

## **Information Dissemination and Performance Quality Improvement Strategies In the Public Relations Subdivision of Cenderawasih University**

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**Abstract** - This article aims to determine the effectiveness of the performance of public relations sub-section staff in managing planning, activation and supervision as well as optimizing management capabilities in managing various news and information on social media through, Youtube, Facebook, Instagram and Website so that the delivery of information about academic implementation can be effective and known by the public. The descriptive method used in this research is a method that looks at directly observed behavior and aims to present a complete picture of a phenomenon or social reality of the object of research. The data used are primary data and secondary data, the data analysis technique used in this study uses SWOT analysis to see how the influence of external and internal factors on the performance of Uncen Public Relations. From the results of this study, the policy strategy for improving the quality of public relations performance of Cenderawasih University and Information Dissemination, there are 8 strategies related to the management of improving the quality of uncen public relations performance, but the strategies that have the greatest influence / top priority in the formulation of University and related government policies in terms of information management are: First, cooperation between interested institutions, district governments and NGOs. Second, presentations to relevant policy makers and issue recommendations.

**Keywords:** Information Dissemination, Improvement Strategy, performance, Public Relations Subdivision, Uncen.

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### **1. Introduction**

Based on the results of direct observations in the work environment of the public relations sub-section, performance improvement in the section / institution must be addressed, as well as public relations employees of Cenderawasih University must carry out their performance improvement in providing good quality information dissemination. Sutrisno (2016) Performance is a person's success in carrying out tasks, the results of work that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities or about how a person is expected to function and behave in accordance with the tasks that have been assigned to him as well as the quantity, quality, and time used in carrying out tasks.

Problems in the work unit or college public relations can be resolved properly, not only by discussion but also often following the education and training (Diklat) that has been provided, especially in the field of human resources which greatly helps the process of employee performance in the fields of technological sciences, communication, photographers, video editing, mc and deepening knowledge about computer applications and others.

The existing and developing facts hint and question the performance of the public relations subdivision of Cenderawasih University. Under the auspices of the information system planning and cooperation bureau (BAPSIK), public relations is led by one section head and two sub-sections, the cooperation sub-section and the public relations sub-section based on the Governance Organization (SOT), a staff of 9 people, over time, public relations staff are required to adapt to technological developments in the digitalization era to provide various information.

Cenderawasih University public relations who participate in disseminating information about academic developments, especially to students, information on academic activities, field study practices, talent interests, seminars and publication / documentation of graduation ceremonies to graduation ceremonies at the university level. Public relations employees/staff must focus on steps that have been taken by university leadership and management and can be controlled. One of the steps that professionals can control is to effectively analyze the extent of the information dissemination process related to Cenderawasih University so that the message can cover all elements of society.

Cenderawasih University public relations also does not run alone because there are various collaborations with various print media and electronic media so that what is conveyed by university leaders will spread in various news. The social media used by uncen public relations in disseminating related information are Facebook, Twitter, Youtube, Website and Instagram and Tiktok, but the most active at this time is Youtube.

Researchers take this theory because a public relations person has the function and task of organizing or disseminating information through various media about activities or activities, for example, public relations at Cenderawasih University disseminates information or organizes activities regarding academic activities, socialization of new student admissions, extracurricular activities, implementation and stages of lectures to the stages of implementing graduation and graduation which are carried out in the era of the covid-19 outbreak so that all academic processes and activities are carried out online through the zoom application and Youtube social media.

Cenderawasih University public relations seeks to create news through press releases, newsletters, newsletters and others regarding various activities carried out with stakeholders, work partners and even community groups in Papua Province and Jayapura City. Therefore, this study aims to determine the effectiveness of the performance of public relations sub-section staff in managing planning, activation and supervision as well as optimizing management capabilities in managing various news and information on social media through, Youtube, Facebook, Instagram and Website so that the delivery of information about academic implementation can be effective and known by the public (Nursanti & Jamaluddin, 2021; Aat Ruchiat et al.; BN Juhji et al., 2020).

Public Relations staff at Cenderawasih University must also know that communication in public services plays a very important role during the industrial revolution 4.0. The importance of public communication is characterized by the increasingly strategic delivery and dissemination of governance information carried out by the Public Relations department of higher education, with the aim of changing the community paradigm towards the performance of higher education institutions, especially Cenderawasih University, to be more positive and solutive. Through government communication, especially in the world of higher education, which is supported by the application of digital media technology, is the main alternative in facing a highly competitive and interactive millennial era.

## **2. Literature Review**

### **2.1. Theory and Concept of Effectiveness**

**Theory and Concept of Effectiveness** The word effective comes from English, namely effective, which means successful or something that is done well. The popular scientific dictionary defines effectiveness as the accuracy of using results or supporting its objectives. Georgopolus and Tannembaum (1985) state: "Effectiveness is viewed from the point of view of achieving goals, the success of an organization must consider not only the goals of the organization but also the process of maintaining itself in pursuit of goals.

In other words, the assessment of effectiveness must be related to the issue of goals and objectives. "Steers (1985) argues: "Effectiveness is the range of efforts of a program as a system with certain resources and means to meet its goals and objectives without paralyzing the means and resources and without putting unreasonable pressure on its implementation.

Indicators for measuring work effectiveness include: Ability to adjust, employee work performance and employee job satisfaction. Effectiveness theory according to Siagian (2004) is the utilization of resources, facilities, infrastructure and funds in a certain amount that has been consciously

set in advance to produce the right amount of goods and services with quality on time.

## 2.2. Organization Theory

Organization is a form of a combination of two or more people who interact and work together based on work relationships and division of labor, and activities that are arranged hierarchically in a structure to achieve goals. The term organization comes from Greek, namely *organon* and Latin, namely *organum* which means tool, member, body or part.

According to Hasibuan (2013), an organization is a formal, structured, and coordinated system of associations of groups of people who work together in achieving their goals. According to Gitosudarmo and Sudita (2010). Organization is a system consisting of a pattern of cooperative activities carried out regularly and repeatedly by a group of people in achieving their goals. According to Robbins and Judge (2007), an organization is a social unit consisting of two or more people, consciously coordinated and functioning continuously for the achievement of a series of goals.

## 2.3. Concept of Performance Effectiveness

Hasibuan (2007) Effectiveness is the ability to succeed in a job done by humans to provide something that is expected. Meanwhile, performance is the sacrifice of services, body and mind in an effort to produce goods and services to obtain work performance rewards. So work effectiveness is the ability to choose the right goal. Mangkunegara (2009) states that performance can be interpreted as: "The results of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him." Performance is the result of work obtained by a person in carrying out his duties that have been charged based on skills, experience, sincerity and on time.

## 2.4. Employee Performance

The definition of employee performance is the willingness of a person or group of people to carry out an activity and complete it according to their responsibilities with the results as expected. When associated with performance as a noun where one of the entries is the result of something done, the definition of performance or performance is the work that can be achieved by someone in a company in accordance with their respective authorities and responsibilities in an effort to achieve company goals legally, not against the law and not against morals or ethics (Rivai, 2009: 15-17). Employee performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him.

## 2.5. Definition of Public Relations

The term public relations in Indonesian is a translation of Public Relations (English). The development of public relations in Indonesia first appeared in 1950. Public Relations or Public Relations is actually no different, but nowadays the term Public Relations is usually used in government organizations or institutions, while Public Relations is more often used in foreign or private companies (Cakra Ningsi, 2019). James E. Grunig defines public relations as part of communication management between an organization and its community (Arifin, 2016, p. 25). Public relations is an institution that seeks to build an organization's good relationship with the public, seeking negative views from the public into positive views (Dunn, 1999, p. 3).

## 2.1. Employee Performance Research

Employee performance appraisal or known as "Performance appraisal", according to A Anwar Prabu Mangkunegara (2011: 69) argues that: Employee appraisal is a systematic evaluation of employee work and the potential that can be developed. Assessment is the process of assessing or determining the value, quality, or status of some object, person or thing. Based on the opinions of the two experts above, it can be said that performance appraisal is a process of assessing employee performance carried out by company leaders systematically based on the work assigned to them. Company leaders who assess employee performance, namely direct employee superiors, and indirect superiors. In addition, the head of the personnel department also has the right to provide an achievement assessment of all employees according to the data in the personnel department.

## 3. Research Methods

The descriptive method used in this research is a method that looks at directly observed behavior and aims to present a complete picture of a phenomenon or social reality of the object of research. The research location was carried out at the Public Relations of Cenderawasih University Jayapura Papua. The time in this study was carried out for approximately 1 month. The data used are primary data and secondary data, the data analysis technique used in this study uses SWOT analysis to see how the influence of external and internal factors on the performance of Uncen Public Relations.

### 3. Results and Discussion

SWOT analysis is divided into two major parts, namely Internal and External factors, then a conclusion will be obtained from the two analyses into a summary of strategic analysis called the Policy Strategy for Improving the Quality of Cenderawasih University Public Relations Performance and Information Dissemination. Internal strategic factor analysis is an analysis to assess performance/performance which is a factor of existing strengths and weaknesses to achieve goals. Assessment of internal analysis of a product includes strength and weakness factors and is based on factors that can be compared with its competitors. Analysis of external strategic factors is focused on existing conditions and trends that arise from outside, but can affect organizational performance. After knowing the external strategic factors, a table of external strategic factors (External Strategic Factors Analysis Summary /EFAS) is then compiled (Rangkuti & Freddy, 2013; Pearce et al., 1997; Ferrel & Harline, 2005; Fahmi & Irham, 2014; Kotler & Keller, 2009; Rachmat. 2014).

Based on the SWOT matrix table, it shows that the difference in scores on internal factors (strengths and weaknesses) is 0.46 on the positive x-axis where the influence of strengths is greater than weaknesses. While in the External table (Opportunities and Threats) is -0.88 which is on the negative Y axis, meaning that the threat is greater than the opportunity in the Policy for Improving the Quality of Public Relations Performance of Cenderawasih University and Disseminating Information.

Based on the data, the results show that it is in Quadrant II (ST Strategy), namely even though there are various threats to the Policy Strategy for Improving the Quality of Public Relations Performance of Cenderawasih University and Information Dissemination but still has the strength to take advantage of long-term opportunities by managing. The recommended strategy is to avoid various threats to external factors by utilizing existing strengths (Tumiran, H. 2024).

Based on the results of the summation of scores while taking into account the relationship of each of the above factors, both internal factors and external factors through SWOT analysis, Alternative Policy Strategies for Improving the Quality of Cenderawasih University Public Relations Performance and Information Dissemination are obtained:

1. Cooperation between interested institutions of the Regency government and NGOs.
2. Presentations to relevant policy makers and issue recommendations.
3. Conduct socialization related to the management and main functions of Public Relations.
4. Planning for good and correct information control and management.
5. Increase socialization of information dissemination issues.
6. Involve the University and faculties in supervision.
7. Maintaining the university's public relations function.
8. Fostering the components of Public Relations Staff related to the main functions of University Public Relations.

Of the eight strategies above, it is found that collaborating between interested institutions of the Regency government and NGOs is an alternative priority strategy for the activities of the Policy Strategy for Improving the Quality of Public Relations Performance of Cenderawasih University and Disseminating Information. The following will show the results of alternative strategies based on weight and rank in determining the strategy.

### 4. Conclusion

From the results of this study it can be concluded that the results of the analysis of policy strategies to improve the quality of public relations performance of Cenderawasih University and Information Dissemination, there are 8 strategies related to the management of improving the quality of uncen

public relations performance, but the strategies that have the greatest influence / top priority in the formulation of University and government policies related to information management are:

1. Cooperation between interested institutions, district governments and NGOs.
2. Presentations to relevant policy makers and issue recommendations.

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