ANALYSIS OF PUBLIC SERVICES IN THE PROTOCOL AND COMMUNICATION SECTION OF THE REGIONAL LEADERSHIP OF BARITO KUALA DISTRICT

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ABSTRACT

According to the community, services in the protocol and communication section of the Barito Kuala Regency Regional Leaders are not optimal, so activities involving regional leaders sometimes experience delays and can have an impact on the government's image. This study aims to determine and analyse how information and protocol services in the Protocol and Communication Section of Regional Leaders reach the community. The research approach used is qualitative. The data sources were five people. Data were collected through interviews and documentation. The collected data and information were analysed qualitatively based on narratives. The results showed that community services, information services, and protocol had been carried out, both directly and through the mass media. These service activities are always coordinated with regional apparatus organizations on an ongoing basis, and negotiations are carried out with interested communities so that these service programs are more effective. This research shows that maximum service has implications for building a better government image.

Keywords: Public Services, Community Services, Information Services and Protocols

PENDAHULUAN

Protocol is an inevitable necessity in the modern world. Many failures of events or activities are caused by poor protocol of an event or activity. That is why many governments and private institutions arrange protocols neatly by placing someone or several people (staff) who are given special assignments to work on protocol activities.

The Protocol and Communication Section of the Regency Regional Leadership, in accordance with its main tasks and functions, has a very important role in the administration of the Barito Kuala Regency Government, where every task and authority have an impact on imaging and harmonious relations between the Government and the community. Various information related to policies and development issues that develop, both from the Provincial, City / Regency and Central Governments, must ultimately be something that must be conveyed clearly to the community. Here we can understand how the role of the Protocol and Communication Section of Regional Leaders is very important.

The Protocol and Communication Section of Regional Leaders in providing information to the public, tries to provide complete information, but providing information through social media is certainly not easy, because there are many processes and involves many parties in publishing news, therefore this section must be more patient and thorough, active and creative. In carrying out publication activities, the Protocol and Communication Section of the Regency Regional Leadership directly participates in the activities of the Regional Head, then makes documentation and makes news which will then be posted through social media accounts managed by the Protocol and Communication Section of the Regency Regional Leadership and also given to the press media that partner with the Regional Government.

The context in this case means that the Protocol and Communication Section of the Barito Kuala Regional Leadership should work together with...
officials within the Barito Kuala Regency Government to communicate various news, training, and other important topics to the community. They work together with related parties in communicating matters of work activities within the Barito Kuala Regency Government.

In line with information disclosure, the realization of good government can be done by providing effective communication channels in order to encourage public involvement. Every government institution is obliged to provide a public communication system that allows the public to know everything related to development policies.

The Barito Kuala Regency Government in facilitating communication and dissemination of information to the public appoints the Protocol and Communication Section of Regency Regional Leaders as an organizational representative. consisting of the Information Division, Public Communication Division, Technology and Informatics Division based on the Barito Kuala Regent Regulation on the Organizational Structure, Position, Duties, Functions and Work Procedures in the Protocol and Communication Section of Regional Leaders of Barito Kuala Regency has the task of carrying out regional government affairs based on the principles of autonomy and assistance in the fields of communication, informatics, coding and statistics.

Public Relations in the Protocol and Communication Section of Regional Leaders in Barito Kuala Regency is tasked with carrying out public relations services related to the formation of the image of the Regional Government, preparing policy materials, guidance and guidance, technical instructions and official documents related to public relations. Protocol and Communication of Regional Leaders also has the task of carrying out partnership relations with media related to public relations, preparing materials and facilitating press conferences related to local government policies, carrying out news management on the local government website, carrying out local government social media management, carrying out coverage activities and documentation of the local government agenda or activities.

Based on the results of a pre-survey that has been conducted in the Protocol and Communication Section of the Regional Leadership of Barito Regency (Batola), several problems were found in carrying out the role of public relations, namely the limited human resources of public relations because based on Regulation of the Head of the State Personnel Agency Number 19 of 2011 concerning Guidelines for Preparing Civil Servant Needs stipulated effective working hours per day are 300 minutes. Based on observations in carrying out tasks such as carrying out coverage and documentation activities of the Batola Regency Government agenda or activities, preparing press release of the agenda or activities and policies of the Regional Government, facilitating public relations through face-to-face dialogue between the Batola Regional Government and citizens of Batola Regency, takes 360 minutes per day. This condition affects the performance of the protocol which is not optimal because the protocol has a volume of work that is not balanced with the number of workers.

Another problem was found to be the lack of coordination between the Protocol and the relevant Regional Apparatus Organization (OPD) regarding the publication of OPD programs. This resulted in several OPD programs not being conveyed to the public at large. The public in submitting complaints, questions, information, or suggestions or suggestions through the Protocol and Communication of Regional Leaders and then the Protocol and Communication of Regional Leaders will convey to the relevant OPD, but the service of complaints, questions, information and proposals or suggestions makes the public wait and the resolution of complaints and complaints takes a long time to be resolved.

The above phenomenon is also reflected in the conclusion of the results of research conducted by Haryati et al (2023) where in the implementation of work there can be misunderstandings between protocols from other agencies that occur due to
differences of opinion, especially with the agenda set by the protocol.

Related to activities related to the Barito Kuala Regency Government. Then the internal public relations staff also works with external public relations staff to coordinate messages so that the organization can run in accordance with its main tasks and functions so that this research aims to analyze public services, information services and protocol in the Protocol and Communication Section of the Regional Leadership of Barito Kuala Regency.

Related to activities related to the Batola Regency Government. Then internal relations staff also work with external relations staff to coordinate messages so that the organization can express its statements in "one voice". So, the Protocol and Communication Section of Regional Leaders establishes a good relationship with officials within the Batola Regional Government in order to know all activities related to the Batola Government so that activities can run smoothly.

LITERATURE REVIEW

According to Subarsono (2008), public services are products of the public bureaucracy that are accepted by users and the wider community. Therefore, public services can be defined as a series of activities carried out by the public bureaucracy, for example making identity cards, birth certificates and so on.

According to Government Regulation No. 96 of 2012 concerning public services that public services are activities or series of activities in the context of fulfilling public needs are activities or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident of goods, services, and / or administrative services provided by public services.

The community in its activities often invites Regional Officials or Regents to conduct community activities. To invite these officials there needs to be a liaison party, this liaison party is usually carried out by the Protocol and Communication Section of the Regency Regional Leadership.

Protocol according to Nasution (2016) can be interpreted as an official report on what is and what is done, as well as additions to an agreement that has been attempted or a ceremony about a meeting of representatives of various countries.

Protocol is a series of activities related to the rules in state events or official events which include the Order of Place, Order of Ceremony, and Order of Honor as a form of respect for a person in accordance with his/her position and/or position in the state, government, or society.

Research Thinking Flow

Figure 1 Research Framework, 2023

RESEARCH METHODS

This research uses qualitative research methods because researchers want to explain the phenomena that come from the results of research findings, such as data derived from interviews, observations, and documents.

Informants in this study are people who really know about the conditions of the research problem. The number of informants in this study amounted to five people. Head of Protocol and
Communication of Regional Leaders, Head of Protocol Subdivision, Head of Leadership Documentation Subdivision, Head of Leadership Communication Subdivision, Chairman of DPRD, and Community Leaders.

Data collection techniques were conducted through interviews, observation, and documentation. The data analysis used in this research consists of data collection, data reduction, data presentation, and conclusion drawing.

RESEARCH RESULTS AND DISCUSSION

Improvement of Public Services, Information Services and Protocol in the Protocol and Communication Section of Regional Leaders of Barito Kuala Regency

The role of Protocol is to support services in communicating local government activities. This role is important because Protocol becomes a liaison between the organization and what it represents. This role is realized through the communication process, through the delivery of messages. This communication message involves several aspects including communicators, messages, communication media used, communicants and feedback (feedback). Communication plays an important role in society, communication activities in human life as social creatures cannot be separated, humans since birth have always been involved in communication activities. Especially in this era of globalization, where information is one of the needs that must be met.

This is also supported by the results of research conducted by Lubis (2017) which states that the main tasks of the Protocol Section carried out have been running well, seen from the activities carried out by the ranks of leaders and staff of the Public Relations and Protocol section running without obstacles and problems that occur. Errors made by employees are resolved quickly. Therefore, related to the role of protocol will be able to run smoothly if supported by human resources who have the ability to communicate, coordinate and be able to negotiate the tasks carried out.

Protocol carried out by the Protocol and Communication Section of Regional Leaders plays an important role in supporting organizational activities in providing public information services to the community. Every day, Protocol is tasked with providing information about the Barito Kuala Regency Government. Protocol has a position as the mouthpiece of the organization in facilitating the flow of information.

The public service activities of the Protocol and Communication Section of the Regency Regional Leadership can be interpreted as activities that provide and promise proper respect for all parties which can indirectly improve a positive image. This field also acts as a communicator that conveys a form of message in the form of activities in the form of official events that use protocol rules. These activities usually involve government officials, community leaders and entrepreneurs.

The good activities carried out in official events facilitated by the protocol section will have a positive effect on the Protocol and Communication Section of the Regional Leaders of Barito Kuala Regency.

The image obtained is very dependent on whether or not the implementation of the protocol activity is smooth. To get a positive image, a protocol must be able to act as a leader who organizes the activities well, master the provisions in carrying out protocol activities, and must also be able to act as a mediator and coordinator.

The activities of the Protocol and Communication Section of the Regency can provide a positive image for the local government if they can provide excellent service to the audience who are invited to local government activities.

The image is part of the function of public relations activities which in this case is carried out by the general and staffing subdivisions, and through good protocol activities will shape the image of protocol activities is one of the public relations activities that is rarely discussed in related books on public relations, even though specifically the failure of a protocol activity in an agency will have a negative impact on the image of the agency. in carrying out protocol activities...
today there are those who think positively and those who think negatively.

But in essence what is expected by the community is that the service runs smoothly, well coordinated, therefore it is necessary for the protocol activities to be well coordinated by the implementers, and the implementers also pay more attention to the standard rules in the laws governing the implementation of protocol activities and also improve the quality of service to get a positive response from the community.

The success in carrying out the role of Protocol cannot be separated from the role of communication media used to disseminate information. Communication media supports the implementation of Protocol activities, with Protocol communication media easier in carrying out duties and obligations. The communication media used by the Regional Secretariat of Barito Kuala Regency are website, social media and telephone.

Based on the results of the study, it can be seen that in carrying out the role of Protocol, Protocol and Communication of Regional Leaders of Barito Kuala Regency uses media to disseminate information to the public. The use of communication media is intended to make it easier to carry out protocol duties.

The results of this study are in line with research conducted by Taufik (2017), which states that the role of protocol, both in terms of organizing events, organizing work visits, and receiving local government guests, can support the ceremonial activities of the Governor of East Kalimantan. Although its role has been able to contribute to the governor's ceremonial activities, not everything has been able to run as expected. Applicably, the role can be carried out routinely. This indicates that the role of protocol is to gain goodwill, trust, mutual understanding, and a good image with the community.

Protocol provides information through Instagram, website and WhatsApp to disseminate to the public. In addition to disseminating information about the Barito Kuala Regency Government, Protocol also receives complaints and complaints from the community. Protocol in this case is not an executor but an intermediary between the community and the organization, so that if there are complaints and complaints Protocol will convey to the parts that directly handle problems from the community.

The use of various media is intended so that the information conveyed can be received by the community through various application bases distributed by the Regional Secretariat of Barito Kuala Regency.

This activity is in line with what is mentioned by Frank Jefkins (2002) he explains several types of media that can be used such as press media, audio-visual, radio, television, exhibitions, printed materials, special book publications, direct mail, oral messages, sponsorship, organizational journals, company characteristics, and other forms of Protocol media. This is in line with Nova’s opinion (2011) he says Protocol media consists of internal media in the form of magazines, tabloids, bulletins, newspapers, websites, internet agencies company profile, financial reports and external media in the form of print media and electronic media.

Community involvement before, during and after activities is important in improving the image of government, this is in line with what is mentioned by The Institute for Local Government (2023), it is said that the process of effective public involvement in communication is carried out before, during and after activities, these activities can be described as the following scheme.

Research conducted by Sulistyoningsih (2018) states that the existence of protocols is very important and necessary in a government agency or public body. As an extension of public agencies, Public Relations has the task of publicizing an activity and establishing community involvement before, during and after activities is important in improving the image of government, this is in line with what is mentioned by The Institute for Local Government (2023), it is said that the process of effective public involvement in communication is carried out before, during and after activities, these activities can be described as the following scheme.

Figure 2: Effective community engagement process

Source: Institute for Local Government (2024)

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Source: Institute for Local Government (2024)
communication with the public. Including in this case Public Relations and Protocol as a tool or communication channel will be easily accepted by people who are scattered in various places and have a wide reach. The use of effective media to influence the public and be able to produce extensive publications in a relatively short time and simultaneously.

The explanation above, it can be seen that in conveying information as a form of Protocol's role as a communication link between the organization and the community runs quite well, seen from the delivery of information submitted to the public. Protocol in delivering information still does not utilize varied communication media. Protocol should be able to utilize other communication media so that people who know the information more comprehensively.

The role of Protocol in coordinating activities to support government services in Barito Kuala Regency Fostering good relations and cooperation with the community and parties in need is very important in order to maintain the existence of the Barito Kuala Regency Government Considering that an agency cannot stand alone without parties who support and who can cooperate in the success of activities in Barito Kuala Regency. This is in line with what was revealed by G.R. Terry in Siagian (2018), coordination is an effort to synchronize time, place so that the implementation of activities can run harmoniously to achieve predetermined goals.

Clear authority and responsibility are factors that facilitate coordination. Clear authority not only reduces conflicts between different employees, but also helps them carry out work with unity of purpose. Furthermore, clear authority helps managers in supervising subordinates to be responsible for violating the restrictions that have been set.

Based on the research results, the role of Protocol in coordinating activities to support government services in Barito Kuala Regency is realized by cooperating with both internal and external parties. Fostering good relations with internal parties can be seen from the Protocol activities that always coordinate with the Regional Apparatus Organization (OPD) to obtain information that will be published to the public. In addition to fostering relationships with internal parties, the Regional Secretariat of Barito Kuala Regency also fosters good relations with external parties, namely by holding press conferences if media partners want to know more information about the activities of the Barito Kuala Regency Government, sending press releases to journalists so that information can be spread to the public, making it easier for the Regional Secretariat of Barito Kuala Regency to disseminate information.

The Regional Secretariat of Barito Kuala Regency also conducted activities in the form of journalist training aimed at Regional Apparatus Organizations (OPD) and the people of Barito Kuala Regency. The training activity was held because the Protocol staff carried out by the Protocol and Communication Section of the Regional Leaders of Barito Kuala Regency experienced limited manpower so that with this activity it was hoped that the Regional Apparatus Organization (OPD) and the people of Barito Kuala Regency would assist the Protocol in collecting information about Barito Kuala Regency with the results of the writing sent to the Regional Secretariat of Barito Kuala Regency.

In line with (Li et al., 2021) said that the existence of Public Relations in government is an important factor in obtaining a good image in the eyes of the public. Imaging in government is one of the functions of Public Relations activities. One of the Public Relations activities in government is protocol activities which have roles and responsibilities in assessing the effectiveness of government operations.

According to Rosady Ruslan (2012) explains that the role of Protocol as a Relationship means that Protocol seeks to have a positive and mutually beneficial relationship with the public. This is in line with Nova's opinion (2011) that the role of Protocol as a communication facilitator means that Protocol plays a role in helping management with the community.

Quality communication is effective communication. This means how in a communication interaction process, the message by the communicator can be conveyed properly, and give an effect on the recipient of the message (communicator). The effects expected in communication include cognitive effects (knowledge), effects on attitudes, and effects on...
behavior. Through information and messages conveyed through the communication process, someone who previously did not know anything became aware, became more aware of the message conveyed. Thus, in delivering messages in accordance with the objectives of effective communication, communication components such as communicator (communicator), message (message), channel (media), and communicant (communicant) must be considered, so that the communication carried out can have an effect on the recipient.

Based on the discussion of the research above, it can be seen that the role of Protocol as a relationship builder has been running quite well. It can be seen from the activities carried out by Protocol carried out by the Protocol and Communication Section of the Regency Regional Leadership as an effort to foster good relations and cooperation with internal and external parties. Efforts made by Protocol carried out by the Protocol and Communication Section of the Regency Regional Leadership can be mutually beneficial for organizations and society.

The role of Protocol as a supporter in the negotiation function makes Protocol activities very attached to the management function. According to Nova (2011: 51) the Protocol process consists of finding facts, planning, communicating and evaluating. These four are processes contained in two-way communication activities used to support activities carried out by the Regional Secretariat of Barito Kuala Regency.

Negotiation can simply be defined as a further process in which two or more parties reach an agreement that satisfies all interested parties. Negotiations in the process always involve two parties, namely as the first party as a negotiator or initiator of negotiations. The second party is called advisory, or the opponent in the negotiation (Ardianto, 2018).

Negotiation is part of the concept of Public Relations in general which aims to influence, attract attention, attract sympathy, generate empathy, convey information from and or to a person, group, organization, company, state institution or even country. In addition, in the context of Public Relations, it is also inseparable from the reality that everyone needs information. Meanwhile, according to Jackman (2017: 85) negotiation is a process that occurs between two or more parties who initially have different thoughts, until finally reaching an agreement.

Negotiation, its success cannot be separated from a good communication process. In the context of the communication process, the negotiator has a role as a communicator who initiates the process of communication in negotiations. Therefore, as communicators, both negotiators and lobbyists must be able to understand their clients who on the other hand act as communicators.

The protocol carried out by the Protocol and Communication Section of the Regional Leadership of Barito Kuala Regency in carrying out its activities carries out a fact finding process carried out from information input collected from the community or mass media. After the fact finding, Protocol carries out the communicating process, namely the delivery of information results to the leadership to be taken into consideration to support government services in Barito Kuala Regency. Planning (planning) such as formulating programs in the organization Protocol has not done its role as a supporter in the negotiation function, besides that Protocol has also not been involved in evaluating the Government of Barito Kuala Regency.

Based on this explanation, it can be seen that the Protocol in providing services to the community is carried out with maximum effort in the hope that what the community wants can be realized.

Building and creating a positive image of an organization is the ultimate goal of Protocol activities. A positive image is formed through communication activities between the organization and the community so that ultimately from communication activities both parties trust each other and get good benefits. Based on the results of the research, it is known that the Protocol and Communication of Regional Leaders of Barito Kuala Regency carry out various activities.

Providing services to the community in addition to a form of service activities can also be said to be a form of creating a positive image of the Barito Kuala Regency Government Open service activities to the community affect the formation of a positive image of the Regional Secretariat of Barito Kuala Regency. If the services provided by the Protocol carried out by
the Protocol and Communication Section of the Regional Leadership of Barito Kuala Regency are good, then the community will give a good assessment (goodwill) to the Barito Kuala Regency Government.

Based on the results of the research, the Protocol and Communication of Regional Leaders of Barito Kuala Regency in increasing trust strives to be able to provide services openly to the community so that the community will be helped by the services provided by the Regional Secretariat of Barito Kuala Regency.

According to Ruslan (2012), the role of Protocol as a builder and creator of a positive image of the organization means that Protocol plays a role in maintaining and creating a positive image of the organization in the eyes of the public. This is in line with Silvia Rita Fariani and Widodo Aryanto (2009) explaining the role of Protocol as an official source of information, meaning that Protocol as an organization representative with external parties to convey messages or information in accordance with supporting government services in Barito Kuala Regency.

Obstacles that hinder the improvement of public services, information services and protocol

Based on the research conducted, the problem that occurs is the lack of coordination between Protocol and OPD (Regional Apparatus Organization) regarding the publication of OPD programs so that there are several related OPD programs such as agricultural equipment assistance causing it not to be conveyed to the public at large. Even though the protocol is the person in charge of serving OPD in disseminating information on Batola regional government activities, through website managers, Instagram and WhatsApp.

The community in submitting complaints, questions, information, or suggestions or suggestions through the Protocol and then the Protocol will convey it to the relevant OPD but the service of complaints, questions, information and suggestions or suggestions makes the community wait and the settlement of complaints and complaints is long to be resolved. It can be seen from the website of the Information and Complaints Service Unit (UPIK) Protokoler in carrying out the communication process to the community only displays incoming messages from the community so that feedback has not occurred.

Protocol barriers in carrying out protocol activities experience labor constraints, because based on the Regulation of the Head of the State Personnel Agency Number 19 of 2011 concerning Guidelines for Preparing Civil Servant Needs, it is determined that effective working hours per day are 300 minutes. Protocol staff based on observations in carrying out tasks such as covering and documenting the agenda or activities of the Barito Kuala Regency Government, preparing press releases of the agenda or activities and supporting government services in Barito Kuala Regency, facilitating protocol through face-to-face dialog between the Barito Kuala Regency Government and citizens of Barito Kuala Regency, takes 360 minutes per day. This condition affects the Protocol services that are not yet optimal because Protocol has a volume of work that is not balanced with the number of employees empowered.

Solutions to overcome obstacles that hinder the improvement of community services, information services and protocol

Based on the solution to overcome the obstacles that hinder the role of protocol by the Protocol and Communication Section of the Regional Leadership of Barito Kuala Regency in supporting government services in Barito Kuala Regency, it is necessary to continuously try to overcome the problems faced with the aim of creating effectiveness in its implementation:

1. Increase Staff Quantity

The Protocol and Communication Section of Barito Kuala Regency facilitates the implementation of Public Relations tasks by the Protocol and Communication Section of the Leadership in the delivery of information about Government Programs through the Regional
Social Media of Barito Kuala Regency in an integrated manner serving each of them to provide input on the tasks carried out.

So far, the quantity of protocol officers who handle the delivery of information about Government Programs through Social Media of Barito Kuala Regency has not been balanced, therefore each section has a tendency to carry out work activities on its own in the sense that it still has limited implementing staff.

Seeing the composition of the existing workforce in the Protocol and Communication Section of regional leaders, the workforce that needs to be empowered in a way:

a. Propose additional employee formation to the Barito Kuala Regency Personnel, Education and Training Agency as many as 3 staff so that every operational task can be fulfilled from the efficiency of working time.
b. Utilizing the existing workforce in the Regional Secretariat of Barito Kuala Regency in accordance with the requirements to become protocol officers.

2. Improve the quality of Public Relations Officers in the Regional Secretariat of Barito Kuala Regency through:

a. Dissemination of information whenever there are changes concerning new guidance on local regulations delivered through information on Government Programs through Barito Kuala Regency Social Media.
b. Attend training, especially on public relations management concerning information delivery techniques to apply it to public relations practices regarding Government Programs through District Social Media.

The training most needed in this case involves professional report writing techniques, administration courses, leadership courses and courses related to public relations as professional field officers. The reasons for holding a course like this are:

a. To increase knowledge and follow the development of science, especially those related to journalism
b. So that public relations officers are more professional in carrying out work in accordance with their respective fields.

3. Fulfillment of Public Relations work facilities

Working facilities such as press equipment, documentary film equipment and publication facilities that have not been available can affect the implementation of Public Relations tasks by the Protocol and Communication Section in the delivery of information about the government organized by the Barito Kuala Regency Government with various activities including by SKPD in the Barito Kuala Regency Government area.

In connection with this, to get the enthusiasm of work, the completeness of the work facilities used for the implementation of Public Relations tasks by the Protocol and Communication Section of Regional Leaders in delivering information about Government Programs through Social Media Barito Kuala Regency gets serious attention from the Head of Protocol and Communication Section of Leaders to convey it to the Government of Barito Kuala Regency so that the implementation of Public Relations tasks by the Protocol and Communication Section of Leaders in delivering information about District Social Media Barito Kuala Regency becomes smooth and quickly developed in accordance with organizational goals that want the quality and quantity of officers who are efficient and effective operationally in the field.

Thus, the method taken is to submit proposals and budget costs to provide work facilities such as press equipment, documentary film equipment and publication facilities that have never been provided but have great value and benefits for the responsibility for the implementation of Public Relations tasks by the Protocol and Communication Section of the Leadership in the delivery of information about Government Programs through Regional Social Media Barito Kuala Regency.

**RESEARCH IMPLICATIONS**
This research is expected to provide solutions for people who want services in the Protocol and Communication Section of Regency Leaders, so that the presence of public officials or regional heads as well as activities that will be carried out by local governments so that good relations with the community occur and development implementation runs smoothly.

CONCLUSIONS

Community services, information services and protocol in the Protocol and Communication Section of the Regional Leadership of Barito Kuala Regency have been carried out. Community services in the form of information services are delivered directly or through mass media so that all levels of society can obtain information more optimally. In addition, by coordinating the activities of the Barito Kuala Regency government work program through the Regional Apparatus Organization, harmonious and sustainable cooperation will be established so that the application of the work program becomes effective. Then for the work activities carried out, it will be negotiated with related parties so as to achieve the work elements of the information and protocol sector in accordance with the objectives.

Advice

1. It is necessary to hold intensive training to improve the insight and knowledge of employees empowered in the Protocol and Communication Section of Regional Leaders so that the quality of services provided can run professionally.
2. Protocol needs to play an active role in coordinating with related OPDs and communicating regularly about programs owned by OPDs to be conveyed to the public so that information related to the Barito Kuala Regency Government can be centrally accessed by the public.

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