

# The Role Of The Statistics And Cryptography Information Communication Services In Advertising Community Services At Baliho, Deli Serdang Regency

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## ABSTRACT

Mass communication is the dissemination of information to a large audience via communication channels. Mass communication will be defined as the communication of a wide variety to a large audience. The objective of this study is to determine Diskominfo's role in advertising public services on billboards in Kab. Deli Serdang and the community benefits of public service advertisements on billboards. This descriptive qualitative study examines the role of the Department of Communication, Information, Statistics, and Coding (Diskominfo) in promoting public services through billboards in the Deli Serdang Regency.

## ABSTRAK

Komunikasi massa adalah penggunaan saluran komunikasi untuk menyebar ke khalayak yang luas. Komunikasi massa akan didefinisikan sebagai komunikasi kepada khalayak yang besar, mencakup jangkauan yang luas. Tujuan Penelitian ini adalah untuk mengetahui bagaimana peran Diskominfo dalam mengiklankan layanan masyarakat pada Baliho Kab. Deli Serdang dan manfaat iklan layanan masyarakat pada Baliho terhadap masyarakat. Penelitian ini menggunakan jenis penelitian deskriptif dengan pendekatan kualitatif yaitu dengan memberikan gambaran umum tentang bagaimana peran Dinas Komunikasi Informatika Statistik dan Persandian (Diskominfo) dalam mengiklankan layanan masyarakat pada baliho di Kabupaten Deli Serdang.

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## I. INTRODUCTION

Humans require communication and interaction in order to survive. As a social being, the need for information grows in importance. Everyone will disseminate and obtain information they deem important and necessary. At the moment, information spreads extremely quickly. Anyone can easily receive and send information. This is due to advancements in information and communication technology (West, 2008). The evolution of communication today parallels the evolution of mass communication.

The use of communication channels to reach a large audience is known as mass communication. Mass communication will be defined as communication to a large, diverse audience. As a result, we require the appropriate media to aid in the dissemination of information while also making it effective and efficient. Because, according to Freidson's statement, when

communicators receive information at the same time, the information can reach all people representing all levels of society at the same time (Khomsahrial, 2016).

Advertising is a type of mass communication as well as outdoor media that aims to convey messages about a product or service to people who want to increase its popularity. Advertising first entered Indonesia in the 1950s, and by the 1970s, many multinational corporations were using promotional media to promote their products. And advertising continues to grow year after year. With the advancement of technology, the term "outdoor media" has emerged in today's era. Outdoor media is a type of mass media used in advertising. Billboards or billboards, posters, banners, banners, and others are the most common types. And, at the moment, there is still a lot of information delivery via billboards, despite the advancement of information dissemination technology via new media or new media.

Billboards, in addition to Videotron, banners, and banners, are advertising media that can be found in various strategic urban locations as part of alternative advertising media. This billboard can broadcast public service announcements, commercial advertisements, government information, or information about upcoming events. And several public service advertisements that appear on billboards, such as those providing information about Covid-19, traffic order information, public health information, acceptance of Polri members, admissions to members of the Police Academy, cigarette excise, environmental hygiene, and others. Local governments typically advertise public services on city billboards.

Social campaigns are another term for public service advertisements. Social messages are presented in public service advertisements in order to raise public awareness. Public service advertisements are used to inform and persuade audiences. Community function oriented is similar to commercial advertising in that it is not only economic oriented. Furthermore, public service advertisements are distributed by the Statistics and Encoding Information and Communications Office (Diskominfostan), which is in charge of local government affairs (Widyatama, 2009).

The government requires the advertising process in order to provide information or educate the public about government regulations. And, given the importance of advertising media as a means of public communication. The advertisements displayed on this billboard are Diskominfostan public service advertisements. In light of the foregoing, the author wishes to investigate the role of Diskominfostan in assisting to advertise public services on billboards in Deli Serdang Regency, so the title "The role of statistical informatics communication service and coding in Advertising Public Services on Billboards in Deli Serdang Regency" has been chosen. Based on the background described above, the author formulates the problems in this study as follows. What is the role of Diskominfostan in public service advertising on Kab. Deli Serdang? What are the community benefits of public service advertisements on billboards? How effective are public service advertisements on billboards for the community?

Role, According to the Big Indonesian Dictionary (KBBI), roles are playwrights and comedians in the makyong game, a set of behaviors expected of people who live in society. A role is a behavior that others expect of someone based on their position in a system (KBBI, 2016). According to Kozier Barbara, a role is a set of behaviors that others expect of someone based on their position in a system. Roles are influenced by both internal and external social conditions and are stable. A role is a type of behavior that is expected of someone in specific social situations.

The role, according to (Soekanto, 2009), is a dynamic process of position or status. When a person fulfills his or her rights and obligations in accordance with his or her position, he or she is fulfilling his or her role. The distinction between position and role exists for scientific purposes only, and the two cannot be separated due to their interdependence.

Mass Communication, Mass communication is communication that occurs through the use of mass media (print and electronic media). The recipient of messages related to mass media is referred to as the mass in the sense of mass communication. In other words, the role of the mass media influences the masses' attitudes and behavior. As a result, this mass serves as a hint to the

audience, audience, audience, viewers, or readers. These are universal messages that are delivered quickly, simultaneously, and at a glance (especially electronic media). Although the audience occasionally provides information to the organization, the agenda is determined by the organization (Nurudin, 2007).

According to Everett M. Rogers, traditional mass media includes traveling fairy tale interpreters, folk theatre, rhyme interpreters, and others in addition to modern mass media. Mass media is a type of technological advancement in the information and communication fields. Today, it is not only possible to convey information to the public through indoor media; outdoor media has also become a viable option. Outdoor media has evolved into a means of communicating information in public spaces or open areas. Videotron, banners, banners, neon boxes, and other forms of outdoor media are examples.

Public Service Announcements, Any form of non-personal presentation and promotion of ideas for goods and services paid for by a specific sponsor is considered advertising. According to Chapter I, Article 1 (5) of the Law No. 32 of 2002 on Broadcasting, broadcast advertising is the broadcasting of commercial information and public services regarding the availability of services, goods, and ideas that the audience can use with or without compensation to the broadcasting institution concerned (Mustafa, 2002).

Tinarbuko explained that the display of public service advertisements must be precise because the goal of public service advertisements is to raise public awareness of a persistent social problem. Public service advertising is a moral movement-based social advertising activity that carries out the noble task of building society through creatively packaged social messages. The elements of the role of visual communication design cannot be studied separately from public service advertisements in the visual arts. Tinarbuko (Tinarbuko, 2007)

Public service advertisements, like commercial advertisements, are used to convey information and persuade audiences to take an economic stance. The emergence of knowledge, awareness of attitudes, behavior of people about problems, or advertising messages have changed. Furthermore, the goal of public service advertisements is to improve the public's or stakeholders' perception of the institution that advertises. This advertisement is intended to benefit the community by bringing to light certain issues. Due to social interests, these ads are typically designed to be free of charge (the cost of loading in advertising media).

Advertising Effectiveness, effectiveness measurement is critical; without it, it is difficult to know whether the advertiser's goals can be met. According to Cannon et al. (2012), the effectiveness of the media is determined by how well it fits into a marketing strategy, specifically the purpose of providing information, the target market to be reached, the funds available to advertisers, and the nature of the media, as well as who will be reached. Creativity, as defined by Jack Smith (2003), is a sensitivity to human nature and the ability to communicate it. Thinking about and understanding what people are feeling leads to the most creative advertising. Overall, an effective, creative advertisement must leave a long-lasting impression on the reader (Lukitaningsih, 2013).

Effective advertising is usually creative, which allows it to stand out from the crowd. The reader must be impressed by advertising. An advertisement is said to be effective if the message conveyed to the public is easily understood and digested, and there is correct information so that the public can examine the information from the correct point of view.

## II. RESEARCH METHOD

This study employs a descriptive research design with a qualitative approach, namely by providing an overview of how the Department of Communication, Information, Statistics, and Encoding (Diskominfo) advertises public services on billboards in Deli Serdang Regency. The qualitative descriptive research type is research that describes or realizes data obtained from the object under study based on facts in the field (Kriyantono, 2013). A qualitative approach, according

to John W. Creswell, is an investigation process to understand social problems based on a picture formed by words, and report a scientific background based on the views of the informants in detail. This study was conducted 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, North Sumatra. This study was carried out between June 2022 and July 2022.

Primary and secondary data sources were used in this study. Primary data is information obtained directly from informants via observation and interviews. The primary data in this study was obtained through interviews with several resource persons from the Department of Communication, Information, Statistics, and Encoding, the public media section (Rudy Heryanto), and several communities in the Deli Serdang area. Secondary data is a source of data obtained indirectly to supplement primary data and theory. This study's secondary data came from books and journals. Data collection techniques, according to (Riduwan, 2010), are data collection methods that use techniques or methods that researchers can use to collect data. The researcher's data collection methods include observations, interviews, and documentation.

### III. RESULT AND DISCUSSION

#### **1. The Role Of The Office Of Communication, Informatics, Statistics And Encoding In Advertising Public Services On Billboards In Deli Serdang Regency**

The Office of Statistical Informatics and Encoding Communications (DiskominfoStan) is a government agency that works to present and disseminate information to the public through various media. According to the findings of the researcher's interview with Mr. Rudy Heryanto, the Public Media Section at DiskominfoStan, before distributing DiskominfoStan, DiskominfoStan looked from various sources and then the information was redesigned before being posted on the billboard advertisement. DiskominfoStan's role in creating public service advertisements is in the field of Public Information and Communication (IKP), and graphic design experts are typically assigned to design the advertising content that will be broadcast and then distribute it to strategic points (interview with Rudy Heryanto). And, in relation to the role of DiskominfoStan, an informant named Muhammad Wahyu stated that the role of DiskominfoStan was very important for the dissemination of public information, because the messages conveyed were systematized so that ad readers could easily digest the information.

According to the findings of researcher interviews with Rudy Heryanto and Muhammad Wahyu, DiskominfoStan's role in advertising public services on billboards is to carry out their obligations in an effective and strategic manner in accordance with their position. This is similar to Soekanto's idea, according to which a person is carrying out a role if he exercises his rights and obligations in accordance with his position. Advertisements for the dangers of smoking, family planning advertisements, personal health advertisements, and, more recently, advertisements for the mandatory use of masks and the dangers of Covid-19 are commonly displayed on billboards. According to the findings of the researcher's interview with one of the teachers who is a road user, DiskominfoStan frequently advertises public services, with advertisements about Covid-19 and mandatory masks being the most frequently displayed on billboards recently (Interview with Maulidiya Lubis).

#### **2. The Benefits Of Public Service Advertisements On Billboards For The Community**

According to the findings of researcher interviews with Mr. Rudy Heryanto, the benefits of public service advertisements on billboards are, of course, to educate the public, urge, invite, and educate the public to do good, and avoid anything harmful. According to the findings of the researcher's interview with Muhammad Wahyu, public service advertisements distributed through

billboards have many advantages, because I frequently get important information through the Diskominfo's billboards, for example, when I saw information about the Land Building Tax (PBB), I immediately joined the program because as a resident who good.

According to the findings of interviews with Maulidiya Lubis, the benefits of public service advertisements on billboards are numerous. For example, during the covid-19 pandemic, I was very concerned about being exposed to the virus. And I learned about the government's vaccine program through public service advertisements on billboards, and I immediately registered to receive vaccinations.

### **3. The Effectiveness Of Public Service Advertisements Through Billboards For The Community**

An effective communication is one that is made by communicators and has the potential to affect the communicant. According to Mardiasmo, effectiveness is a measure of an organization's success or failure to achieve its goals. Another expert opinion revealed that effectiveness is a process in which the planned goals are met within the cost and time constraints (Effendy, 1999).

Based on the researcher's interview with Mr. Rudy Heryanto about the effectiveness of public service advertising through billboards, it can be concluded that it is currently effective, because Diskominfo places the billboards in strategic locations that are easily visible to the public, and presents information creatively and innovatively. In Deli Serdang, Diskominfo currently manages about 20 billboard points spread across several sub-districts. According to the researcher's interview with Maulidiya Lubis about the effectiveness of public service advertisements on billboards, public service advertisements distributed by Diskominfo are effective. Diskominfo provides information in simple terms, and strategically placed billboards can be seen by other road users, as the size of the billboards is ideal for viewing from a distance.

## **IV. CONCLUSION**

The Office of Statistical Informatics and Encoding Communications (Diskominfo) is a government agency that works to present and disseminate information to the public through various media. Before distributing information, Diskominfo searches for it from various sources, and then the information is redesigned before being placed on a billboard advertisement. The benefits of public service advertisements on billboards include, of course, educating the public and encouraging, inviting, and educating the public to do good and avoid anything harmful. And the distribution is effective because Diskominfo places the billboards at strategic points where the public can see them and presents information in a creative and innovative manner.

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