



Communication of News Contributor Organizations at Diskominfo Agencies of Nunukan Regency

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Abstract

The Communication, Informatics, Statistics and Coding Office of Nunukan Regency has the task and function of serving information and disseminating development information in Nunukan Regency. As the leading sector disseminator of information, the Department of Communication and Information and Coding cooperates with all Regional Apparatus Organizations (OPD) as contributors to news and information. The information distribution channel is called SIMP4TIK. Of the 30 OPD contributors, only 14 contributors wrote on the SIMP4TIK news portal in quarters 1 and 2. Organizational communication plays an important role in the realization of organizational goals. This study aims to analyze how effective the communication of news contributor organizations in Nunukan Regency government agencies and what are the factors that influence it. The theory used is organizational communication theory. The research method used is descriptive qualitative with the object of research of the publication team consisting of team leaders, editors and OPD contributors in Nunukan Regency. The results of this research were obtained through interviews, observations, and literature studies. The results of the study found that organizational communication has not run optimally on news contributors in the Nunukan Regency Government. The triggering factors include OPD contributors having many tasks besides writing news. Another result, OPD contributors find it difficult to upload news due to lack of knowledge about technology and lack of interest in news authorship. On the editor's side, the lack of intensity of editorial meetings and communication between editors is a factor in the ineffectiveness of organizational communication.

Introduction

In government agencies, communication plays a very important role. The need for effective communication between colleagues is essential to understanding work-related messages. To spread the message about work, information must follow the flow from leader to employee and vice versa, as well as between employees. Communication that takes place in an organization also affects organizational activities such as work efficiency, performance, and employee satisfaction.

In order to communicate effectively, communicators need to know which target group they are aiming for and what kind of reaction they want (Assenmacher et al., 2021). The communicator must have experience encoding messages, taking into account how the communicant will monitor the encoding of messages. The communicator must transmit messages through media that reach his target audience efficiently. The coding process carried out by the communicator must be linked to the monitoring process carried out by the communicant (Faustyna, 2023).

Three stages are carried out in the communication process: first, one must initiate the communication; second. Command must be forwarded or transmitted from the source to its destination; and third, communication must have an impact on the recipient. Organizational Communication is a form of message exchange between communication units within an organization. Organizations consist of units of communication in hierarchical relationships with one another and function in an environment (Meske et al., 2020).

According to Talamali e al. (2021) organizational communication is a process of creating and exchanging messages in a network of relationships that depend on each other to overcome uncertain environments or changing environments. Mukhtar et al. (2020) argued that organizational communication is a communication program in the study of the field of Public Relations (PR) regarding internal relations as well as government relations and investor relations in organizations. The researcher chose the website as the target of the study because other information channels are managed internally by Diskominfo staff (ER & Nurmadewi, 2021). The SIMP4TIK involves external parties as fillers, namely news contributors in Regional Apparatus Organizations (OPD). As the leading sector of information disseminator, the Nunukan Regency Communication and Information and Coding Office cooperates with all Regional Apparatus Organizations (OPD) as contributors to news and information that have been strengthened by the Decree of the Regent of Nunukan (Suriadi et al., 2022).

News contributors in each OPD have a crucial role in providing information to the public. Contributors to this news consist of civil servants from each Regional Apparatus Organization (OPD) who are responsible for collecting, compiling, and presenting news related to government activities to the public. Meanwhile, the party responsible for the formation, guidance and supervision of news contributors is the Communications and Information Service, Statistics and Coding (Diskominfotik) of Nunukan Regency. The organizational structure of the publication team is chaired by the Head of the Communication and Information Service, assisted by the editors. Appointment of editors from across OPDs who have qualifications as editors. Furthermore, the spearhead of the publication is contributors spread across all OPDs (Dijkzeul & Funke, 2021). Various efforts have been made by Diskominfotik Nunukan Regency to increase contributor participation in writing news on SIMP4TIK channel. Such as creating journalistic training, communicating to superiors in OPD, creating Whatsapp groups and organizing editorial meetings.

However, not all OPDs understand the importance of publicizing OPD activities as a form of responsibility to the public. From the observations of researchers, there are still many sub-district contributors who have not contributed to the SIMP4TIK portal. In addition, Nunukan Hospital is the only contributor who plays an active role in the field of health service news. As the frontline of service to the community, sub-districts and hospitals should be potential sources of development news. Researchers found obstacles in organizational communication not only in Nunukan Regency, but also in Palamba Village. In the study, it is stated that improving the effectiveness of development implementation, one of which can be built through human resources by conducting good communication. However, in carrying out communication in an effective organization in Palamba Village, South Langowan District, sometimes there are also suspected obstacles such as differences in information in receiving messages, lack of common meaning, and lack of interactive relationships.

Methods

This research approach uses a qualitative descriptive approach. This is because this research procedure produces descriptive data in the form of written or spoken words of people and observable behavior. The location of this research is the Nunukan Regency Government

Organization of North Kalimantan Province with a research period of January - August 2023. In this study, in order to support some correct data from an object of research, there are several data collection techniques loaded by the author to obtain information in accordance with the research that the author runs. There are 3 data collections that the author conducts including in-depth interviews, observations, and documentation. To obtain conclusions from the study, data analysis is needed. Data analysis is used to make it easier for researchers to draw a conclusion. The steps are as follows to get a conclusion. In data collection using interviews and documentation, data reduction in order to write a summary that is not in accordance with the results of data collection, Display data is the process of taking action and drawing conclusions about the set of information collected. The process of drawing conclusions is the essence of a study. In this case, after the conclusion is made, it will provide suggestions for the next steps for each problem raised in the research

Result and Discussion

Communication Effectiveness of News Contributor Organizations

The governmental organization will not be able to carry out its functions, and will not be able to efficiently and effectively use its resources, and ultimately will not be able to achieve its goals without communication (Berger, 2020). An understanding of the communication events that occur within a government organization, such as whether messages are received and implemented correctly, enables the government organization to achieve its goals in line with expectations. Therefore, communication is one of the important functions in government organizations both for *managing staff* and *managing people*.

Communication in a government organization needs to be established effectively so that organizational communication goals can be met. The Ministry of Communication and Information as the leading sector of the local government publication team plays an important role in maintaining the flow of communication between contributors and the Communication and Information Service. News contributors are the spearhead of reporting in each agency. The ability of contributors to communicate with leaders in their agencies in gaining access to information is also needed.

In the opinion of Sharma & Singh (2019), states that the measure of organizational effectiveness is production, satisfaction, excellence, and development. Production is the ability of an organization to produce the amount and quality of output in accordance with environmental demands. News contributors are required to produce at least 1 news per week. The results of observations show that the number of news is still far from the editor's target. While the quality of output in the first quarter there were still many improvements in the quality of news produced by contributors.

Satisfaction is a measure to indicate the degree to which an organization can meet the needs of society. Researchers see that news *insights* generated by contributors tend to increase, especially on topics that touch directly the community. This is shown in the news related to the increase in the District Minimum Wage (UMK) *insight* to reach more than 1000, while ceremonial news is only in the range of dozens of views.

Excellence is the degree to which an organization can and truly responds to internal and external changes. News produced by contributors is often used as a reference by local online media. Based on the information obtained by the researchers, the media cooperation budget for fiscal year 2023 is much reduced. Even only 1 OPD still has the budget. This causes the news produced by contributors to become a special attraction for media partners in Nunukan Regency.

Development is a measure of an organization's ability to increase its capacity to face the demands of society. In assessing the effectiveness of the program, researchers cite the evaluation approach used by Mizikaci (2006). Researchers use a responsive approach. This approach emphasizes that meaningful evaluation is an evaluation that seeks understanding of an issue from various points of view of everyone involved, interested, and interested in the program (program stakeholders). Evaluators avoid a single answer to a program evaluation obtained using tests, questionnaires, or statistical analysis, because everyone affected by the program feels it uniquely. Evaluators try to bridge questions related to describing or deciphering reality through the views of these people. The purpose of evaluation is to understand the program through different points of view.

Researchers obtained data on an increase in the amount of news in quarters 3 and 4. The increase is due to changes in communication patterns made by editors to contributors. Editors use the responsive approach outlined earlier. The results are as shown in the following table:

Table 1. Total News Coverage by Quarter

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
160 News	194 News	198 News	224 News	776 News

The total news a year exceeds the target set at the beginning of 2023 of 500 news. Researchers observed changes in quantity and quality due to several things: (1) Contributor turnover is based on evaluation in quarters 1 and 2. The editor provides the evaluation results to the head of the OPD concerned; (2) Advanced journalistic training is organized by 30% theory method, 70% practice. In the training, the speaker accompanied one on one and immediately evaluated the shortcomings and what should be improved from the news written; (3) Change of editors and distribution of editing tasks according to the agreed OPD work area.

Factors Affecting the Effectiveness of Organizational Communication

In the context of state media, where news contributors work as part of a team responsible for presenting information to the public, it is important to understand the extent to which organizational communications are effective in meeting the needs of news contributors. By understanding the factors that influence the effectiveness of organizational communication, Diskominfo Kabupaten Nunukan can identify weaknesses and adopt more effective communication strategies to improve collaboration with OPD news contributors.

In a government agency environment, news contributors need to work effectively with government staff and officials to ensure an accurate, complete, and timely flow of information. The effectiveness of organizational communication between news contributors and Diskominfo Kabupaten Nunukan Regency is key in ensuring the achievement of communication objectives, the quality of news produced, and the maintenance of good working relationships between the two parties.

However, there are various factors that can affect the effectiveness of organizational communication for news contributors in Nunukan Regency government agencies. These factors include the communication flow used, the communication channels available, as well as the quality of the relationship between Diskominfo Kabupaten Nunukan Regency and news contributors. This can be seen from the 30 news contributors available, only about 14 people are actively writing and reporting activities on their OPD in quarters 1 and 2. Researchers found that some contributors who did not actively report on activities in their OPD stated that they

did not get information about activities carried out in their agencies. When they know the activity in question, it has missed the provisions for uploading news, namely H + 1 incident.

Another obstacle faced by contributors is the many other tasks charged besides making publication news. Like being an admin of other office applications. Head of the Communication and Information Agency, Kaharuddin as the leading sector said that the contributor's obstacle was the lack of personal motivation of the contributor himself. He revealed that journalistic training had been carried out and examples of news that could be raised had been presented. He considered the OPD head's support for contributors also lacking because he considered the publication of OPD activities unimportant.

Informant II, Mursan as the editor admitted that there were some shortcomings of the editors. First, the intensity of editorial meetings between contributors and Diskominfo is less. The second, when the news comes in, the editor does not edit immediately. This is because there is no notification on the news portal and waiting for each other to edit so that the news settles for days in the editor's room. In addition, Mursan also revealed that the communication between editors and contributors at the WAG is almost one-way, only a few WAG members are actively communicating.

Informant III, Suharni (DPMD) admitted the difficulty in uploading news through HP. He found it easier to use a laptop/PC. While in his daily duties he is a lot in the field and does not carry a laptop. That's why he is not productive in writing news on SIMP4TIK portal.

Information Accessibility, is the perception of members of the organization regarding how far information is available to them from various sources in the organization, such as direct superiors, higher superiors, groups, subordinates, document-publishing, oral chat. As stated by informant IV, Fery (Dinkes) claimed to have full support in his agency. He gets the widest access to information. He is also often involved in various activities, so that the news produced *is updated* and in large quantities.

Through this research, researchers make the theory of Tariq et al. (2022) as the basis for making a measurement tool for the effectiveness of organizational communication. Thus, there are 6 (six) dimensions of organizational communication effectiveness, namely communication climate, organizational satisfaction, information dissemination, information load, message accuracy, organizational culture. A climate of communication between contributors and Diskominfo can be established when members of the publication team SIMP4TIK feel that the organization is trustworthy, supportive, open to input, attentive to all team members, and actively solicits their opinions, as well as rewarding good performance standards.

The existing communication climate is still not ideal because the editors still do not involve contributors in decision making. The space for input is also limited. According to the observations of researchers, there is a reluctance of contributors in issuing ideas and ideas in the WA group. This was known during a face-to-face meeting in an editorial meeting. Organizational satisfaction relates to how satisfied members of the organization are with their jobs, wages and benefits, promotions, and with peers. From the job satisfaction sector, researchers observed that contributors were less satisfied with the type of work provided, namely writing news. Contributors feel that writing news activities in their respective agencies is an additional workload.

Researchers observed contributors who were actively satisfied with wages and profits into the publication team. In the decree of the publication team of the Nunukan Regency Government, the number of wages has been set for 1 news written. Satisfaction appraisals of achievements, promotions, and job opportunities, are perceptions of how far members of an organization are

satisfied with the appraisal system, promotions, and opportunities in obtaining opportunities in employment. The calculation of the amount of news for each contributor and the amount of income earned can be accessed easily and transparently.

Organizational culture also plays an important role in the implementation of effective communication. According to... An organization can have a good organizational culture if it has the same experience for many years. There are rules that bind and control each member and the guidelines that are used as reference. In a government agency environment, news contributors need to work effectively with government staff and officials to ensure an accurate, complete, and timely flow of information. The effectiveness of organizational communication between news contributors and Diskominfotik Nunukan Regency is key in ensuring the achievement of communication objectives, the quality of news produced, and the maintenance of good working relationships between the two parties.

Conclusion

Organizational communication with news contributors in Q1 and 2 was not effective. What editors expect contributors is not met. There was an increase in the number and quality of news on berita.nunukan.go.id portals in quarters 3 and 4. This is due to changes in contributors and the approach taken by editors to contributors. The factors that cause organizational communication to news contributors in the Nunukan Regency Government are not effective because the communication climate, organizational culture and organizational satisfaction have not run optimally.

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