



ALFUAD JOURNAL, 6 (1), 2022, (43-62)

(E-ISSN 2714-7606 P-ISSN 2614-4786 )

Available online at

<http://ecampus.iainbatusangkar.ac.id/ojs/index.php/alfuad>

## Journalistic Culture in The Online Media of The Bandung City Governments Public Relations

**Novrizon Marzal\*)**

Institut Agama Islam Negeri Batusangkar,  
Indonesia

E-mail:

[novrizonmarzal@iainbatusangkar.ac.id](mailto:novrizonmarzal@iainbatusangkar.ac.id)

**Mahmoed Mohamed Hosny**

Al-Azhar University Kairo,  
Egypt

E-mail: [mmhosny@gmail.com](mailto:mmhosny@gmail.com)

\*) Corresponding Author

**Abstract:** *The journalistic culture is currently evolving at such a quick pace that it is reflected in the public media held by the Bandung City government. Especially in the online public media, which is administered by the Bandung City government's Public Relations, such as websites, Facebook, Twitter, and Instagram. The goal of this study is to learn more about Bandung City Public Relations' journalistic culture. This study took a qualitative approach and used a qualitative descriptive method, with Kuhlthau's Information Search Behavior Theory, also known as the "Information Search Process" (ISP), as the scalpel. The ISP is divided into six stages: initiation, selection, exploration, formulation, collections, and presentations. Information gathered through interviews with five people who work in the Bandung City Government's Public Relations department. The Research results, First, there are several types of journalistic activities such as news writing, press releases, photography, videography, and media analysis; second, journalistic products such as news, press releases, photos, videos, magazines, and tabloids are produced; third, there is a routine agenda, important indicators, and editorial policies that are implemented; fourth, the existence of a certain point of view in determining the news taken; and fifth, there is a routine agenda, important indicators, and editorial policies that are implemented.*

**Keywords:** *Journalistic Culture, Public Relations, Media, Social Media*

### INTRODUCTION

Ideally, public media would be able to deliver cultural values education to the community within the context of social life, thereby shifting the community's orientation toward the positive. As a result, the first thing that public media owners do is raise sensitivity to social situations. All forms of media (facilities/channels) utilized by public relations practitioners in their work with the goal of widely disseminating the products or services that

public relations sold are better recognized by the public are referred to as Public Media or Public Relations (PR).

The purpose of public media is to promote and improve marketing, to maintain public trust, and to improve a company's or organization's image. There are many different sorts of public media, including television, print, web, and broadcasting. (Romli, 2014)

Media that incorporates the internet, or what is generally referred to as

online media, is one of the public media that is in high demand today. Media Online is in high demand since its use is highly practical and can be accessed anywhere and at any time. Even now, companies and government agencies have their own public media, in addition to huge public media such as television, newspapers, and radio. This is done so that the general public can obtain information fast and readily.

The Public Relations Department of the Bandung City Government is one of the government agencies that now has its own public media. Not only that, Bandung City Government Public Relations also has a number of online media, including websites and social media (such as Facebook, Instagram, and Twitter).

Bandung is one of the places that has adopted the smart city concept. This may be observed in the way the government of Bandung is becoming more technologically savvy. This technology serves as a link between the government and its constituents. Of course, this is a great way for the community to acquire information that isn't offered by the mainstream media. As a result, it's no surprise that Bandung is cited as a model for digital diplomacy. In addition, Bandung continues to work to improve government-society transparency. The Bandung City Government has 394 public

service applications and is working to improve the functioning of the State Civil Apparatus (ASN). The application is almost completely functional. The goal of developing this software is to support the Mayor of Bandung's initiative to create a smart city. The concept of a smart city stresses the use of technology to assist government functions. People also rely on these programs for a variety of purposes. The majority of residents use it as an online complaint tool. It has been reported that there are more than 7,000 residents have accessed the facility.

Not only that, but the City of Bandung's Public Relations Section of the Regional Secretariat (Humas Secretariat) won an award in the 2017 Public Relations Media Award at the Province/Regency/City level in the Media/Press Reporting Category. The award was given for the Bandung City Government's success in bridging information about all Bandung City development activities and leadership activities through the mass media/press as a means of public information, according to [portal.bandung.go.id](http://portal.bandung.go.id). In addition, the Public Relations Department of the Bandung City Government was named the main winner in the Java Regional Media Relations category, City Government subcategory, at the PR Indonesia Awards (PRIA) 2017.

As a result, academics are interested in conducting study in one of these government agencies in the field of journalism. The purpose of this article is to promote awareness of the journalistic culture that exists in the public media controlled by the Bandung City Government Public Relations, as well as the journalistic activities that take place there. Culture of journalism What is intended here is a process that focuses on journalistic practices and policies that emerge from the ideological side and the reporting pattern from the process of searching, collecting, processing, and presenting news.

The researcher seeks to learn more about how government agencies with public media operate in terms of culture and journalistic activities as a result of this article. These are activity similar to those carried out by journalists in today's media companies, or do they have their own culture, starting from the search process to the news presentation process. In fact, the media present information sourced from the community to be presented to the public space in meeting information needs. (Ashadi, 2006)

## **METHOD**

The research method will be descriptive qualitative, with the goal of gathering information about how

journalistic culture and forms of journalistic activity are applied in a public media owned by the Bandung City Government Public Relations government agency so that it can be described clearly later. Because the purpose of this research is to examine more deeply how the journalistic culture exists in the public media, more specifically to find out how the search process and the dissemination of news in the public media, journalistic activities, and how the interactions that occur between editors and journalists. an analysis in this reserch based on the constructivist paradigm with Kuhlthau's Information Search Behavior Theory, also known as the "Information Search Process" (ISP).

This study conducted in the Public Relations Department of the Bandung City Governments. To be more specific, the researcher aims to look at the journalistic culture and types of journalistic activities used by the Bandung City Government Public Relations on their websites and many social media platforms operated by the Bandung City Government Public Relations, including as Facebook, Twitter, and Instagram. The culture in question is not just the organization's culture, but also the culture of the people who work in the media.

## **RESULT AND DISCUSSION**

After conducting research on journalistic culture in public media conducted by the Bandung City Government Public Relations, it was discovered that the researchers discovered several cultures or habits carried out by Bandung City Public Relations in carrying out their journalistic activities. The journalistic culture in question is divided into five parts in this study, namely the form of journalistic activities, the information search process, the information gathering process, the information processing process, and the information dissemination process carried out by Bandung City Public Relations, specifically from the reporting and documentation sub-section.

Culture, according to (Liliweri, 2009) is a group of people's unconsciously received vision of life in the form of behaviors, beliefs, values, and symbols, all of which are passed down through the communication process from one generation to the next. Meanwhile, according to Onong Uchana Effendi in (Suhandang, 2016) journalism is the ability or activity of processing news material, spanning from coverage to preparation, that is worthy of public dissemination. The behavior and habits in carrying out a series of journalistic activities, starting with the process of searching, collecting,

processing, and disseminating information by the sub-section of coverage and documentation of Public Relations, are the journalistic culture that researchers mean in this study based on these two understandings. In support of continuous journalistic activities, Bandung City Public Relations has numerous media, including online forms of websites and social media.

Journalistic culture in question, accordance with the presence of Kuhlthau's theory. Kuhlthau's theory explain about the information seeking activities are a development process that a person goes through as they progress from the stage of uncertainty to the stage of comprehension, initiation, selection, exploration, formulation, collection, and presentation. (Fisher, 2009)

### **Journalistic Activities Carried Out by The Bandung City Government Public Relations**

In the journalistic activities carried out by the Bandung City Government Public Relations A journalist plays a vital role in the dissemination of information to the general public in the realm of journalism. Every piece of information and data gathered throughout the coverage is relevant to the public good. As a result, his journalistic efforts are carried out in the public interest rather than for the benefit of certain parties. This has to do with the

public's desire for information, which has been growing in tandem with the advancement of communication technologies in recent years. A complete information system is required by society. Journalists create news as a form of information.

The reporting and documentation sub-section of Bandung City Public Relations is primarily responsible for journalistic efforts. According to Meiwan Kartiwa, the Head of the Bandung City Public Relations Sub-division and Documentation, Bandung City Public Relations actually has three sub-sections, and the coverage and documentation sub-task section's is more to the journalistic world to cover information. what the community needs regarding the city of Bandung's government. Despite the fact that the three sub-sections are interconnected, the duty of disseminating information is allocated to the reporting and documentation sub-section.

The form of journalistic activities carried out in the Bandung City Government Public Relations, especially by the reporting and documentation sub-section, can be seen in the research data above, which includes four types of activities: news writing and press releases, photography, videography, and media analysis. The researchers have categorized the three types of journalistic activity

carried out by the reporting and documenting sub-section as follows:

a. Photography

A photography includes "understanding how to capture photographs correctly, knowing how to adjust lighting, and knowing how to process it, and it all has to do with photography. (Gani & Rizki, 2013)

Based on this explanation, one of the journalistic activities carried out by the sub-section of reporting and documenting in Bandung City Public Relations, employs the principles of photography as a technique as explained by Gani and Kusumalestari. As the Head of the Bandung City Public Relations Sub-Division and Documentation, Meiwan noted that the photographers who worked for Bandung City Public Relations were experts in their disciplines, meaning they knew how to photograph. Because the resulting photograph is photojournalism, it is used to deliver information to the public in the form of photographs.

Photos are one of the journalistic products generated by the coverage and documentation team, or more particularly shot by the coverage and documentation team's photographers, in Bandung City Public Relations. The majority of the photographs taken are of the agenda or current leadership activity. Apart from that, the photographic team occasionally

photographs situations or concerns that are currently causing controversy in the community. It indicates that the images taken by the Bandung City Public Relations photography team are photojournalistic in nature.

According to (Taqr, 2016), photojournalism is a communication tool that uses visual media to enlighten the public or others, similar to what journalists do in print media. Of course, as an information tool, it can serve a variety of purposes, including improving or worsening a situation. As a result, photojournalism and news writing can be used to influence public opinion, serve as a propaganda tool, and encourage people to do good or harm society's morality. It depends entirely on who publishes it and for what reason.

"Photojournalism is a tale or report on an event or reality told through the lens of a camera." Photojournalism employs what are known as news elements, or 5W + 1H, which include the following: What, Who, Why, Where, When, and How. Without a thorough description, a journalistic photograph can become meaningless. As a result, a good journalistic photo is more than just a visual discussion or a simple photograph; a powerful photo text based on facts and data will add additional value to the information that will be conveyed to the

public. So that, at the end of the day, photojournalism becomes news or information that the community, whether local, regional, national, global, or international, requires. (Taqr, 2016)

Refers to Haris Sumadiria's viewpoint, in his book *Jurnalistik Indonesia* (2014), the 5W1H formula must be used in order for the news to be complete, accurate, and meet the technical criteria of journalism. News may be simply organized in a uniform format utilizing the 5W1H formula, and its content can be easily and rapidly grasped by readers, listeners, or viewers. What, who, when, where, why, and how, must all be present in every reported event. (Sumadiria, 2016)

### ***Videography***

In the sub-section of coverage and documentation of Public Relations of Bandung City, they not only transmit information through images, but also employ video coverage to convey information or news to the public, just like in the general mass media. Videography is a method of capturing a moment or event in a series of images and sounds that we may watch afterwards as a memory or as study material to understand more about what happened. (Agusman, 2016)

The cameraman or videographer, plays a critical part in audiovisual production. Because each news item to be

broadcast has three components: information, audio/sound, and video/image. The audience does not respond to the presentation since there are no visuals/images to support the audio/sound from the information gathered. How to blend audio/sound and video/image as effectively as possible to convey information that is more relevant to the audience. When audio/sound is entered in the editor's room by the team, it can be altered or entered, but not when an image of the event is entered. Because events cannot be reproduced, the cameraman's photographs must be as good as possible in order to create a visual for the news to be broadcast.

The Bandung City Public Relations videography team's own mission, similar to the photo-taking process, is to cover a video of the leader's agenda every day, or if the leader doesn't have many agendas or none at all on that particular day, they will do unique coverage, notably on topics. Issues that exist in and around Bandung. According to Guruh Gumilar of Bandung City Public Relations, a team of videographers. Every day, Guruh added, they'd be assigned to cover the agendas of the leadership, whether it was the Mayor, Deputy Mayor, or demands from the Bandung SKPD. Aside from that, they conduct particular coverage operations to cover concerns in the Bandung area.

### ***News & Press Releases***

A press release is an extended version of news created by the public relations department of an organization or company and submitted to the press manager/editor of a mass media such as television, radio, newspapers, or magazines for publication. In this scenario, the Bandung City Government Public Relations always produces news broadcasts or press releases to assist journalistic operations, both within the Bandung City Public Relations environment and for the city of Bandung's mass media.

In Purnama, the phrase "press release" refers to "news content given by an agency or organization to the mass media, usually by the public relations department in the hopes of being broadcast" (Effendy, 2011). The supply of ready-made news to newspapers or other media, such as radio and television, is another definition of press release. The information pertains to key issues that need to be communicated to the public about firms and organizations' operations and activities." (Purnama, 2012)

On the basis of this argument, it can be argued that press releases are typically created by sub-section of public relations and then given to the media as news information. This is in line with the rationale offered by Nurul Asri Mulyani,

one of the study's informants. Nurul stated that the press release he authored would be circulated to media journalists via milles and news broadcasts on the official website of Bandung City Public Relations in partnership with Bandung City Public Relations. Press releases are commonly utilized by journalists to write news stories.

Devide news releases into two types: 1. Distribute, specifically information about events or events that have been presented in their whole but have not been collated as news or are still in the process of being completed; 2. Prepared news, i.e. written information that has been compiled in the form of finished or planned news. (Purnama, 2012)

This news release is one of the journalistic activities that Bandung City Public Relations covers and documents on a daily basis. The goal is to report the information they gather in the field with complete statistics and a lengthy version, which will then be sent to media journalists registered with the Bandung City Public Relations Department.

Press releases are one of the journalistic tasks that the reporting and documentation team engages in on a daily basis. The goal of this release is to convey information to media journalists who are registered with Bandung City Public Relations so that these media can make

Bandung City Public Relations a source of accurate information about the Bandung City administration.

The information in the press release was not only about the leadership's activities, but also about unrelated issues. The press release in question is a response to negative news about the Bandung City government that has been widely circulated in the media. In this case, the purpose of the release is to clarify the Bandung City Government's version in order to counteract the unfavorable news that has been circulated in the community and to anticipate the community's negative opinions of the city government.

The type of press release issued by the Bandung City Public Relations reporting and documentation team is the news release form of a handout, namely information on events or events that are presented individually, full but not yet compiled such as news. Press release just write a handout. (Purnama, 2012)

Following the writing of the press release, the information or news in the form of the press release will be converted again into news. Journalistic news is the most up-to-date report on true, entertaining, and/or important facts or ideas for the majority of the audience, delivered by periodic media such as newspapers, radio, television, and/or the internet. (Sumadiria, 2011)

Unlike news, the information gathered through a press release is succinct and written using proper news writing techniques, and it will eventually be released to a large audience on the Bandung City Public Relations website. The agenda of leadership activities that are carried out every day, as well as news about issues that are developing in the community, particularly among the people of Bandung City, are frequently the subjects of self-written news.

### ***Media Research***

Media Research In the Bandung City Public Relations coverage and documentation division, is a new activity assigned to the reporting and documentation team, notably for news and press releases. The word analysis, is defined as the decomposition of a subject into its many pieces and the study of the parts themselves as well as the relationships between the parts in order to get the correct understanding and understanding of the meaning of the whole.

According to Cangara in his book *Introduction to Communication Studies* (2010) the media is a tool or medium for communicators to transmit messages to audiences (Cangara, 2010). Based on this concept, the Bandung City Public Relations reporting and documentation

team's media analysis is an activity that examines the content of news in the mass media about the Bandung City government. This media analysis project aims to examine the news or information on the government of the city of Bandung that has been widely disseminated in the local media, whether positive or negative.

Media monitoring efforts are commonly used to determine what news about the Bandung City government is distributed in the media. As described by Nurul Asri Mulyani, a member of Bandung City Public Relations' news release and media analysis teams. Nurul stated that they conduct media monitoring efforts on a daily basis, which include print, electronic, and online media. His own hobbies include clipping for print media, watching news programs on television, and monitoring internet using the Intelligence Media Management (IMM) tool. IMM is a system that works 24 hours a day, 7 days a week, autonomously, using robots that collect web, print, and television media content. The media analysis then gives a comprehensive examination of the news object, beginning with the timing, influencers, media, sentiment, comparison, and tracking the details. Everything is handled by artificial intelligence software that can learn to recognize new items and do analysis in the same way that humans can.

Every day, the Bandung City Public Relations reporting and documentation team does this media analysis. According to the findings of the investigation, if negative news about the Bandung City government is discovered, the information will be written in the form of a press release, but from the perspective of Bandung City Public Relations, which has been confirmed back to the source of information from the negative news itself. The leadership will be provided a copy of the press release to use as a guide in determining the next steps. This is done for no other reason than to improve the image of the Bandung City government.

### **The Information Search Process Carried Out by The Bandung City Government Public Relations**

The Bandung City Government's Public Relations Department is conducting an information search. The process of obtaining information in Bandung City Public Relations begins with the dissemination of the daily agenda of operations. Through the Head of the Coverage and Documentation Sub-Section, the agenda is delivered to the full coverage and documentation team. The team in charge already knows what, where, and when he will cover the field based on the agenda of these operations. The reporting and documentation team in charge will use

many stages of Kulthau theory, notably the initiation and selection stages, to accomplish this.

The reporting team will consider what type of information will be delivered to the public, as well as from what point of view and angle the information will be taken, at the commencement stage. Whether it's information about topics on the leadership's agenda or topics that aren't on the leadership's agenda. Meanwhile, if the information being covered is not about the leadership's plan, but rather a hot problem that is developing, the reporting and documentation team uses it at the selection stage. They will choose a few subjects to discuss, as well as the most significant issues to discuss on that particular day.

Bandung City Public Relations has a set of procedures for conducting information searches that they follow on a regular basis. Furthermore, the Bandung City Public Relations Department, particularly the sub-section of coverage and documentation, contains key indicators for the selected material. These things will be described as follows:

### ***Regular Schedule***

Editorial meeting is one of the regular agenda items for Bandung City Public Relations. In *The Journalist* book, Zaenuddin describes about the editorial,

are responsible for determining whether or not a piece of news is worthy of publication. The editorial side of a media or press magazine is the ideal side that carries out the medium's vision, mission, or idealism. The duty of an editor in a mass media corporate organization (print, electronic, online) is to refuse or allow the loading of an article or news based on several factors such as whether the writing is in the form of news or not, language, correctness, and truth writing (Zaenuddin, 2011).

Once a month, the editorial meeting takes place, usually at the beginning or close of the month. The agenda outlining what would be done in a month was discussed at this editorial meeting, according to Meiwan Kartiwa, Head of Sub Division of Public Relations Coverage and Documentation of Bandung City. Suhandang's agenda-setting model, as stated in his book *Agenda Setting Mass Media* (Tamburaka, 2012).

The editor obligation to ensure that all news scripts are flawless. While paying attention to the work of reporters who write the news, the judgment of the news is in the public interest. done well and may provide a wonderful revision of the storyline in terms of style and systematic writing, so that readers are eager in learning more about it and can grasp the events as rapidly as possible. Even if the

news is about the prime minister's statements or the mayor's declaration, the editor must be able to be the ruler to contemplate the disposal of other news that he thinks less valuable when a major event occurs. In that instance, the editor must take the risk of shifting it with the big news.

According to the concept of agenda setting, the media agenda influences the public agenda, which in turn influences the policy agenda. Prinda Wijaksana, the implementing team in the Bandung City Public Relations reporting and documentation sub-division, explained that briefings or editorial meetings were previously held in the coverage team and documentation sub-division to discuss agenda setting. This will be done by Public Relations of the City of Bandung for the next month. They also analyze the actions that occurred in the previous month on a regular basis. Meanwhile, they always develop strong coordination between one individual and another on a daily basis to ensure proper communication.

Bandung City Public Relations maintains a regular schedule of events in addition to the regular agenda of editorial meetings. Bandung Answering is a regular occurrence. This event is a conversation show that features the Regional Apparatus Work Unit as a resource person, with the goal of saving journalists from the

Bandung media from having to meet the SKPD. During the interview, Meiwan Kartiwa, the Head of Bandung City's Sub Division of Public Relations Coverage and Documentation, explained this.

The themes highlighted at the Bandung Answering event, according to Meiwan, are usually issues or problems that are currently being discussed in the city of Bandung, or events that will be occurring in the near future.

Apart from the Bandung Answering event, Meiwan explained that reporting on the leadership agenda was a daily effort for the reporting and documentation staff. After receiving the leader's schedule of activities from the leader's personal secretary, they normally cover the leader's agenda. In the City of Bandung, the leadership in question begins with the Mayor, Deputy Mayor, Regional Secretary, and Regional Apparatus Work Units (SKPD).

The schedule of activities for the leader is normally received from the leadership's personal secretary the day before, at night, or at dawn. Meiwan indicated that once he received the schedule, he would put together a schedule for the team in charge of covering the leader's agenda. The crew in question includes photographers, videographers, and the press release. Meiwan will distribute the schedule to the reporting and

documentation staff, as well as to media reporters on duty at City Hall, once it is completed.

### ***Selected Information's Important Indicators***

In general, the media mass has important rules or indicators governing the distribution of information based on the editorial policies in place. As the Head of the Sub-Division of Coverage and Documentation, Meiwan Kartiwa explains. That one of the main factors used by Bandung City Public Relations in selecting the information to be assigned was that it had to correspond to the range of daily activities. This applies to both leadership and non-leadership actions.

Meiwan added another important indicator that must be considered, namely the good news or what interesting information should be raised and disseminated to the wider community, especially the people of Bandung City itself, in addition to having to follow the schedule according to the range of activities that had been made previously. Bandung City Public Relations, in addition to reporting on the leadership agenda, raises information about other Bandung cities, such as industrial centers in Bandung City, and soon.

Another important indicator that must be considered is information that is

truly needed by the community, because the City of Bandung's Public Relations function is one of them as a bridge of information between the government and the people of Bandung. So that the Public Relations Department of the City of Bandung can provide the community with as much information about the government as feasible. This is nothing more than a wish for Bandung City Public Relations to become a source of official news and information for Bandung City residents. There are other important indicators for video capture techniques that will be reported to the public, including the need for 5W+1H news elements, which include what, where, when, who, why, and how.

5W1H formula must be used in order for the news to be complete, accurate, and meet the technical criteria of journalism. News may be simply organized in a uniform format utilizing the 5W1H formula, and its content can be easily and rapidly grasped by readers (Sumadiria, 2011).

### **Public Relations Bandung City Government Information Gathering Process**

The stage of information collection activities is the following activity in the stage of information seeking. The reporting and documentation team considers the form or format of receiving the

information collected at this stage; the form or format of this acceptance is based on monitoring observations, interviews, and the findings of documents found in the information search field. The reporting and documentation team will examine the information collected, specifically transcribing the information obtained, such as transcribing the outcomes of interviewees, after acquiring various forms or formats of receiving information.

The outcomes of observations and documents that are deemed important and necessary according to a specified news point of view are only entered as extra data for news production.

### ***Form of Information Collected***

A principal duty of journalist, or news person is to find and make news. The information will be distributed (released) to the broader public in the future. In connection with this explanation, the Public Relations of Bandung City, especially the sub-section of coverage and documentation, which is an institution in carrying out journalistic activities within the scope of the Bandung City government, must therefore produce journalistic products that can easily reach the people of the City of Bandung.

Mass media content is separated into three segments or three categories of writing, all of which are journalistic

products: News, that is, reports on current occurrences. This category also includes photos and videos that have news significance. Opinion (Views) are writings that contain a combination of facts and opinions written in a language style, while Typical essays (Feature) are writings that contain a combination of facts and opinions written in a language style. literature. Photos and videos with news value can be found.

The Public Relations of Bandung City is not much different from (thiscategoryoftype), editorials, essays, and so on. Photographs, films, news, publications, and tabloids are among the journalistic materials produced by Bandung City Public Relations. As the Head of the Sub-Division of Public Relations Coverage and Documentation, Meiwan Kartiwa said. Journalistic products are generated every day for images, videos, and news, according to Meiwan, while magazines are published every two months and tabloids are frequently published when major events occur in Bandung. Aside from that, they frequently create infographics for Instagram, with a variety of themes.

### ***Information Goals***

Organizations/companies must create relationships with all publics/stakeholders in the context of public relations. The dispersed public

cannot always be reached through face-to-face meetings, so media are needed to convey certain information or policies. Mass media is one of the mediums that may be utilized to reach out to the public. Journalists, on the other hand, have a daily goal of gathering news as part of their responsibilities. This situation is defined as the mutualistic dependence between public relations and journalists (Raharjo, 2015).

Bandung City Public Relations has aims that they have set from the beginning when it comes to bridging information between the government and the community. Consider the volume of news that must be created each year or the quantity of images that must be delivered each day. According to Meiwan Kartiwa, the Bandung City Public Relations has a goal in terms of circulating news, namely distributing a minimum of 720 news pieces per year. That means that every day, at least two stories must be broadcast.

### **Information Processing by The Bandung City Government Public Relations**

The following activity is the information presentation step. According to Kuhthau's hypothesis, this activity is the final stage in the process of information seeking behavior. The acts of a journalist in processing information received during the search for information, which will eventually be delivered in the form of

news, constitute the activity of presenting information.

Making the news with 5w 1h elements is one of these actions. However, in the course of processing this information, the Bandung City Government Public Relations has implemented a number of policies that differ from those used by the mass media in general, causing issues in information processing.

### ***Editorial Policy***

Policy is a difference between one medium and another, and it is critical to a mass media company's survival. Furthermore, if a media outlet lacks an editorial philosophy, it will be inconsistent in its news delivery. This is characterized by the constant flow of new information. This type of media attitude can erode the public's trust in the media (Tebba, 2015).

Bandung City Public Relations, being an institution inside the Bandung City government, must, of course, be the community's primary source of information on the Bandung City government, particularly for Bandung City residents. Of course, in this case, Bandung City Public Relations, particularly in the coverage and documentation sub-section, must have rules or policies in place for each team in order to offer information or news that will be favorably accepted by the

people of Bandung City. Because the objective of Public Relations is to boost the government's positive image, this information is very useful about the government of Bandung City.

Editorial policy, according to Haris Sumadiria's book *Journalistic Language*, focuses on how aspects and ideal missions are expressed in the coverage and placement of news, reports, writings, and photographs, which are in accordance with the interests and tastes of a reasonably wide audience (Sumadiria, 2016).

According to Meiwan Kartiwa, the Head of the Sub-Division of Public Relations, Coverage, and Documentation. The goal of public relations, is to strengthen the government's positive image, hence the first rule or policy is to convey positive news about the Bandung City administration. If a problem arises, the information provided by Bandung City Public Relations is not from the point of view of the mistake, but rather from the claimant's perspective, such as the anticipation and resolution of the problem.

Press Relations, which discusses editorial policy in detail, including a media's "political" attitude and editorial guidelines. Politics can be regarded in two ways: literally and figuratively. Relates to editorial policy; each media has a different perspective on a topic hence one media

must have a different perspective than another.

Similarly, in a truly political sense, because every media outlet occasionally serves the objectives of certain political groupings. This "political" attitude of the media does not only apply to political parties, but also to a variety of other interests such as media ownership, media history, economic reasons, media missions, and other topics (Abdullah, 2004)

### ***The Difference Between Public Relations and The General Media***

Bandung City Public Relations, as a public relations organization within the Bandung City government tasked with spreading information about the Bandung City government, shares certain similarities and distinctions with the mainstream media in general.

The resemblance could be due to the fact that both are tasked with disseminating information, with the distinction being in the manner in which the information is provided and the point of view from which it is presented. This is in line with what Aceng Abdullah stated in his book *Press Relations: Tips for Dealing with Mass Media*, which indicates that each media has a different perspective on a subject, hence one media must have a different perspective (Abdullah, 2004)

According to Meiwan Kartiwa, who previously worked as a photojournalist in one of the media, this is correct. According to Meiwan, there was no difference in terms of work between working in the media and working in the reporting and documentation team.

Previously, the media convened an editorial meeting, and the same thing happened in Bandung City Public Relations. The difference could be due to the perspective of the news being provided. If the term "bad news is good news" is used in the media, the Public Relations Department of Bandung City does not use it. They only take positions that will promote the leader's positive image.

### ***Information Processing Constraints***

The encountered hurdles in their roles as Bandung City Public Relations reporting and documentation team, both in terms of seeking, collecting, processing, and disseminating the information, one of them is the challenges he faced in processing information, was determining angle. Because, there is a lot of data collected in the field, and he is free to choose any angle he wants, but what must be considered is how the information can continue to bring security and comfort to the community.

A journalist's point of view on an event or issue is referred to as a news angle. The drafting of the headline and lead, or the opening paragraph of the news script, is technically determined by this point of view (Mubarok, 2017) Apart from that, also related to his diction. Diction, or word choice, is the right use of words to reflect thoughts and feelings that desire to be expressed in a sentence pattern.

### **Process of Information Dissemination News Is Collected by The Bandung City Government Public Relations**

News collection by journalists is done sending by whatsapp to the Head of the Sub-Division of Coverage and Documentation as an editor in Public Relations of the Bandung City Government. The editor will correct the writing error and all the other error. And then, the eports, images, and videos gathered on the ground will be given to the Head of the Public Relations Division for review to determine whether they are worthy of release. The next, information will be published on the website, and photographs and videos will be shared on Bandung City Public Relations' social media accounts.

### ***Information Dissemination Stages***

The Information Dissemination Stages activities will be discussed while discussing the activities of the information

distribution process. The elements that play a part while the action takes place are comparable in both communication and information. The dissemination of information is the spread of communications containing facts (material that is true to reality) in order to develop correct and clear explanations and a common understanding of the messages being disseminated (Pani, 2015).

After obtaining all the data and information, the final thing a media outlet must do is spread the news and information to a large audience. The same may be said for Bandung City's Public Relations. After the reporting and documentation team has searched for and collected information in the field, the information is processed, and finally the information is disseminated to the public.

According to Meiwan Kartiwa, the stage of disseminating information in the Public Relations of Bandung City begins with the team on duty every day searching, collecting, and processing information, after which photos will be distributed on social media, videos will be distributed on YouTube, Instagram, channel city hall, and video.com, and news will be disseminated through the website Bandung City Public Relations. In partnership with Bandung City Public Relations, they also publish press releases on the website and milles,

which are eventually processed by the media.

The selected media are deemed appropriate by Bandung City Public Relations to assist in the process of spreading information. This is in line with Apriani's explanation (Pani, 2015.), which indicates that there are various key factors to consider when selecting media that are regarded appropriate for conveying information, including the media's level of usability or efficiency.

### ***Types of Media***

To communicate information to the public, a mass media must, of course, have a channel or media through which the information can be disseminated so that it can be accepted by the larger community. The City of Bandung's Public Relations department did the same thing. The Public Relations Department of Bandung City employs a variety of means to convey previously processed material to the citizens of Bandung City. Because the major purpose or target of Bandung City Public Relations is the public audience of the people of Bandung City, the media is referred to as public media.

The public, is a unity of many people based on reactions to the same stimuli rather than individual encounters. This reaction takes place without the

requirement for people to be physically close to one another.

According to Cangara's book *Introduction to Communication Studies* (Cangara, 2010)

media is a tool or means for communicators to transmit messages to audiences. The Bandung City Public Relations uses a website as an online platform to disseminate news, as well as social media to disseminate news images and videos. Media online is mass media that is offered online on the website (Romli, 2014). Online journalism is often known as cyber journalism, as facts reporting or events that are produced and delivered over the internet.

### **CONCLUSION**

The types of journalistic activities carried out in Bandung City Public Relations are nearly identical to journalistic activities carried out in the mass media in general, with the exception of differences in determining the point of view taken in processing information. The Public Relations Department of Bandung City has numerous regular agendas for gathering information, including monthly editorial meetings, "Bandung Menjawab" events, and coverage of the daily agenda of government activities. Furthermore, Bandung City Public Relations contains key indicators of the selected news. This is

nearly identical to the general media, which has a regular agenda, such as editorial meetings, and, of course, editorial policies that are implemented in the processing of information. Bandung City Public Relations collects a variety of material on a daily basis, including news, press releases, images, and videos, as well as periodicals and tabloids. The Public Relations of Bandung City has a daily information collection target. When processing information, the Public Relations Department of Bandung City imposes a number of editorial policies on each team, such as the requirement to convey positive information about the Bandung City government, the maximum amount of news that may be released, and so on. This is nearly identical to how the news is presented in the general media, which must adhere to editorial norms. Furthermore, there are distinctions between public relations and the news in general, one of which is the perspective of the news. If the mass media adheres to the notion that "bad news is good news," it is in contrast to Bandung City Public Relations, which solely stresses the positive aspects of the information sought. In addition to defining the perspective and choosing diction in processing news or information, the Bandung City Public Relations team faced various challenges in processing information. There are several

stages in the dissemination of information, beginning with the reporting team going to the field, then collecting and processing the information obtained, then sending the information to the Head of Sub-division for reporting and documentation, then forwarded to the Head of Public Relations, and finally published to the public. The website of the Bandung City Public Relations Department, as well as social media sites such as Facebook, Twitter, and Instagram, were used to disseminate this information. This appears to be similar to the general public's perception of the media.

It is expected the Bandung City Government's Public Relations, particularly the coverage and documentation team, would be able to produce the best information that is truly needed by the community, particularly the people of Bandung. It is expected that the Bandung City Public Relations reporting and documentation team will have better expertise in the field of journalism, similar to journalists in the mass media in general, because the Bandung City Public Relations reporting and documentation team will compete with media journalists in producing the best information in the field. In today's social media, Youtube is quickly becoming Indonesia's most popular platform. The Public Relations Department of Bandung City hopes to use YouTube to

communicate information in the form of videos. Not only on Youtube, but on other social media platforms as well.

## REFERENCES

- Abdullah, A. (2004). *Press Relations: Kiat Berhubungan dengan Media Massa*. Bandung: Remaja Rosdakarya.
- Agusman. (2018). *Pengertian Videografi dan Tekniknya*. Retrieved from <http://agusman1.blogspot.com/2016/07/pengertian-videografi-sebelum-kita.html> (accessed 24 Juli 2018).
- Ashadi, S. (2018). *Makalah dalam Forum Diskusi Publik*. Retrieved from Jakarta: <https://ashadisiregar.com/daftarmakalah/html> (accessed 17 Maret 2018).
- Cangara, H. (2010). *Pengantar Ilmu Komunikasi*. Jakarta: Rajawali Pers.
- Cangara, H. (2010). *Pengantar Ilmu Komunikasi*. Jakarta : Rajawali Pers .
- Effendy, O. U. (2011). *Ilmu Komunikasi: Teori dan Prakteknya*. Bandung: Remaja Rosdakarya.
- Fisher, A. (2009). *Berpikir Kritis: Sebuah Pengantar*. Jakarta: Erlangga.
- Gani, R., & Rizki, K. R. (2013). *Jurnalistik Foto Suatu Pengantar*. Bandung: Simbiosis Rekatama Media.
- Liliweri, A. (2009). *Makna Budaya dalam Komunikasi antar Budaya*. Yogyakarta: LkiS Pelangi Aksara.
- Mubarok, H. M. (2018). *Angle Berita*. Retrieved from <http://misterhusni.com/wp-content/uploads/2017/09/ANGLE-BERITA.pdf.html> (accessed 24 Juli 2018).
- Pani, A. (2018, Juli 17). *Proses dan Syarat-syarat Penyebaran Informasi*. Retrieved from [https://www.academia.edu/28078219/PROSES\\_DAN\\_SYARAT-SYARAT\\_PENYEBARAN\\_INFORMASI?auto=download.html](https://www.academia.edu/28078219/PROSES_DAN_SYARAT-SYARAT_PENYEBARAN_INFORMASI?auto=download.html) (accessed 17 Juli 2018)
- Purnama, N. (2012). Press Release sebagai Wahana Penyalur Informasi Kepada Publik dalam Aktivitas Kampanye Politik. *E-Jurnal Unisfat: Jurnal Ekonomi dan Ilmu Sosial Vol 8, No 1*, 1279-1286.
- Raharjo, R. S. (2015). Media Relations di Media Massa (analisis Deskriptif Kualitatif terhadap Kegiatan Media Relations TVRI Yogyakarta dan Jogja TV). *Jurnal Komunikasi Profetik Vol. 08, No. 02*, 27-36.
- Romli, A. S. (2018, Maret 17). *Media Massa: Pengertian dan Jenis-jenisnya*. Retrieved from <http://www.romelteamedia.com/2014/04/media-massa-pengertian-dan-jenis.html> (accessed 17 Maret 2018).
- Suhandang. (2016). *Pengantar Jurnalistik*. Bandung: Nuansa.
- Sumadiri, A. H. (2011). *Bahasa Jurnalistik Panduan Praktis Penulis dan Jurnalis*. Bandung: Simbiosis Rekatama Media.
- Sumadiri, A. H. (2016). *Jurnalistik Indonesia, Menulis Berita dan Feature*. Bandung: Simbiosis Rekatama Media.
- Tamburaka, A. (2012). *Agenda Setting Media Mass*. Jakarta: RajaGrafindo Persada.
- Taqur, F. (2018, Maret 17). *Modul Dasar-Dasar Fotografi*. Retrieved from <https://baleaksara.files.wordpress.com/2016/12/keping-1-1-fotografi.pdf.html> (accessed 17 Maret 2018)
- Tebba, S. (2015). *Jurnalistik Baru*. Ciputat: Kalam Indonesia.
- Zaenuddin, H. (2011). *The Journalist: Bacaan Wajib Wartawan, Redaktur, Editor dan Mahasiswa Jurnalistik*. Bandung: Simbiosis Rekatama Media.