



## Government Communication Management Strategy

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### ABSTRACT

Basically, this research aims to determine the extent to which communication management strategies are involved within the scope of the government/public world in Indonesia. The notion of government communication is communication between humans (human communication) that occurs in the context of government organizations. Therefore, government communication cannot be separated from the context of organizational communication and it is also part of organizational communication. The flow of sending and receiving messages is carried out through a network whose nature of the relationship is mutually dependent on each other based on formal rules. The messages sent and received are not only in the form of information, but also the dissemination of ideas, instructions, or feelings related to government actions and policies. In addition, government communication is also one of the important elements in public organizations, namely being part of organizational communication, where government communication can be separated from internal and external communications. Once again communication is an important element in government organizations where communication is considered as the heart of the organization so that without communication there is no organizational activity and this means that without communication the organization will die. In order for government communication to run well (effectively and on target), the government as the main actor who initiates communication, among others, needs to do the following things. First, choosing the right, among others, the language used (adjusted to the communicant). Second, trying to remove or minimize the communication barriers of crisis government. Third, mastering knowledge about effective communication practices that can help government administrators manage more effectively, such as knowledge of the audience. And lastly, government communication is required to change the government's approach to public information from traditional to professional strategic communication processes that specifically control the flow of news.

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## 1. INTRODUCTION

The government's development strategy is basically influenced by a high level of communication, where this step has been widely discussed by experts, and generally they agree that communication has an important role in a country's development (Abidin, 2016; Achmad, 2022). The desired changes in development are of course directed at goals that are better or more advanced than before. Therefore, according to the research results of Akhmad & Sarwani (2021) the role of communication in government development must be associated with a clear subject, and able to provide the best service to the community, because with the continuity of communication and interaction that runs smoothly it will automatically increase the level of government existence in the community Indonesia.

In the journal Dedy (2016) explains that government communication is closely related to organizational communication and political communication, this is because the two domains must intersect with the scope of the world of policy and governance. In government communication, there are two types of communication channels, namely internal communication related to internal bureaucratic, and has a function to facilitate communication within the government's internal public and the second is external communication channel, which acts as a medium of government communication with the public (Fadhal, 2020). So in this case government communication implies combining both meanings, namely communication and government which is focused on delivering ideas, programs and government ideas to the public in order to achieve state goals.

The meaning of government communication here is that the government in this case is assumed to be a communicator and the community as a communicant, but in certain circumstances it can be otherwise the community is in a position as a transmitter of ideas or ideas and the government is in a position to observe what the community wants. According to Fajrur & Nurudin (2021) in such conditions the government has the authority as well as the responsibility to consider, even to respond to these wishes in accordance with the applicable rules and regulations.

Government communication has the essence to ensure the running of government functions for the benefit of the community. The communication function in the government is the most important part of realizing the implementation of government programs, where the previously prepared plans must be communicated to the public in order to create good understanding and cooperation between the two parties, this can be channeled through existing organizations within the government. itself. The results of Gemiharto & Juningsih (2021) research reveal that, there are three stages carried out in the government communication process, namely someone must initiate communication, communication must be forwarded / sent from source to destination, and finally communication must make an impact on recipients.

Communication has a number of good influences on the type, objectives, tasks of government, including the maintenance of relationships. Without the means and facilities for communication links in all directions in an activity, it will be difficult to know what has been achieved, what will be achieved and how the obstacles in carrying out the work, besides that communication is also a source of information for leaders in informing various policies or about an issue. development (Hasan, 2010).

The communication function in government organizations includes an informative function and can be viewed as an information processing system, meaning that all members in government organizations hope to obtain better, more and more timely information. Then the second is the regulatory function, where this is often related to the regulations that apply in an organization. There are two things that affect the regulatory function, namely, relating to people who are in the management order, namely those who have the authority to control all information submitted (Kumala, 2020; Nurwati et al., 2022). In addition, they are also tasked with giving orders or instructions so that their orders are carried out properly. And the second relates to regulatory messages and is

oriented to the world of work, meaning that subordinates need a certainty about what jobs are allowed and not allowed to be carried out.

The term strategy is often used by government/public institutions to describe a meaning, for example those related to planning, tactics or ways to achieve what is desired (Lianjani, 2018). So we can simplify that the term strategy often intersects with planning (planning) and also management, which at the same time serves to achieve the goals to be achieved. The development of a new paradigm of government communication today is more encouraged to prioritize aspects of innovation, creative, responsive, contemporary, and of course adaptive to the development of the digital era, which is the answer to the demands of transparency and accountability in building public trust. Meanwhile, the results of research by Mulyani & Iriana (2021) explain that communication patterns in this digital era have caused the flow of information to flow rapidly and quickly, where linear communication patterns have begun to be replaced with symmetrical communication patterns, which causes message penetration into various elements of society to run. very intensive.

The design of the government's communication strategy management must also be able to be translated concretely up to the highest functional level through planning, implementation and evaluation as an integrated framework. This is necessary in providing direction for the organization's strategic plan so that it is adaptive to changes in the environment that occur very quickly. Because basically communication is a basic human activity, and with these actions humans can relate to each other in everyday life wherever humans are. Communication is also very vital in the continuity and success of an interaction, both in a formal environment such as government organizations/institutions as well as at the general organizational level (Sahputra, 2020).

An organization, be it a political organization, a business organization or a government organization, of course has a goal to be achieved, where this process will be reflected in the activities of the organization as a whole, starting from small things or those that are fundamental to the running of an organization. But keep in mind that the important thing for an organization in achieving its goals will be neatly arranged if it is packaged in a plan which is usually summarized in a management strategy. Especially in the current era, management strategies are required to be able to pay attention to basic things such as the increasing complexity of technology and information products, at the level of social structure, trends in economic globalization, and even at the organizational level. So based on the description and description of the background above, the researcher is interested in studying more deeply about the use of communication management strategies in a government organization.

## 2. METHOD

This study uses a qualitative approach considering the purpose of this study is to find out in depth how the implementation of communication management strategies in a government organization in Indonesia. According to Moleong, (2019) qualitative method is a research process to understand situations based on the traditions of a typical human group or society, and build a complex, holistic picture, as well as analyze words, report detailed views of informants and conduct research. in a natural setting. In addition, researchers also use descriptive analysis as a research method, according to (Sujana and Ibrahim, 1989:65) in the journal Soendari (2012) descriptive research is research that seeks to describe a symptom, event, event that is happening at the present time. The use of qualitative research is considered very relevant by researchers because it is considered to have the same direction, especially in evaluating and understanding community conditions.

### 3. RESULTS AND DISCUSSION

The success of government organizations is strongly influenced by the capabilities and competencies of each individual and the cooperation between team members within the organization. Where in establishing cooperation to achieve that goal it is necessary to have communication that runs simultaneously and comprehensively. Judging from the technical implementation, communication itself can be formulated as an activity in which a person conveys a message through certain media to others and after receiving the message and understanding the extent of his ability, the recipient of the message conveys his response to the person who delivered the message.

On the other hand, the communication process can run from the start of creating information to the stage of being able to be understood by the communicant. In addition, communication is also a process, as well as an activity that takes place continuously and expects reciprocity from what has been conveyed previously. The communication process itself consists of two main domains, namely humans who explain situations and conditions in communicating, and competencies, namely those that explain understanding and skills in communication. If the first domain is defined as a process of understanding, then the second domain is a skill or skill that can always be improved and updated. That is, the ability to communicate is not born by itself, but must be learned and improved continuously.

Government communication has the essence to ensure the running of government functions for the benefit of the community. The communication function in the government is the most important part of realizing the implementation of government programs. The plans that have previously been prepared must be communicated to the public so that good understanding and cooperation can be created between the two parties, this can be channeled through organizations within the government itself.

But in another view, government communication can also be interpreted as one of the communication between humans (human communication) that occurs in the context of government organizations. Therefore, government communication cannot be separated from the context of organizational communication and it is also part of organizational communication. The flow of sending and receiving messages is carried out through a network whose nature of the relationship is mutually dependent on each other based on formal rules. The messages sent and received are not only in the form of information, but also the dissemination of ideas, instructions, or feelings related to government actions and policies. Government communication is also able to convey various information, ideas or feelings, and attitudes with other communication participants called communicants, namely government officials for internal organizations and the business world, communities and non-governmental organizations for external organizations, and vice versa (Silalahi, 2004).

Government communication is an internal communication of the organization and aims for employees or staff to know and understand what to do, how to do it and so that government executives get information from employees about the results of implementing work which are all useful for achieving the goals of government organizations effectively and efficiently. Government communication is an organization's external communication to provide information about various government policies and regulations to the public, non-governmental organizations, including communities or business institutions, as well as obtain information from them to make policies and regulations as well as information about the impact of a policy made by the government to determine whether the policy or regulation is continued or discontinued, revised or modified.

The management of corporate communications can be considered the key to managerial strategy, due to the fact that its role implies selecting messages related to the goals of the company, various points of view, and then sending them to interested parties. Communicators as specialists of the domain, must be prepared to handle

complex communication actions.

One general model of the government communication process is initiated by the sender (administrator or government manager) trying to communicate with bureaucratic apparatus, the community and other organizations (Sriwartini, 2018). For this reason, a set of information is selected as the message to be sent (ideation). When they want to send information, the sender translates the information in the form of appropriate words, signs, or symbols that are expected to be easily understood by the recipient and are expected to have an effect on others. Expression of ideas or ideas in the form of verbal (oral and written), or nonverbal (sign language, facial expressions, gestures, or pictures), can also be referred to as a message that means policies, procedures, regulations, and decisions.

So government communication is essentially a process of disseminating and exchanging information within and with outside the organization, where they can exchange and share information with several other parties involved in it, such as the legislature, along with business people, staff and up to the community. Through communication, government executives, administrators or government managers intend to influence the attitudes, understanding and behavior of the community so that in the future they are able to establish a cooperation in accordance with what was previously expected.

In fact, government communication does not only function as a means or tool to convey or receive information about a public policy, but more than that it can function as a means to integrate activities in an organized manner in realizing cooperation. In addition, the process is also a means of channeling inputs into the social system, and a means of modifying behavior, influencing change, and producing information in accordance with the agreed policy directions. The communication functions in an organization, including government organizations as non-profit organizations are informative, regulatory, persuasive, and integrative functions. Informative function means that communication is seen as a system of processing information and then distributing it to parties who need it, both internally and externally.

The working relationship in government communication is characterized by information communication and assignment communication. The first is to convey information only as in the communication process in general, while the second is a way of giving tasks to be completed effectively and efficiently. In information communication, information or ideas (thoughts) are conveyed by government administrators to bureaucratic apparatus. The main goal is that the bureaucratic apparatus under their authority captures the information and ideas with the same understanding as the administrator's understanding.

On the other hand, the purpose of communication in government organizations is not just to convey information (tasks). The first party or government administrator wishes that the task is carried out to completion according to applicable norms and standards. Communication is not successful if the information communicated by the first party cannot be captured and understood by the second party or the understanding obtained by the second party is not in accordance with the understanding conveyed to him. In an employment relationship, information is usually communicated to be used or applied in the field of work of the second party. Communication is said to be successful if the work of the second party reflects the application of the information obtained.

There are two directions of communication within government organizations, first downward communication or downward communication and upward communication or upward communication. Downward communication is a communication network with the flow moving from the leadership to the subordinates following the organizational hierarchy. The messages conveyed are generally in the form of job or task instructions, how to do tasks, explanations of procedures and policies, mission and goals and feedback to employees. Downward communication takes place when people at the top level of the

organization send messages to subordinates (Wardana, 2020).

On the other hand, upward communication is the flow of communication following the network from subordinates to superiors. The messages conveyed are usually in the form of work implementation reports, employee complaints, employee attitudes and feelings about various things, development of procedures and techniques, information about production and results achieved. Upward communication occurs when a subordinate sends a message to his superior and has a function as a) conveying information about work or tasks that have been carried out b) delivering information about work problems or tasks that cannot be completed c) delivering suggestions for improvement and finally submission of a subordinate's complaint about himself regarding the previous work he had completed.

Government communication in good governance emphasizes responsiveness, transparency, participation and accountability. Responsiveness means that public management's attention must be constant, intensive, and fast to information submitted directly by citizens either to the bureaucracy or through legislators or politicians. In addition, transparency also provides information correctly, honestly and fairly. Participation means that the community is included in providing information in making policies and the running of social control and accountability shows an atmosphere of government that is responsible for policy information and governance. Important information in good governance is public sector information related to governance, law, and administration.

Under these conditions, the government has the authority as well as the responsibility to consider, even respond to these wishes in accordance with the applicable rules and regulations. In its implementation, government communication activities are always associated with the implementation of policy programs that are made, be it through socialization, seminars, dialogue, lobbying and cooperation. information and external communications organizations that serve to transmit public information. All of the above functions are combined in informative, regulatory, and persuasive functions. Informative function means, communication is seen as an information processing system and then disseminates it to parties who need it, both internally and externally. Regulatory function, related to the regulations that apply within an organization. Regulations are made through a communication process by people in positions of regulatory authority. The persuasive function is intended as a way through which communication is carried out by persuasion to others so that they receive the message and carry it out voluntarily, without coercion or coercion.

Basically, various communication strategies are carried out by humans in achieving the effectiveness of their communication, for example in the process of social change, the messages contained and sent by the source to the recipient are in the form of ideas of renewal or innovation. As a communicator, the government should formulate a communication strategy, especially on superior programs so that effective communication can be realized. The communication strategy becomes very important because of its approach to the expected effect, where the government's communication function itself can be in the form of disseminating information, carrying out persuasion and instructions, and bridging social problems.

There are conditions that must be met so that the message conveyed can be well received by the general public (society), for example, it is general in nature, clear, positive, balanced and appropriate language. As for (1) general requirements, namely the message conveyed must be easy to understand, clear and does not cause misinterpretation. The language requirement is clear, namely the language used in the message delivery process should not use terms that are not understood by the target audience. Then (2) positive conditions, namely messages conveyed to the target audience in positive ways so as to bring sympathy from the target audience (3) Balanced conditions, namely messages conveyed to the audience not only reveal the positive side

but also the negative side so that the target audience can take it well. While the appropriate conditions, namely the message conveyed should be adjusted to the wishes of the target audience.

The use of social media is one strategy that is quite effective in building a pattern of government public communication. Therefore, public relations practitioners must be able to transform the mindset from working linearly to being visionary, creative, innovative, holistic thinking, having competencies like a chief editor or newsroom head, especially in increasing the ability to produce public communication content that is interesting, denser, contained, innovative and creative by prioritizing the use of social media in accelerating its dissemination. The government communication strategy that is developed must of course be able to serve the needs of public information and form a positive image of the institution, regarding what has been, is being, and will be done in the future, especially government communication is able to act as eyes and ears, especially following the development of issues that are currently widely circulated through social media.

#### 4. CONCLUSION

The concept of government communication is actually not much different from communication in general, the only difference is in the context in which the communication is carried out and also the content of the message conveyed. Communication will be special in meaning, if it is used in relation to certain substances. In a special sense, communication depends on its substance, this means that the substance of communication is based on events and government relations, so that communication can be said to be government communication. Government communication, also provides several opinions and conclusions, such as the process of conveying thoughts, feelings from various parties to other parties regarding government activities in carrying out their main tasks. Then the process of exchanging information between two people / parties in an effort to realize various government activities, especially those concerning citizens. Government communication should be able to adapt to the development of government that is currently changing, from government (government administration) to governance. In this case there is a change in the interaction of power and control to the exchange of information, communication and persuasion by providing information to the public to be able to guard the government.

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