The Communication Model of Deli Serdang Diskominfostan in Realizing Creative and Innovative Public Information Dissemination

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Abstract

The purpose of this research is to determine how Deli Serdang Diskominfostan's communication model contributes to the creative and innovative dissemination of public information. This study is an example of descriptive qualitative research. The triangulation method was used in this study. Triangulation is a technique for determining the validity of research data. The data for this study came from interviews with several Diskoinfostan members as well as a student. The findings indicate that Diskominfostan's communication model for disseminating public information creatively and innovatively is a one-way communication model, in which Diskominfostan acts as a facilitator for disseminating information to the public or the general public. Instagram, Facebook, YouTube, and radio are examples of public communication media.

Keywords: communication models; public information; creative; innovative

1. Introduction

In most cases, information dissemination in communication is one-way (one-way traffic of communication). Information dissemination is a type of communication that stems from the science of mass communication. According to Yusuf, information is made up of both recorded and unrecorded data. This demonstrates the availability of information in a variety of print and non-print formats (electronic and new media) (Yusuf, 2004). People now frequently use the internet or new media to meet their daily information needs in the information age. Individuals have been significantly impacted by technological advances in the Society 5.0 era; specifically, technology and humans will coexist to improve living standards in a sustainable manner. The Deli Serdang Office of Communication, Information, Statistics, and Encryption (Diskominfostan) serves as a public information manager for the people of Deli Serdang Regency, ensuring that they have access to up-to-date, reliable, factual, and anti-hoax information. Diskominfostan uses a variety of mass media to disseminate public information. Print media, electronic media, and online media/new media are all owned by Diskominfostan. The penetration of new media continues to rise; in 2021, it will rise by 11% over the previous year, from 175.4 million to 202.6 million users (Susanti & Zulfebridges, 2019)

Diskominfostan Deli Serdang has a variety of new media, including websites and social media (facebook, twitter and instagram). Diskominfostan has always provided and shared public information to the people of Deli Serdang district through social media Instagram since the account was created on August 13, 2021, and currently has 880 followers with the user name @diskominfostand deliserdang.

Until now, Diskominfostan has continued to provide and share public information to the Deli Serdang community, including government policies submitted by officials at public meetings, social advertising services, hoaxes, and other public information. Initially, public information is typically managed through mass media, internet media, or new media.

According to the account (@diskominfostan deliserdang), Diskominfostan always displays creativity and new innovations in managing images, explanations, and attractive displays when disseminating public information. Every day, approximately 5 to 7 posts about the most recent information are shared through this account in order to meet the public information needs of the Deli Serdang community.

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Based on the description of these problems, the author will examine how the Communication and Information Technology Department of Deli Serdang's communication model in realizing the dissemination of public information creatively and innovatively, in this case what the author means in this study involves the Head of the Department of Communication and Information and the ranks of staff related to this research. According to the author, the case study at the Deli Serdang Diskominfostan is very interesting, especially as a manager of public information sources and various types of mass media used in creative and innovative information dissemination.

2. Literature Review

2.1. Theory of New Media

This study is based on new media theory, which states that the media is constantly evolving. The emergence of new media that makes use of technological advances and can quickly disseminate public information to the public without regard for time constraints. However, new media has the potential to change the role of old media (print and electronic), and emerging new media has the potential to regulate information and change human work.

New media, also known as new media, is a type of media that uses digital devices to provide access to information at any time and from any location, allowing anyone to contribute actively, interactively, and artistically. (Liliweri, 2017) According to McQuail, there are several differences between the use of old media and the use of new media, including:

a) Interactivity (interactivity): refers to the user's level of initiative or responsiveness.
b) Sociability (social presence): Media use can lead to face-to-face interactions with others.
c) Media richness: the ability of the media to facilitate various references, reduce ambiguity, and provide clues.
d) Privacy (privacy): concerns the use of specific media or content (Mc Quail, 2011).

2.2. Model of Communication

According to (Mulyana, 2005), the following communication models are widely discussed in communication science:

2.2.1. The Lasswell Model

Harold D. Lasswell invented it in 1948. This model was developed through the study of mass communication, which occurs through the media (print and electronic) and whose message content focuses on politics and propaganda. This model considers linear (one-way) communication, making the communicator a powerful party with the ability to influence the communicant. Lasswell's model includes many important components in verbal expression, such as Who (who), Says What (what), In Which Channel (through Which Medium), To Whom (to whom), and With What Effect (how the effect) (Fiske, 2012). Lasswell's model is one-way communication, but it contains an element of effect that is delayed. This is what distinguishes immediate communication between two people.

2.2.2. Defluer Model

Essentially, the Defluer model is an extension of Shannon and Weaver's previous model. Defluer's communication model explains how mass communication takes place using mass media tools. There are eight major components: the Source (the source of the information sent), the Transmitter (the tool used to process the information), the Channel, the Receiver, the Destination, the Noise, and the Mass Media Device (the mass media device) (Mulyana, 2005).

2.3. Communication Roadblocks

According to Elvinaro Ardianto, some of the communication barriers are as follows:

a) Psychological Obstacles. In terms of psychological barriers, these are obstacles that affect the mindset or human psychic activities. Some psychological barriers include interests, studies (prejudice), stereotypes (stereotypes), and motivation (motivation).
b) Cultural and social obstacles. A sociocultural system is an interconnected set of patterns that govern human behavior. Racial differences, different social norms, a lack of competence in the Indonesian local language, semantic variables, unequal educational opportunities, and physical constraints are just a few examples.
c) Communication Difficulties. A type of communication in which the communicator conveys information to the communicant either orally or in writing is known as verbal interaction. Among the components of verbal contact are polarization, intentional orientation, statistical analysis, and discrimination (Ardianto, 2007).

3. Methodology

This study is all about descriptive qualitative research. Observation, in-depth interviews, literature studies, and documentation studies are all methods for gathering data and information. The three informants used as secondary data in this study are Rudy Heryanto (Public Media Section or Young Expert of Public Relations Institutions), Chelvin Brandio Panggabean (Expert of Radio Discominfostan), and Muhammad Aditya Vikra Juanda (Student of Communication Studies). Secondary data in this study included documents, magazines, and books on literature, as well as other related reading materials. Data analysis in qualitative research is accomplished by organizing the data logically and systematically. This process occurs from the time the researcher arrives at the research site until the research is completed (Fauzan & Djunaidi, 2012). Researchers used the triangulation method to complete data analysis and ensure the accuracy of field data. According to Sugiyono, triangulation is one of the procedures used by researchers to assess the reliability of data obtained from various sources (Sugiyono, 2017). In this study, three types of triangulation were used: source triangulation, data collection triangulation, and time triangulation. This study was carried out at the Deli Serdang Regency Department of Communication, Information, Statistics, and Encoding, which is located on Jl. Diponogoro No. 78 Lubuk Pakam, Deli Serdang Regency. This study was carried out between May and July of 2022.

4. Result and Discussion

4.1. *The Communication Model of Deli Serdang Diskominfostan in Realizing Creative and Innovative Public Information Dissemination*

Diskominfostan, or the Office of Communication, Informatics, Statistics, and Encoding, is an institution that functions and aims to provide and disseminate information to the general public through a media. According to the findings of the researcher's interview with Mr. Rudy Heryanto, the Public Media Section at the Diskominfostan service, the dissemination of public information is a process of disseminating information to the public, and information obtained from sources is usually not directly disseminated, but is filtered and rechecked so that it is not false. There was a spread of news mixed in with hoaxes (Interview with Rudy Heryanto). Concerning the dissemination of information, an informant named Chelvin Brandio Panggabean stated that public information is a cycle in which when the Diskominfostan obtains information or news from a person or source, the Diskominfostan is in charge of disseminating the information to the wider community (Interview with Chelvin Brandio Panggabean) (Nurudin, 2009).

According to the findings of interviews conducted by the researchers with Mr. Rudy Heryanto and Chelvin Brandio Panggabean, the communication model used by Diskominfostan in disseminating creative and innovative information is the one-way model. In this case, Diskominfostan only acts as a public information provider. This is consistent with Efenddy's theory that there are three types of communication patterns: one-way, two-way, and multi-way. A one-way communication model or pattern is the process of delivering messages from communicators to communicants using or without media. Furthermore, the communicant made no response in this matter; on the other hand, the communicant only listens (Uchjana, 2003).

Diskominfostan frequently uses the following media to disseminate public information in a creative and innovative manner: Instagram, Facebook, Youtube, and Radio. According to the results of the researcher's interview with one of the students who is a follower of Diskominfostan Deli Serang's Instagram account, he said that Diskominfostan frequently posts and updates news and information on social media accounts, and one of the information and news that is frequently posted recently is related to Covid-19 (Interview with Muhammad Aditya Vikra Juanda). Radio is a public information dissemination medium used by Diskominfostan that is classified as an old media. According to the findings of an interview with Chelvin Brandio Panggabean, radio media is indeed a medium that can be classified as old media, except that there are a lot of radio fans, so information dissemination to the public is also done through radio (Munandar, 2009). Radio Diskominfostan now has talk shows and podcasts, which will encourage creative and innovative information dissemination to the public once more (Interview with Chelvin Brandio Panggabean).

4.2. *Diskominfostan's Effectiveness in Realizing Creative and Innovative Public Information Dissemination*

Communication is defined as effective if the communicator has the ability to influence the communicant. According to Susanti and Zulfebrigdes, effectiveness is a measure or benchmark for an organization's or company's success in meeting all of its needs (Susanti & Zulfebridges, 2019). Another viewpoint holds that effectiveness is a process in which the planned goals are met within the costs and time constraints (Effendy, 2009). Based on the researcher's interview with Mr. Rudy Heryanto about the effectiveness of Diskominfostan in creatively and innovatively disseminating public information, it can be concluded that it is currently very effective, and there are various new media

that can facilitate Diskominfostan's task of disseminating information to the public or the public (Interview). with Rudy Heryanto).

Based on the findings of the researcher's interview with Muhammad Aditya Vikra Juanda about the effectiveness of Diskominfostan in realizing creative and innovative public information dissemination, he stated that Diskominfostan's creative and innovative dissemination of information was quite effective. Diskominfostan makes use of popular public-access media such as Instagram and YouTube. Diskomyfostan is always able to communicate information in a creative and innovative manner (Interview with Muhammad Aditya Vikra Juanda).

4.3. Diskominfostan's Obstacles to Creative and Innovative Public Information Dissemination

According to the information obtained by the researcher through interviews with Mr. Rudy Heryanto and Chelvin Brandio Panggabean, internal barriers became an impediment for Diskominfostan in realizing creative and innovative public information dissemination. One of the challenges is the issue with the device used, as well as the lack of time. Diskominfostan's programming team has a limited amount of time. Because programmers are involved in so many activities, he not only works at Diskominfostan, but also in several other offices and companies.

5. Conclusion

Diskominfostan is an organization that disseminates information to the public. The communication pattern or model used by Diskominfostan in creatively and innovatively disseminating public information is a one-way model. This communication model's sole goal is to convey or disseminate information. Diskominfostan's use of media in realizing creative and innovative public information dissemination is quite effective. Diskominfostan uses both new and old media to disseminate information, such as Instagram, Facebook, YouTube, and radio. Diskominfostan's challenges in creatively and innovatively disseminating public information are primarily due to internal obstacles such as equipment and time.

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