

Chapter II

Overview of Research Object

2.1 History and Development of Public Relations of Yogyakarta City Government

In accordance with the decision letter of the Mayor of Number 174 Years 1973 Division of Public Relations first was in the position under the Secretariat of the regional municipality of Yogyakarta that was later updated with applicable local Municipality Regencies of the Yogyakarta No. 5 Year 1973. Based on this regulation the Public Relations section became Sub Public Relation and Protocol under General Section of Yogyakarta City Secretariat.

Accordance with the Decree of the Minister of Home Affairs (6/OR/VII/1985) dated 5 July 1983 and the Decree of the Governor of Yogyakarta Province No. 062 dated 15 August 1983, the Local Regulation No. 5 Year 1978 was renewed by Regional Regulation Number 6 Year 1984. First part of City Government (City Government) Yogyakarta named Public Relations and Information. Then in the period of regional autonomy, based on Law number 22 Year 1999 on Regional Government, the name of public relations and information changed to the Office of Public Relations and Information Government of Yogyakarta (KHI).

The Office of Public Relations and Information (KHI) is a merger between the public relations department and the Office of Information Department. The

existence of this KHI is regulated in regional regulation Number 41 Year 2000 on the formation of organizational structure, working procedures of the Office of Public Relations and Information. Like the public relations function in general, KHI serves as an institution that manages public relations and provides information services. Not only once the name change occurred, in Year 2005 the form of public relations was changed to Regional Information Agency (BID). BID is an amalgamation of public relations, information technology and Archives Office of Yogyakarta City. BID is a five year medium-term program and will be outlined in the SKPD work plan for a period of one year as a guideline for the implementation of activities. Due to the institutional changes listed in the Government Regulation (PP) Number 41 Year 2007, in 2009 the Regional Information Division changed its authority and institutional arrangement and renamed the Public Relations and Information Division of the Yogyakarta City Secretariat.

Based on the Regulation of the Minister of Home Affairs No.13 of 2006 on Guidelines for Implementation of Regional Financial Management, there are Planning Affairs, and Local Regulation Number 8 Year 2008 on the Establishment of Organizational Structure and Working Procedures of the Regional Secretariat, explains that the Public Relations and Information Division was formed as a special agency the whole affairs of the implementation of community relations and dissemination of information from and to the Government of Yogyakarta.

As one of the work units owned by the Yogyakarta City Government, the Public Relations and Information Division has a role in developing a strategic plan to further enhance the integration among programs within the Yogyakarta City

Government which is focused on handling all affairs concerning community relations and disseminating information on Yogyakarta City Government. Therefore, in order to improve the information and complaints services to be more effective, efficient and responsive to the stipulation of Local Regulation Number 8 Year 2008 regarding Formation, Arrangement, Position and Main Duty of Regional Secretariat and Secretariat of Regional House of Representative, it is necessary to establish Information and Complaints Service Unit (UPIK) from the technical implementing unit at the Public Relations and Information Office to the UPIK Secretariat in the Public Relations and Information Section.

2.2 Duties and Function of Public Relations of Yogyakarta City Government

As part of the internal and external information transmission, the Public Relations and Information Division of the Yogyakarta City Secretariat has various duties and responsibilities to be carried out as well as the functions to be carried out.

Function of Public Relations and Information Secretariat of Yogyakarta City as the organizer of public relations and information. As for the tasks of Public Relations and Information Secretariat of the City of Yogyakarta are:

- 1) collect, process data and information, inventory problems and implement problem solving related to public relations and information.
- 2) plan, execute, control, evaluate and report Section activities.
- 3) preparing policy materials, guidance and guidance as well as technical guidance according to their field of duty.

- 4) implementing the Section Administration.
- 5) carry out the analysis and performance development of the Section;
- 6) perform other tasks assigned by Assistant.

2.3 Organizational Structure of Public Relations and Information

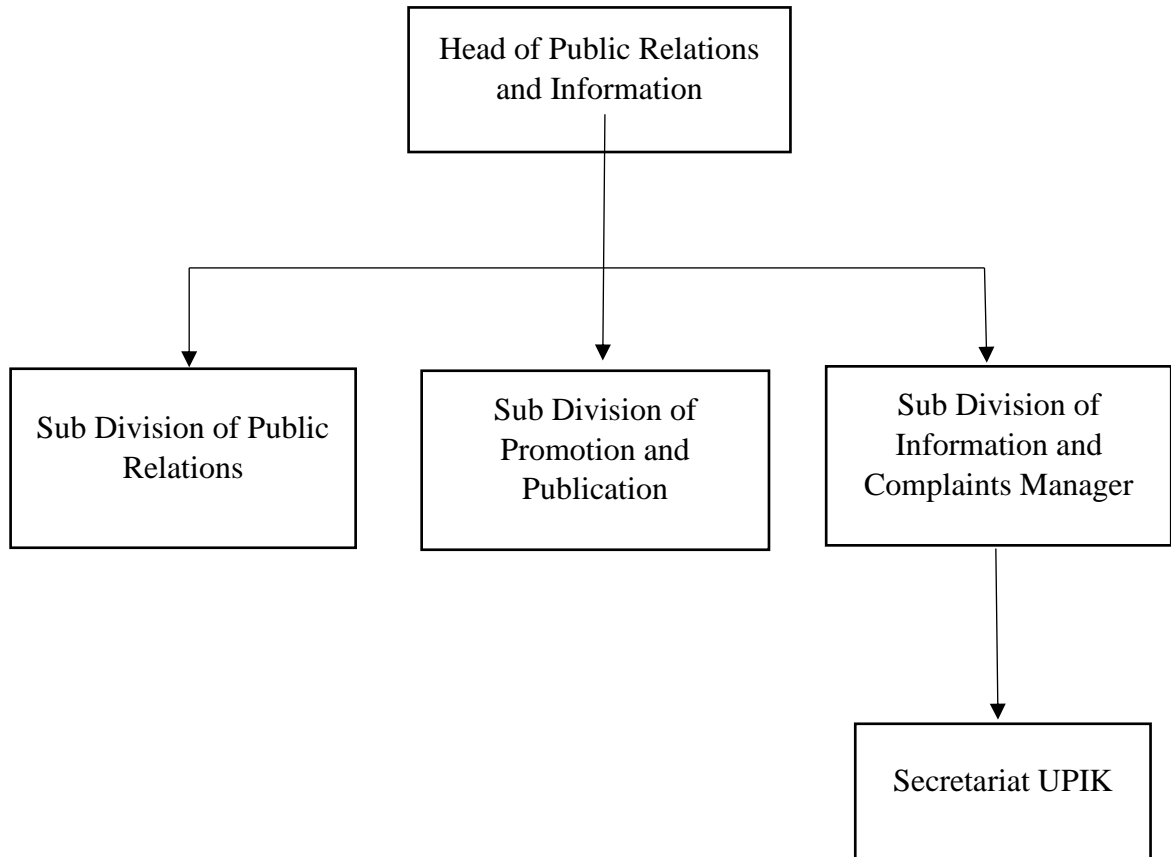
The Public Relations and Information Division is a supporting element of local government which is an element of the staff of the regional secretariat in relation to the affairs of public relations and information providers.

The organizational structure of public relations in government is the same as the position of public relations in general. But with this new form the structure is more concise with fewer staff. The position of the Public Relations and Information Division is under the Regional Secretariat. Nevertheless, all activities of the Public Relations are still accountable to the Mayor.

The Public Relations and Information Section is headed by a Section Head who is indirectly under the mayor and responsible to the General Administration Assistant, the Regional Secretariat and the Mayor.

Head of Section is appointed and dismissed in accordance with the provisions of applicable legislation. The head section leads three sub-sections. Administrative affairs are caught by one of the Head of Public Relations and Public Relations staff.

Figure 1. Organizational Structure Public Relations Department of Yogyakarta City Government



Sub Division of Information and Complaints Management is the coordinator of UPIK implementation in Yogyakarta City Government. Based on the Regional Regulation Number 8 Year 2008 on the Establishment, Arrangement, Position and Main Duty of the Regional Secretariat and Secretariat of the Regional House of Representatives, it is necessary to establish the Secretariat of UPIK in the Public Relations and Information Division;

1). Secretariat of UPIK

UPIK Secretariat is domiciled as an information and complaint service unit within the Government of Yogyakarta City which is a non-structural institution and is in Public Relations and Information Division of Yogyakarta City Secretariat. UPIK Secretariat has the function of coordinating information services and complaints within the Government of Yogyakarta. To carry out its functions, UPIK Secretariat has the task:

- a) serving the information conveyed by the community through the media provided by the Yogyakarta City Government which includes statements or news, complaints, criticisms, questions, suggestions either directly or indirectly;
- b) distribute incoming information to UPIK Admin and to UPIK Operator through available media or means;
- c) submit responses or answers to the public based on incoming information from agencies or officials;
- d) carry out an inventory of problems and work towards completion;
- e) report on the results of information service activities and complaints periodically to the Vice Mayor of Yogyakarta through the Head of Section.

2.4 Profile of Information and Complaints Service Unit (UPIK)

a. Overview of UPIK

Development of SI UPIK (Information System in Information Services and Complaints Unit) is one of the innovation in the service management system undertaken by the City Government of Jogjakarta. The idea to develop this system stems from the attention of the Mayor of Yogyakarta, Herry Zudianto, who saw the importance of input, complaints or criticism of the government's performance. UPIK was formed with three problems, namely: a. Not all citizens know the channel of complaints that can be used easily, b. The existence of time constraints meet between people with officials or authorities, and c. The presence of fear and shy to complain of complaints among the public. Then UPIK expected to be able to accommodate a number of aspirations, complaints, suggestions, criticism or just information that can be immediately responded according to input from citizens as users of public services.

The policy to establish UPIK was outlined through Mayor's Decree No.86 year 2003 which was established on 14 November 2003. The position, main duty and function of this unit is as the recipient of public complaints on administrative services and policies taken by the city government.

The process of establishing this unit starts from the establishment of PT Exindo as the winning bidder for the procurement of human resources systems and training to operate the communication system between citizens and local government based on electronics. Initially, PT Exindo offers the development of complaint facilities with technology that has been widely used by the community,

namely by sending SMS (Short Message Services) through the means of mobile phones, by phone directly, and by sending email (electronic mail) through the internet network. For the implementation of software procurement, monitoring and evaluation program, Jogja city government is also assisted by Swisscontact, a private partner in the field of software procurement. For the management system, especially monitoring within the organization and service ethics, there is also the assistance of PKPEK consultants, an NGO that has been engaged in small industry advocacy and public services. Launching and dissemination of UPIK utilization started on 29 February 2004. The institutional umbrella of this grievance facility was initially entrusted to the Public Relations Office. The following is the website address and the numbers that can be accessed with the UPIK system:

| | |
|------------------------------|--|
| Come directly | : BID office or UPIK operator |
| Telephone cable (fixed line) | : 0274-555242 |
| Mobile phone (SMS) | : 081-227-80001 or 2740 |
| Website | : www.upik.jogja.go.id |
| E-mail | : upik@jogja.go.id |

Apparently public interest to submit complaints and complaints via SMS so great. People who used to use hotline service to local government of Jogja city finally no longer familiar with telephone number of cable, mobile phone, or website address above. In subsequent developments, perceived access barriers because the two numbers provided by UPIK are limited to users of multiple providers. Mobile

users outside of these two operators would find it difficult to access the complaints system provided. Therefore, in cooperation with the institute of consultancy at the university that is Gama Techno, the network is expanded so that all operators or mobile providers can be reached by UPIK services.

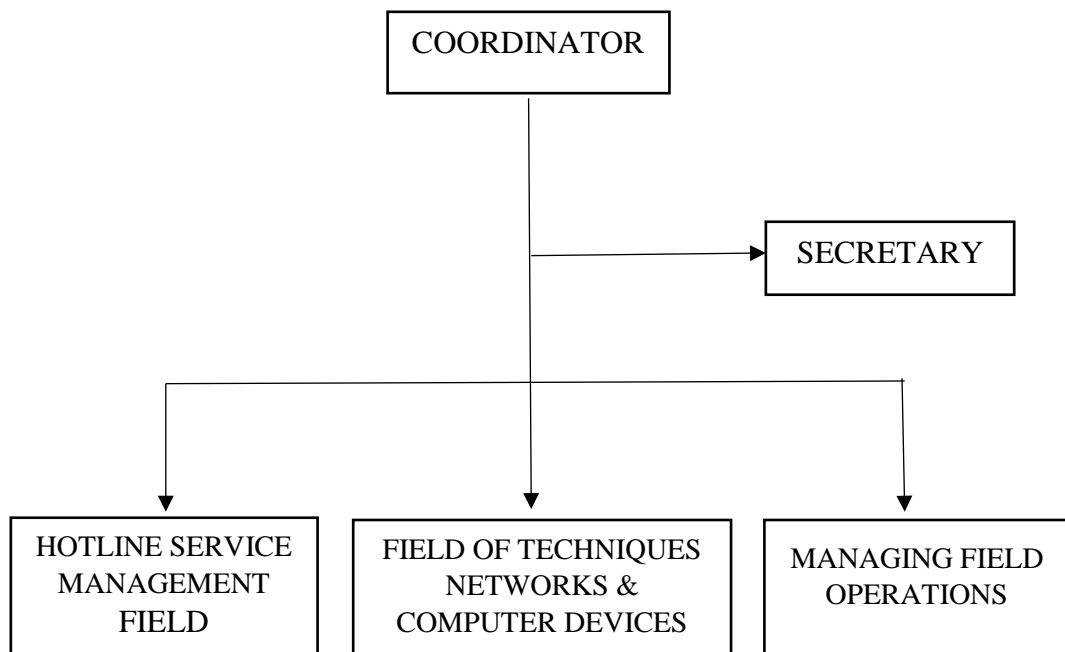
SMS becomes a very easy and efficient means to convey information or complaints, just type from the phone and send it to the access number UPIK. After it became known that most complaints were conveyed via SMS, IT consultant of Jogja City Government subsequently designed the features according to the incoming complaint by using the SMS. Once a complaint enters the UPIK system, the sender of the message will get programmed auto-reply in the form of a thank you for using UPIK services. The sender will obtain a code number or access to see their complaint response on the UPIK website.

Incoming complaints are further processed by UPIK, filtered by dispatchers according to the urgency of complaints. If the complaint is serious, the material will be immediately distributed to the relevant technical agency or agency. For example, if the complaint is addressed to the Regional Settlement and Infrastructure Service linked to a damaged road, after obtaining an SMS forward the officer from the Kimpraswil Officer immediately goes to the field to see whether the complaint is serious or not. If it is serious and can be repaired soon, then the repair will be done immediately. The Regional Office of Settlement and Regional Infrastructure will provide answers to the complainant if the complaint has been addressed. The mayor has outlined that the complaint should be responded and handled within 2x24 hours.

Some answers may still be normative, but the Mayor always emphasizes the importance of concrete corrective actions on each complaint.

b. Organizational Structure UPIK

Figure 3.1 Organizational Structure Secretariat of UPIK



Source : Regulation of the mayor Number 77 of 2009 about Information Services and Complaints on UPIK.