Center? (Who provides answers to the questions). Moreover, the data sources for this study include: Senior Manager of Information and Documentation Singosari National Artificial Insemination Center (Officers and Implementers) comprises the Marketing and Information Group Coordinator as the Person Responsible for Senior Manager of Information and Documentation, the Sub Coordinator of Information Substance and IB Development as Senior Manager of Information and Documentation Implementing Singosari National Artificial Insemination Center, and the Senior Manager of Information and Documentation Officer/Implementer. Public information user/applicant at Singosari National Artificial Insemination Center. Consideration

The third is Observation, according to Rumatta, Vience M [8], it is an observation that demonstrates a study is conducted consciously, methodically, systematically, and with the correct aims in mind by observing and recording all events and phenomena and referring to the words and rules in research or research. Scientific research. Observed activities included Senior Manager of Information and Documentation Singosari National Artificial Insemination Center collection of public information materials, classification of public information, publication of public information, receipt of information requests, classification of requests, fulfilment/rejection of information requests, and preparation of reports.

3.4. Data Analysis Technique

By the theory of Miles et al., the data in this study were evaluated utilizing multiple processes, namely data condensation, data display, and conclusion drawing and verification [9], Data condensation refers to the selection, concentration, simplification, abstraction, and transformation of data.

3.5. Data Validity

Using the appropriate data gathering method, such as the triangulation method, can help ensure the data's authenticity. According to Wibawa et al., triangulation is a strategy for determining the veracity of data that employs something other than the data for comparison or verification purposes [10], He identifies four types of triangulation as an investigation strategy for establishing validity: Data Triangulation; Using a variety of data sources, such as records, archives, interviews, observations, or by interviewing multiple subjects whose perspectives are regarded to be distinct. Method of Triangulation; Utilizing numerous research methods, such as interviews and observations, to investigate anything. The researchers employed data triangulation and procedure triangulation based on the four validity checking methodologies. Triangulation of data utilizes many data sources, such as documents, archives of interviews, observations, or interviews with multiple people whose perspectives are deemed to be distinct. In contrast to the triangulation method, researchers in this study employed multiple methods to analyze the difficulties at hand [11].

4. RESEARCH RESULTS AND DISCUSSION

In general, implementation involves tying the attainment of public policy goals to the outcomes of government activity. Implementation tasks involve constructing a policy delivery system that is uniquely planned and pursued to attain these objectives. Consequently, public policy is a comprehensive statement that contains goals, objectives, and means that are implemented in the action program, meaning accomplishing the policy's aims. In order to ease the comprehension of the notion of policy implementation, a policy model is required. There are other models that can be used to examine the implementation of a policy. However, the author chose George Edward III's approach to describe the Public Information Disclosure implementation process.

The process of transmitting information from the communicator to the communicant is communication. Communication pertains to how the policy is conveyed to the organization and the general public, the availability of resources to implement the policy, the attitudes and responses of the parties concerned, and the organizational structure. In the meantime, policy communication refers to the transmission of policy information from policymakers to policy implementors. Information transformation, information clarity, and information consistency are crucial aspects of communication in the implementation of policies (consistency).

The communication process for the implementation of the Public Information Management and Services policy to Open Public Information in the Singosari National Artificial Insemination Center Sector demonstrates that the Singosari National Artificial Insemination Center has responded to the implementation of the public information disclosure policy, as evidenced by the initiative to form an Information Senior Manager of Information and Documentation. However, policy implementers lack a uniform understanding of the public information disclosure policy. One of the purposes of the public information disclosure policy is to make it easier for the public or applicants to obtain information from public agencies; consequently, the Senior Manager of Information and Documentation in each public agency is responsible for processing all information requests.

Based on the results of research on public information disclosure policies in the field of Public Relations viewed from the perspective of communication, it can be concluded that the communication process has been ongoing but has not been comprehensive to all Senior Manager of Information and Documentation members, resulting in unequal distribution of differences in understanding regarding the implementation of management and public information services. There is a change in regulations to improve the management of public information services within the Ministry of Agriculture, which is backed by other rules so that Senior Manager of Information and Documentation is less able to comprehend the execution of public information disclosure.

Based on the study's results, it can be inferred that the policy implementers at Senior Manager of Information and Documentation Singosari National Artificial Insemination Center have inadequate abilities and capabilities. Only two of the twelve employees of Senior Manager of Information and Documentation Singosari National Artificial Insemination Center have a background in communication science. Meanwhile, other individuals have backgrounds in veterinary medicine or animal husbandry. This circumstance may be one of the issues preventing Singosari National Artificial Insemination Center from implementing its policy on public information disclosure. BBB Singosari has made little effort to provide internal technical assistance or socialization, so this Senior Manager of Information and Documentation is familiar with public information management and service policies. Technical guidance is provided by the Ministry of Agriculture or the Directorate General for Livestock and Animal Health, both of which rely on third parties.

The availability of equipment to support collecting and disseminating information, such as electronic equipment that the public can use to obtain information, is quite adequate, particularly in the Singosari National Artificial Insemination Center setting. In 2020, Singosari National Artificial Insemination Center was awarded the Senior Manager of Information and Documentation title for Best Infrastructure. However, with the advancement of technology and the expansion of service options, infrastructure and innovation must be enhanced. According to the researcher's observations and interviews with informants, the Singosari National Artificial Insemination Center implementation of public information management and service policies to open public information, in response to the Minister of Agriculture's Regulation No. 32/Permentan/OT.140/5/2011 on Management and Public Information Services, was accompanied by a commitment to sign an integrity pact on public information. The budget provided for Senior Manager of Information and Documentation activities comprises material expenditures, other service expenditures, expenditures on official trips for out-of-town monitoring packages, and internal monitoring and evaluation service activities totalling Rp 100,000,000. This money is still allocated to the activities of the Information and Cement Quality Monitoring Subgroup.

Bureaucratic Structure Factor; Through Standard Operational Procedures for Information Management and Documentation in ISO 9001:2015, Standard Operating Procedures for Management and Public Information Services have been defined. Members of Senior Manager of Information and Documentation Cement Information and Monitoring Subgroup are primarily responsible for implementing tasks. The execution of this public disclosure is successful only when all subgroups collaborate and apply SOPs correctly. All Senior Manager of Information and Documentation are supported by the Sub Coordinator/Coordinator in each group, not just the Semen Information and Monitoring Subgroup. There has been no evaluation of the established activities and SOP.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Factor in Communication; The absence of internal coordination at Senior Manager of Information and Documentation Singosari National Artificial Insemination Center has resulted in the suboptimal implementation of interpersonal information transmission. Senior Manager of Information and Documentation does not comprehend the clarity of public information management and service policies uniformly in an endeavour to open public information. Resource Variable; To make public information more accessible, two of the twelve Senior Manager of Information and Documentation with a background in communication science and Public Relations and an understanding of management policies and public information services support human resources. Meanwhile, other individuals have backgrounds in veterinary medicine or animal husbandry. The aspect of the supporting facilities is adequate, and there is equipment available to assist the responsibilities of information gathering and dissemination. Personality Factor; BBB Singosari's implementation of the Public Information Management and Services policy was accompanied by a pledge to sign an integrity pact on public information disclosure and the provision of an activity budget. According to the tasks and responsibilities of Singosari National Artificial Insemination Center, Senior Manager of Information and Documentation appointment is neutral. Bureaucratic Structure Factor; SOP for Management and Public Information Services has been established via Standard Operational Procedures for Management of Information and Documentation in ISO 9001:2015, with the implementation focusing on Senior Manager of Information and Documentation members in the Cement Information and Monitoring Subgroup. Management and Public Information Services operations and the established SOPs have not been evaluated.

5.2 Recommendations

Improving the socialization of the implementation of Minister of Agriculture Regulation No. 32/Permentan/OT.140/5/2011 on Management and Public Information Services and its amendments to policy implementers and public service users, so that Senior Manager of Information and Documentation, as the implementer of implementing and targeting policies, can comprehend the substance of the policy, including the public as information requesters and service users. As well as the addition of Senior Manager of Information and Documentation staff, the enhancement of Senior Manager of Information and Documentation human resource skills through training or training conducted in phases and continually. Enhancing the comprehensiveness of facilities and infrastructure in support of the success of the Senior Manager of Information and Documentation Singosari National Artificial Insemination Center program. Senior Manager of Information and Documentation Singosari National Artificial Insemination Center creates a work program and proposes a specific budget allocation for Senior Manager of Information and Documentation-related and public relations-related activities. Exact evaluation and management of Periodic Information for future enhancements to SOPs and innovations implemented by implementers.

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