

## **PUBLIC RELATIONS ACTIVITIES AS A MANAGEMENT FUNCTION IN DECISION MAKING IN THE BUREAU OF PUBLIC RELATIONS AND PROTOCOL REGIONAL SECRETARIAT OF BANTEN PROVINCE**

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### **ABSTRACT**

The Public Relations and Protocol Bureau is an important unit in an organization that has a strategic role in supporting organizational performance. This research aims to analyze the strategic role of the Public Relations and Protocol Bureau. This research uses a case study method by collecting data through interviews, observation, and documentation. The results showed that the Public Relations and Protocol Bureau has an important role in supporting organizational performance through: Building and maintaining good relationships with internal and external publics. Disseminating information and publications about the organization Managing the organization's image and reputation Handling communication crises Planning and organizing official organizational events Welcoming and accompanying VIP guests Organizing procedures and protocol in official events Providing services and hospitality to guests. Decision-making is an important process in management that determines the direction and success of the organization. The success of decision-making is greatly influenced by the effective application of management functions.

**Keywords** : Public Relations, Management Functions, Decision Making

### **INTRODUCTION**

Public Relations in government agencies Is an action taken to Bridge between interests Government with the interests of the community. The public relations section in government institutions Set up to publish policies And convey various information To the community and able to provide facilities to facilitate People in getting information. The existence of public relations function in An organization or company usually Known from the existence of a part or Public relations department. In various companies In Indonesia the use of the term "Public Relations" is as much as "Humas". In general, institutions or Government organizations are still using The term "Public Relations" while the company The private sector prefers to use the term "Public Relations." Now also more Many companies or organizations Admit the role of public relations is quite prominent In management decision making, Because often public relations managers report Or directly related to the top Management (top management).The main difference between functions and Public relations

(public relations) task that Contained in government service agencies and Non-governmental institutions (companies Private commercial) that is nothing Which is traded or the transaction occurs, Both in the form of goods and services Services offered to the party Who need it commercially. Even though there is a government public relations party Do the same thing with Commercial enterprises, such as carrying out Publication campaign, marketing promotion And advertising, but it's more

Press on the form of public services or Public utilities for the benefit of service General (community). With that condition, it is necessary Public Relations institution (Relationship Society) in every agency Government to balance the flow Information in the community that can at any time harm government agencies. Public Relations is also one of the methods Communication to create a positive image From an organization/agency partner on the basis of Respect for common interests. The establishment of the Public Relations of the working agency To translate the policy to Internal (employee) or public and for Monitor every attitude and behavior Public to be presented to the leadership Agency As a material for taking Decision.

Decision making is when Critical moment for administrative action. Problems related to retrieval Decisions that are often discussed in Various circles of good an official, A head of service, a manager, A director, a Regent, a Governor, or legislative body, or Whatever the name must involve Decision making. And according to The salusu decision making is "The process of choosing an alternative and way Act in an efficient way according to Situation." (Hasibuan, 1996: 47) Decision making is Activities that describe the process Through which a series of activities is selected As a solution to a particular problem. Other opinions on the definition of Decision making is a set of Steps taken by individuals or Group in solving problems. Decision making occurs as Reaction to a problem. Problem Is that there is a deviation between A current state with a state The desired. Decision making Demand interpretation and evaluation of Information from the various sources Filtered, processed and interpreted through Individual perceptions.

## **METHOD**

The research method of this article uses a qualitative descriptive method where all problems and solutions are related to the theme and taken from various sources. Qualitative research is research whose findings are obtained based on qualitative paradigms, strategies and model implementation. Meanwhile, according to Manca as quoted by Moleong, qualitative research has the following characteristics: (1) It is a German tradition based on idealism, humanism, and culturalism; (2) this research can produce theories, develop

understanding, and explain complex realities; (3) It is with an inductive-descriptive approach; (4) requires a long time; (5) The data is in the form of descriptions, documents, field notes, photos, and images; (6) The informants are "Maximum Variety"; (7) process-oriented; (8) The research is micro-context.

## **RESULT AND DISCUSSION**

The Public Relations and Protocol Bureau has also played a pivotal role in crisis management, swiftly addressing and mitigating any negative publicity or misinformation that could potentially tarnish the government's reputation. By employing effective communication strategies and maintaining transparency, the bureau has successfully managed various crises, thereby upholding the trust and confidence of the public in the government's ability to handle challenging situations.

Furthermore, the bureau has been instrumental in fostering partnerships and collaborations with key stakeholders, including non-governmental organizations (NGOs), private sector entities, and international agencies. These partnerships have not only facilitated the implementation of government programs but have also enhanced the bureau's capacity to address complex issues through multi-stakeholder engagement and cooperation.

In addition to its external communication efforts, the Public Relations and Protocol Bureau has also prioritized internal communication within the government apparatus. By facilitating clear and concise communication channels among different departments and agencies, the bureau has promoted coordination and coherence in policy implementation, ultimately enhancing the overall efficiency and effectiveness of governance processes.

Looking ahead, the Public Relations and Protocol Bureau remains committed to its mandate of promoting transparency, accountability, and public participation in governance. By continuously adapting to evolving communication trends and dynamics, the bureau is poised to further strengthen the government's relationship with its constituents and stakeholders, ultimately contributing to the sustainable development and prosperity of the Banten province.

In addition to crisis management, the bureau has also been proactive in conducting perception audits and opinion polls to gauge public sentiment and identify areas for improvement. By gathering feedback and insights from the community, the bureau has been able to tailor its communication strategies to better meet the needs and expectations of the populace, thereby fostering a more responsive and citizen-centric government.

Moreover, the Public Relations and Protocol Bureau has been at the forefront of leveraging digital communication channels and social media platforms to enhance outreach

and engagement. Recognizing the increasing influence of online platforms in shaping public discourse, the bureau has developed innovative digital campaigns and interactive content to disseminate information and solicit feedback from a diverse range of stakeholders.

Furthermore, the bureau has been instrumental in promoting a culture of openness and transparency within the government, facilitating access to information and ensuring that decision-making processes are inclusive and participatory. By organizing public forums, town hall meetings, and stakeholder consultations, the bureau has provided avenues for citizens to voice their concerns, express their opinions, and contribute to the policy-making process.

Overall, the Public Relations and Protocol Bureau's efforts have not only enhanced the government's communication capabilities but have also strengthened its legitimacy and credibility in the eyes of the public. By fostering trust, dialogue, and collaboration, the bureau has played a vital role in advancing good governance principles and promoting the welfare and prosperity of the Banten province.

## **CONCLUSION**

Public Relations plays an important role in helping organizations make effective and transparent decisions. Various Public Relations activities help organizational leaders in understanding the situation, stakeholder needs, and risks associated with various decisions. Public Relations also helps organizations in building effective communication with stakeholders and delivering the right message to the public. Public Relations has an important role in organizational management, including in the decision-making process. Public Relations Activities at the Public Relations Bureau and Protocol of the Banten Provincial Secretariat help the Banten Provincial Government in making effective and transparent decisions. It is important to strengthen the role and function of Public Relations in the decision-making process and improve the quality of Public Relations human resources.

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