Bridging communication between public and government: a case study on kim surabaya

G G Aji*, Tsuroyya, P A R Dewi

Communication Department, Faculty of Social Sciences and Law, State University of Surabaya, Campus Unesa Ketintang, Ketintang Street, Surabaya - East Java, Indonesia 60231
Tel / Fax: +62318281466
gilangaji@unesa.ac.id

Abstract. In democratic era, the public communication paradigm has shifted from a one-way socialization to more interactive one. As a consequence of freedom of speech, the public can actively communicate with the government and vice versa. The problem is government is almost impossible to reach all public groups. Therefore, they have created the concept of social institutions as a communication hub between the government and its public, named the Kelompok Informasi Masyarakat (KIM). This research examines the activity of KIM in Surabaya on bridging public between government and the public. Using a case study approach, this research utilized various techniques of data collection such as: interviews, observation, and documentation. The results showed that KIM plays a role in the two-way flow of information; to disseminate program and submit complaints and suggestions from the public about the policy. This study confirm the urgency of utilization on various channels in communicating with the public.

1. Introduction

Communication activities by Government institutions cannot to be view as political communication. Government communication is also a useful way to build relationships with community residents who have long-term effects, one of which credibility of the company. Community-based model of government Communication seeks to encourage dialogue and public debate, Transparency conditions provide a mechanism of participation, ensure it is not partisan [1].

Moreover, the communication of the Government can be seen as an important mechanism in building good governance. Referring to the report CommGAP, a World Bank program to improve the quality of the public sphere, good governance is characterized by three conditions, namely state capability, responsiveness, accountability and in those characteristics, communication plays an important role just as listed in the table below [2].

Table 1. Key Characteristics of Good Governance regimes,

| Characteristics | Subcomponents Relevant to Government Communication Capacity | Desired Outcomes of Effective Government Communication | Suggested Communication Mechanisms and Tools |
|-----------------|------------------------------------------------------------|-------------------------------------------------------|-------------------------------------------|
| State capability- the extent to which leaders and governments are Able to get things | Making sure government departments and services meet people's needs | Building broad support and legitimacy for government priorities, policies, programs, | Systems for providing reliable and up-to-date information on available public services; public campaigns regarding priority programs and |

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| done | and projects | projects; tools for persuasion and for leading public opinion |
|------|--------------|---------------------------------------------------------------|
| Responsiveness- Whether public bodies and institutions respond to the needs of citizens and uphold Reviews their rights | Providing ways for people to say what they think and need | Developing the ability to understand and deliver public goods and services founded on an evidence-based knowledge of citizens’ needs and preferences |
| Accountability- the ability of citizens, civil society, and the private sector to scrutinize public institutions and governments and to hold them to account | Offering citizens opportunities to check the laws and decisions made by Governments, parliaments, and assemblies; encouraging a free media and freedom of faith and association | Explaining government stewardship through information provision and by setting up mechanisms for citizens to hold Elected leaders and public service providers accountable |

Efforts on Government management transformation also held in Indonesia with the idea of reforming the bureaucracy. Similar to the global trend, communication is an important element in the drive to bring transparency titled Public Information Openess. Public Information Openess as one of the post-reform changes pushed open information about the activities of government agencies so that raised transparency and democratization [3]

The spirit of gain legitimacy through the presence of Act No. 14 of 2008 on Public Information Openess (KIP). Referring to these rules, every public body is required to open access to public information to the applicant of public information except certain confidential data. Urgency of this regulation is that the freedom of information as a basic human rights and also the freedom of access to information is a prerequisite in the realization of Open Government, the foundation of good governance [4]

The obligation to disclose information encourages the Government, both central and local, to build communication channels to public. However, in the process, many government organizations that are not able to communicate with the public effectively. Public sector organizations rely unduly mass media without involving the public sector organizations. This was seen not facilitate sufficient public feedback and inhibit the productive dialogue between the public and the government [5].

One of the steps taken by the Government in establishing communication is the establishment of social institutions called Kelompok Informasi Masyarakat (KIM) formed to fill a void in the field of public communications infrastructure as well as a communication bridge between the government and the public, the Directorate of Social Institutional, Ministry Communication and Information looked at the need to be independent empowerment will become a partner of the government in implementing the dissemination process. And then formed Public Information Group (KIM), which is actually a re-
actualization of Kelompencapir with various modification. If Kelompencapir only serves as an instrument of the government to deliver information while KIM serves to resolve life problems with accessing, processing, and use the information gathered from the mass media and various sources of information and disseminate to the other members of the group and the community[6].

As a group that has a concept of, by, and for the community, KIM demanded to provide public information to the public as well as the agency that has the authority to accommodate the aspirations of the people to the government. There are six main activity KIM accordance with the directives of the Ministry of Communication and Information, includes [7]:

- Access to information
- Discussion of about information
- The implementation of information obtained
- Networking (institutional networks)
- Dissemination (selection, processing, and dissemination of information)
- Aspirations.

Referring to the various previous research, KIM practices generally grow in the rural communities. However, researchers found that KIM also contribute in the urban community level precisely in the city of Surabaya. KIM Surabaya become a model for other groups in East Java and even in Indonesia. This is related to the large number of active KIM and the benefits provided by their activity in bridging the communication. So this research is planned to see role of KIM in bridging the communication between citizens and city government.

2. Method

Study about KIM Surabaya was a qualitative research attempts to answer the question of an explanation of why and how. The qualitative research does not intend to discover the laws and not to the make generalizations, but to the make an in-depth or extrapolated on the object[8]. The qualitative approach facilitates the study of the issues in depth and detail [9]. Approaching the field without being limited by pre-defined categories Tus contributing a full analysis of openness, depth, and detail in qualitative research.

Researchers used a case study strategy. This strategy is usually chosen based on the peculiarities of the phenomenon than others. In this context, Surabaya is the pilot project for the development of KIM, and more Generally is the leading city in providing communication mechanism in the Indonesian government. Evidence or the data that is required in the case study can be derived from six sources are: documents, archive footage, interviews, direct observation, participant observation, and physical devices [10].

The main instrument in searching the data is in-depth interviews accompanied observations to get as much information from informants. The observations were made to Obtain evidence to help understand the research context. Observation requires recording and recording roomates Occurs in situations that are specific. Observation is very rarely done in a separate, usually in conjunction with the interview. To support the primary data and secondary Researchers used the data sources. Researchers used the data drawn from other sources, such as the study of previous literature [11].

3. Results and Discussion

3.1. Role of KIM in Top-Down Communication

Based on its concept, KIM was formed to help communication flow from the government to the public. In practice, KIM Surabaya Surabaya government communications activity help disseminate information about development.

The activity of one of them as is done by KIM Jambangan. They provide information services to the public, opening up services in the form of information about the problems that exist in the environment vase like to inform about fallen trees and others so that the public can be vigilant and
countermeasures can be immediately implemented. KIM has an advantage because their update of information. One was when the news to the public on blocking the roads used for one of the events Anniversary of Surabaya. Although the location is quite remote, KIM Jambangan remain active to announce so that people can anticipate that their activity.

Another example KIM role in the dissemination of information run by KIM Mojo. KIM Mojo is one of the most dynamic in Surabaya. They are active in spreading the latest information from the government. All the information can be accessed on the website www.kimmojo.com and all social media account, with the same keywords as "KIM Mojo". Not only in the Internet network, KIM Mojo also produce conventional media by making pamphlets, flyers, newsletters, and often hold meetings with RT, RW, as well as the PKK in the village of Mojo.

KIM Mojo not only in cooperation with the Work Units Government in the top level but also technical and operational units in the region. For example, they cooperate with Puskesmas to carry out health education, such as hand-washing cultural socialization for children and adolescents posyandu initiated the establishment ofthe position in the urban areas, the rate of use of technology for quite a maximum.

Typical social institution in city quite different by using of new media tools. KIM Swaraguna in Gunung Anyar for example, the activity takes place 70% online. KIM Swaraguna also shared about the main Government program opportunities that can be used by residents around. For example, through the website, KIM Swaraguna proclaim an opportunity for youth to learn Broadcasting through a program organized by the Dispora.

The use of online media to information about government programs also do the campaigners KIM Medokan Semampir. They use social networking to disseminate information about government programs. This choice is based on the character of the speed of social media. The use of the correspondence considered less quickly in keeping track of information.

KIM Surabaya activity can be referred to as the information agent. This position is seen as seen as a win-win solution for both government and citizens. For the Government, the presence of KIM help to send message to the right public. This is because in the process, KIM is expected to process information with the ability to adjust public acceptance. As for the people, messages that have been filtered by KIM easier to understand. In addition, there are those that are relatively close and understand the problem if they want to inquire further.

This position is reminiscent of the two-step flow of communication model that once popularized by Katz and Lazarsfield. This model often used in the study of the mass media, but in this context can be used to describe KIM position as opinion leader in this process. KIM mediates information from the Government to the Community, verification, choose the appropriate information, and reproduce the message according to the ability of citizens

3.2. Role of KIM in Bottom-up Communication

Public Information group is not just a liaison top down information. Futhermore, KIM Surabaya capable of acting became channeling information from the residents to the Government. The crucial role that then sets it apart from the first Kelompencapir just a instrument for the government. The consideration is the government hardly possible can monitor the entire implementation of the policy in the field. So, KIM is expected to help advise on the implementation of the program and moreover gives an evaluation for consideration at the next policy.

Monitoring activity of Government program is shown by KIM Mojo. KIM Mojo provide input to government programs that claim BLC is a place for the SMEs or KSM learn learning over the internet to sell products. But the reality is not easy. Not all SMEs can and want to. Devices that are served in Surabaya city government is also limited. It turns SMEs and KSM in Surabaya has not been all ready to sell online to face the MEA and the free market.

One aspect that is often in the spotlight by KIM in various regions is the population registration. For example, carried out by KIM Jambangan who tried to evaluate the manufacture of E-KTP
complained of by the public. E-KTP affairs relating to the people so that it is necessary to do advocacy to the relevant department With KIM, community Jambangan find it easier to convey their aspirations to the government or agency concerned. Another example of population affairs is a birth and death certificate. KIM bridge the criticism and evaluation of the implementation of the distribution of birth certificates and death certificates.

In addition to services related settlement, other issues that are often monitored by activists KIM is a matter of physical infrastructure. For example, KIM Bahari criticize bridge construction process who had some problems. They often informed about the condition of the potholes that often resulted in accidents motorcyclists.

On this road infrastructure problems, evidence of the benefits of this activity is perceived by KIM Swaraguna who reported damage to roads that could disrupt local traffic. Through the reports on municipal government, two weeks later the road was repaired by the Public Works Department of Highways and drainage (DPUBMP).

Evaluation of the program can be delivered through various channels. Anyone passing through the Department of Communications and Informatics. It's like that done by KIM Klampis Ngasem who often make a complaint through the village and forwarded to the Department of Communications and Information Technology Surabaya. This option is taken reasonable considering the Agency responsible for the management of information. Hopefully, the information will be continued to the relevant agencies. In addition, a few KIM using straight lines as KIM Kebonsari which seeks to convey the aspirations of the departments directly linked. KIM Gunung Anyar utilizes Sapawarga, official social media Government.

This kind of Activities becomes the most important essence of KIM. Communications that are bottom up is the hallmark of a democratic society Democracy who relies on citizen participation. In a democratic government, policy formulation must consider the needs and desires of the community. Good public policy comes from the aspirations of the people. That is why, increasingly required citizen participation in the development process. The practice is not easy. The government faced the problem of public apathy. Meanwhile, people who want to express their aspirations have difficulty in delivering voice. If anything could be due to the rapid growth of the media, the sound - personal voice is not heard because it seemed relatively sporadic, does not represent the public.

The nature of the communication under KIM position as an important instrument in democratic life. In a democracy, the communication between public and government should be two way, like a continuous cycle. The role KIM benefit both government and the public. The government helped because KIM can dig aspirations of the people for consideration of policy formulation. Input from KIM also been formulated, not sporadic and private. On the other hand, residents were helped because relatively assured voice more audible than if they have to speak privately.

4. Conclusion

Research on the activities of government and citizen communication suggests several important conclusions. First, Government Communications should not be seen merely in political communication perspective but more than it should be an effort to build a good relationship with the citizens. Furthermore effective communication between government and the public is a key element in building good governance.

Second, Efforts to build good governance in Indonesia is one done through the insistence on Public Information. Through the legitimacy of Law No. 14 of 2008 public bodies must provide information about their activities on society. This article is then pushed governments establish mechanisms of communication in a variety of ways. The problem many governments were not able to establish effective communication channels

Third, One turned out to be effective is a social institution as the information bridge between the Government and Citizens. This study shows KIM able to play well despite the actual patterns that direct communication is possible to do.
Last, at its top-down communication, KIM managed to become opinion leaders capable of verifying, choose the appropriate information, and reproduce the message according to the ability of citizens. While the communications that are bottom-up KIM be an important to submit aspirations of the citizens on the implementation of public policy and help the government to get input for the formulation of the next steps.

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Acknowledgement

The authors wish to thank the Faculty of Social Sciences and Law which has been supporting the accomplished research about KIM city Surabaya.