

## PROFESSIONAL GOVERNMENT PUBLIC RELATIONS IN INDONESIA: A REVIEW

Dyah Rachmawati Sugiyanto,  
Padjadjaran University, Bandung, West Java, Indonesia  
dyah.humas@gmail.com

Suwandi Sumartias,  
Padjadjaran University, Bandung, West Java, Indonesia  
wandi\_sumartias@yahoo.com

Neni Yulianita,  
Bandung Islamic University, Bandung, West Java, Indonesia  
yulianita.neni@gmail.com

Lukiati Komala  
Padjadjaran University, Bandung, West Java, Indonesia  
lukiatikomala@gmail.com

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### ABSTRACT

*The Indonesian Government is currently emphasize civil servants for working fast and smart in conveying regulations to the public. At the end of 2015, Indonesian government through the Ministry of Communications and Informatics opened opportunities for the public to be Government Public Relations (GPR) Officers. A total of 100 vacancies opened to the public with certain requirements, through a selection process has resulted 49 people only. The reality of condition indicates that to be a professional GPR Officer in Indonesia is relatively open. There is a GPR career path for civil servants, namely Functional of GPR (FGPR). Currently, they are 994 personnel of FGPR from the various ministries, institutions, and local government institutions. The purpose of this paper wrote was to review the current condition of GPR Indonesia and its development through personnel and groups. This study used methodologies of observation and interviews. This paper is aim to exploring ideas about excellent PR (Grunig, 1992) in condition of Professional GPR Indonesia. The results of this study show that to be professional, GPR Indonesia must be symmetrical in networking, idealistic or critical as part of individual competence, and managerial performance. In addition, Professional GPR Indonesia are also supported by regulatory and policy.*

Keywords: Government Public Relations, Professional.

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### Introduction

Governance in developing countries, one of which Indonesia, is facing a huge of communication challenge. Especially in the era of Joko Widodo - Jusuf Kalla (Jokowi-JK) now, civil servants required to show high performance. President Jokowi is Indonesian President who is very concerned with the integration of information. In this era, Government Agencies Indonesia through the Ministry of Communication and Informatics are encouraged to support the Single Narrative Program, by disseminating government messages to the public through official websites of ministries/government agencies.

Single Narrative is the formulation of key messages about issues in which became common concern, is intended as a reference in equalize the understanding of stakeholders to communicate to the public. Single narrative formulated together by Ministry of Communication and Informatics with office of presidential staff and communication team of president to then be distributed by the Ministry/Agency/Local Government to the public. That statement was mentioned by Djoko Agung Harijadi, Action Head of General Director of Information and Public Communication, Ministry of Communication and Informatics on Bakohumas Tematic Forum, in Jakarta (August 25<sup>th</sup>, 2015)

It is done as an effort to recover the government's positive image in the public eye. President Jokowi wants the public to know what are ministries and agencies done, more quickly and more widely, so as to create a positive perception and public optimism on government performance. According to Lecturer in Public Relations Program and also Chair of The Communication Magister Program, Padjadjaran University, Suwandi Sumartias in Seminar Revitalization Government Public Relations (Bandung, October 5<sup>th</sup>, 2015), he said, 'Blusukan' style of Jokowi has raised the reputation of his institution and also as a challenge for government public relations to work quickly, precisely and accurately fit demands and dynamics of fast-paced changes as well.

In relation to that, it is natural if government agencies in desperate need of a reliable Public Relations (PR) practitioners. To that end, PRO in the Government needs to be proactive in upgrading their knowledge and skills.

Problems that occur in GPR in Indonesia covers three major things, which is faced with the phenomenon of public relations image of an institution that is relatively poor, unsatisfied service information, and the amount of capacity competence and performance of the government public relations is relatively limited. (Preparing of Professionals FGPR to Support Communication of Government, Tulus Subardjono, Director of Public Communications Ministry of Communication and Informatics, Bandung, November 24th, 2014). In his presentation also mentioned that the government public relations problems

seen in the number of functional decrease from year to year, no standard of competence of each individual, minimal capacity develop, and evaluation of performance is not optimal.

The similar problems are also expressed by Nila Sari (2012: 89) which mentioned that the professionalism and quality of human resources, public relations authority within the organization, and a communication strategy are classic problems that as if there is no solution. Even after the rises of Law No. 14 of 2008 on Public Information, Public Relations of local governments faced another problem: confusion between the tasks of public relations and the tasks of management of information and documentation.

More specifically, the GPR problems as mentioned Sumartias (2015), the oblique accusations or other negative stigma against GPR difficult to be found its solution, such as: PR just as a peacemaker; channel of institutions and become a leadership shield; Guard prestige; constraint space for dialogue; Rigid bureaucratic structure and large organization and convoluted; have an organizational culture that is less dynamic, creative, innovative and less challenging; PR position is always a dilemma, and difficult to develop; as "firefighters"; divider "envelope"; engineer; even they often be asked as deliver letter and protocoler; extension of the interests of the rulers, especially if there is a problem, then the PR becomes object sufferer; Slow in response; bureaucratic in decision-making; fixated on working hours to respond; easy to throw the responsibility to respond; feel safe to be no comments or off the records; quite satisfied with the blocking time and advetorial; quite served as an administrative protocol and public relations (such as setting up a press conference, manufacture and delivery of press releases, official travel schedule settings boss); less effort to expand internal and external networks; often argued less intensive as it relates to budget constraints.

Globalization is happening today. This condition requires the cooperation in all fields in the local and international level. This globalization will have an impact on all professions, including PR. Role of PR in today's era of global competition increasingly become more strategic to the country level and also to the organization/institution.

All those phenomenons above motivated author to do review about professional GPR in Indonesia. This paper describe big picture about condition of GPR in Indonesia. How is GPR Indonesia in Reform Era? How GPR be constructed as professional? What should GPR have to be a Professional?

Three questions as mentioned above are outlined on this paper which consists of several sections. Two important sections in this paper are "Understanding Professional GPR in Indonesia" and "Regulatory and Policy". Both of those sections are discussed and this paper closed by conclusion.

### **Research Design**

This study is presented to personnel of GPR and FGPR. Through this study, author intends to explain about phenomenon of GPR Professions in Indonesia. GPR or FGPR as well as PR, is activation of communication. Many people assumed those are the same term, but actually it is different. The idea of this paper is to present information to the public relations practitioner to understand that GPR is not a new profession. This profession is growing in the reform era. As a profession, GPR can not be separated from many government regulations.

Excellent worldview for PR will be one that is logical, coherent, unified, and orderly-internal criteria. It also should be effective in solving organizational and human problems, as judged by relatively neutral research or by history- the external criterion. Finally, it should be ethical in that it helps organizations build caring—even loving-relationships with other individuals and groups they affect in a society or the world.

Three worldviews have limited the excellence and accompanying effectiveness of PR - the view that PR is asymmetrical (something that organizations do to publics), the view that PR has is either a neutral or advocacy role in society, and the view that PR has is a technical function. In contrast, we argue that excellent PR is symmetrical, idealistic or critical, and managerial. (Grunig, 1992:38)

What initiated by Grunig is true and ideal. However, understanding the Government Public Relations (GPR), in this case in Indonesia, Grunig's arguments could to be explored further. GPR, in principle, have the same theory with PR in the international world. But distinguishes the GPR in general are the restrictions set forth in a number of regulations and policies, as well as the work processes are often hampered by bureaucratic culture.

### **Understanding Professional GPR in Indonesia**

Bureaucracy has become an important discussion in the social construction of GPR in Indonesia. This affects the performance of the individual in the GPR sphere. PR Association of Indonesian Government (IPRAHumas) exposure, it is explained that today many issues to be monitored. There are three GPR functions that are emphasized, there are: as innovators and early adopters, influencers, and as evolving storyteller. Being an influencer, GPR can make social media as a channel (daily lobby). Meanwhile, in the evolving storytelling, GPR functions as effective issue management.

There are three working principles GPR initiated by IPRAHumas, namely speed in capturing public issues in real time, is able to penetrate the majority and public resistance to manage public opinion, and able to create meaning. How it works GPR is to establish and maintain public confidence, set the agenda setting, a source of accurate and reliable information.

Based on data gathered processed by IPRAHumas, data source from Ministry of Communication and Informatics (2015), is currently 92% or 994 people from the civilian state apparatus 1069 is the institution of public relations. 8% of the remaining 75 people are candidates for regulation of PR. The recorded number consists of ministries, agencies, and local governments. According to the data, 73% are from ministries and agencies, 27% comes from local agencies. The four institutions with the highest number is from Indonesian Institute of Sciences are 159 members (22%), 102 members from the Ministry of Health

(14%), 76 members from Ministry of Communication and Informatics (10%), and 74 members from the Ministry of Agriculture (10%).

In social constructivism (Creswell, 2014: 32), individuals are trying to understand the world in which they live and work. They develop a sense - the subjective meaning of their experiences, a meaning of which is directed at a specific object or many objects. The meaning is diverse, prompting the researchers to have more diverse views. The purpose of the study is to rely as much as possible the views of participants about a certain situation. Often the subjective meaning is negotiated socially and historically. In other words, they are not merely attached to each individual.

Here are the views expressed by public relations practitioners in Indonesia related to Government Public Relations. These opinions intentionally contained in this article are written evidence that structural officials of ministries/government agencies practitioners have interpreted the GPR meaning.

The first view from the Head of Communications and Information Service of the Ministry of Finance, NE Fatimah Azzahra mentioning, though now each Directorate General has a PR division and they can walk on its own, but at least communicate with the related bureau. PR in government institutions should to improvise with various innovations so as to provide the best service to the public. Although the GPR has various limitations compared PR agency/private companies, but observed in accordance with the concept of reinventing government, that a bureaucrat had to think like entrepreneurs. (PR Indonesia Magazine, Issue 6, August 2015, p.10)

Furthermore, Head of Planning and Public Relations of the National Archives of the Republic of Indonesia (ANRI), Multi Siswati stated, "The task of GPR is providing the best service to the public by communicating the policies and programs of the government in accordance with the duties and functions of each institution". According to her, the GPR also has a duty to keep and maintain a positive image and reputation of government. She said that GPR have to engage of public participation in policy making, measuring engagement and acceptable publicity a program/policy, and establish a good relationship with a bunch of various stakeholder agencies. The communication process by the GPR is no longer a one-way communication but it goes both ways. Various media have been used to communicate with the public. (p.12)

Still from structural officials, Head of Public Relations BKKBN, Adi Wahyono, said that the government public relations practitioners should have interest of same mission, not in contrary, debating in public spaces. Therefore, all government public relations practitioners must be aware of major issues that concerned by the President, so they can have the same perspective. (p.13)

In a workshop of Good Writing Good Image in Pangkal Pinang 3-4 June 2015, the Director of Public Communications, Tulus Subardjono talked about GPR. He said, FGPR must be better to understanding the various government regulations and disseminating to the public. He also said, it is necessary to adequate capacity for every GPR Practitioner, so that if there are negative issues, they could be neutralized soon, to create a good image of the government.

Elisabeth Goenawan Ananto, President of the International Public Relations Association (IPRA) said that the excellent PR must be managerial, strategic, and integrated. "But not disublimated by other management functions. But must be able to stand alone symmetrically, diverse, ethical, and applies globally" he said quoting James Grunig. (PR Indonesia Magz, Issue 5 Th I July 2015, p 10)

According Djayawarman Alamprabu (Prabu), GPR Officer from the Ministry of Agriculture, Professional PR are those who can make communication more effective to reach the big goals including unity, independent and identity. Therefore Professionalism of a PR can be seen from her ability to research, design, implement, and measure the effectiveness of communications programs. Besides of that, professionals PR are those who have good maturity so that they can understand and accept the advantages and shortcomings of others.

Meanwhile, according to Hafidzah Larashati (Laras), THP from the Ministry of Industry, professional PR is PR with a powerful skill that is fully committed to serve the needs of public information by deploying skills and knowledge, and be able to measure and consider the impact of communication itself.

The concept is so important in symbolic interaction, has been chief concern of Rom Harre (1979) in most of his theoretical work. Harre says that like any other experience, the self is structured by a personal theory. The self consists of a set of elements that can be viewed spatially along three dimensions: display, realization, and agency. Display, whether an aspect of the self is displayed publicly or remains private. The Realization, or source – the degree to which some features of the self is believed to come from within the individual or a group. The Agency, is the degree of active power attributed to the self. (Littlejohn, 2002:166-167)

The construction of meaning of GPR in a social context is a unit of work, management functions, public servants, innovator, communicator as well communicant, and professional. Whereas in the context of personal, GPR is FGPR who are potentially become professionals GPR.

The Constructed meanings are summarized in what has disclosed by Kriyantono (2014: 351) that the general function of PR in the social system, there are maintain good communication, serve the public's interest, and maintain good morals and manners.

The core assumption of constructivism is that "persons make sense of the world through systems of personal constructs. Constructs are the cognitive templates or stencils we fit over reality to bring order to our perceptions. (Griffin, 2012: 99)

### **Regulatory and Policy**

Based on the joint decision between of the Minister of Communications and Informatics and the Head of the National Civil Service Agency, No. 39 in 2014 and number 31, Year 2014, regarding the implementation of Regulation of the Minister of Administrative and Reform no. 6, Year 2014, noted that the FGPR is the position that has the scope, duties, responsibilities, authority to carry out the service of information and public relations activities. They are Civil Servants were given the duties, responsibilities, authority and rights in full by the competent authorities to carry out the ministry of information and public relations activities.

FGPR in their work is set by regulation, in the forms of a law, Presidential Decree, regulation, or government regulation. Here are the rules that are part of the trip and the development of the condition of Indonesian Public Institution, as the real GPR. As the following table consist of the regulatory which supporting the development of the FGPR:

Table 1: Regulatory data which supporting of Developments FGPR Indonesia, the data is processed by author

Regulations	Topics
Government Regulation No. 16, Year 1994	Functional of civil servants
Presidential Decree No. 87, Year 1999	Groups of Functional of civil servants
Regulation of the Minister of State for Administrative Reform No. 117/KEP/M.PAN/10/2003	FGPR and its credit points
Decree of the Head of the National Information Agency No.19B/SK/KA.LIN/ 2004	Working Procedures and Credit Score Assessment Procedures of FGPR
Regulation of the Minister of State for Administrative Reform No. PER / 109 / M.PAN / 11/2005	FGPR and its credit points
Joint Regulation of the Minister of Communication and Informatics and the State Personnel Board No. 19 / PER / M.KOMINFO / 8/2006 18 A 2006	Technical Guidelines of FGPR
Presidential Decree 29 of 2007	Allowance of FGPR
Regulation of the Minister of State for Administrative Reform Number : PER / 10 / M.PAN / 6/2007	FGPR and its credit points
Minister of Manpower and Transmigration No. KEP.39 / Men / 11/2008	Determination of the National Competence Indonesian Communication and Information Sector, Division of Public Relations
Regulation of the Minister of Communication and Informatics No. 03, Year 2008	Guidelines for Preparation of Formation Functional Public Institution
Regulation of the Minister of Communication and Informatics No. 05, Year 2008	Working Procedures and Credit Score Assessment Procedures of FGPR
Regulation of the Minister of Communication and Informatics No. 20 / PER / M.KOMINFO / 4/2009	Technical Policy Implementation Guidance of FGPR
Domestic Ministerial Decree No. 13, Year 2011	Guidelines Task PR in Environment of Ministry of the Interior and Local Government.
Regulation of the Minister of State for Administrative Reform No.6 2014	FGPR and its credit points
Law of Republic Indonesia No. 5, Year 2014	Civil Servants
Regulation of the Minister of Communication and Informatics of the Republic of Indonesia No. 12, Year 2015	Competency Standards of FGPR
Regulation of the Minister of Communication and Informatics of the Republic of Indonesia Number 31, Year 2015	Guidelines for the Implementation of Education and Training of FGPR

FGPR are the GPR with its career path, which exist since 2003. The various regulations are governed, have not made FGPR to have the face of professional GPR. FGPR as mentioned above is not large amount to make them as the ideal GPR. National Development Planning Agency calculate the required amount of Institution Relations in 2019 was 12 000 personnel. However, the quantity is not enough being offset by the quality of human resources of FGPR itself.

The next discussion is about policy. Policies appear when the condition is seen in crisis. For instance, is the resource crisis of competent GPR. On October 2015, the government of Indonesia through the Ministry of Communications and Information opens greater opportunities for the citizens of the State of Indonesia (civil servants/non-civil servants) who have communication experience at least 5 years and 3 years for civil servants, to a maximum age of 35 years, bachelor degree, has certificate of TOEFL 500, as mentioned in the following graphic info:

Picture 1: Graphic Info of Requirement Announcement of GPRO.  
Source: Ministry of Communication and Informatics, 2015



Opportunity was opened for 100 GPR Officers but that only 49 people passed the test. Two people resigned for personal reasons. From the 47 who elected, researchers interact with the two person, namely Djayawarman Alamprabu (Prabu ) and Hafidzah Larashati (Laras). Overall, GPRO who has status as civil servants and pass the selection is only accounted to 9 people.

Orientation transparent computerized value can be directly obtained when we finished working and rank order was immediately out. There was also the essay test about PR program development and written test for press release. “What I like about the selection process is weighting the quality, through the interview stage, takes precedence over quantity, stage tests conducted with computerized,” Prabu said.

Laras added, following the selection and orientation is a valuable experience that helped her to get a complete knowledge of public relations, both of private and GPR practitioners. Selection starts from the file selection strictly check the completeness CV, resume basic skills test and test the ability of the field of computerized and in-depth interviews by the team selection committee. Orientation followed for 18 days at the Institute of Public Administration is also one important point in preparing the GPR Officer's work in an environment ministry. High adaptability to the work culture and system of government can be considered as the main keyword that must be mastered by the THP in performing their duties effectively and efficiently. “The interesting one for me is learning about exchange experiences during the orientation of the various parties that GPR Officers, public relations practitioners as speaker in quarantine, the committee,” Laras said. “in the same time i also learn about observing, predicting, analyzing and managing the impact of a public communications made by government,” she added.

On overview of Prabu, he mentioned that GPR condition in Indonesia is actually very irrational because of the role and functions of FGPR has not been designed and actualized appropriately. GPRO is like a springboard how should PR institutions fore in terms of functions, tasks and rights (revenue). This irrationality is actually also as an accumulation of lack of coordination among FGPR, advisory institutions, and policy makers about governance. Decision of The minister of Communications and Informatics and the Minister of State for Administrative Reform to create GPRO Program is admirable because they make the pilot project how the FGPR at the ministry should exist. Authority and rights of this stepping must be used by the FGPR, and it still needs policy makers about governance execution of bureaucracy to equalize tasks, functions, and rights.

While Laras said, GPR in Indonesia is a modern and integrated PR concept. “Currently, I see the government is trying to improve reliable and competent GPR in various government institutions as a communicator,” she said. Laras argued that recruitment of GPRO is one step accelerates motion of GPR in Indonesia. In addition, the government also tried to involve the regulation of public relations in various ministries/institutions/local governments as the implementing partner GPR as of elements civil servants. A harmonious synergy between GPRO and FGPR are absolutely needed as a communicator and also disseminator team of government messages.

The following record is about the development of public relations (Yulianita, 2012: 17). PR begins with the press agency, where activities that take place in it relates to the promotion of someone, an organization/company to achieve publicity fun in the Mass Media both print and electronic. The next development is publicity, which is a technique to tell about the person/organization/company or something. The message is packaged in the form of news about the event or events that are planned. Publicity is an effort that made for the purpose of creating goodwill and for the public interest against a person/organization/company. After publicity, the following phase is Public Relations which publicity in public relations is the main concept of operations.

Jenkins (2003: 2) says that PR is a form of communication that is applicable to all types of organizations, both commercial and non-commercial, public sector (government) and private (private parties). There are five areas of the specificity of PR according Morissan (2010: 32), namely Publicity, Public Affairs, Marketing, Management Issues, and Lobby. In Public Affairs, he mentioned three fields: the community relations, government relations, and industrial relations.

Other experts said that PR specialist government (usually referred as public affairs officer at the US and office information or clarification, or liaison offices in other countries) is an important link between citizens and government. Diversity of technical expertise, organizational goals and public activity of public affairs functions of government are larger than traditional PR practices and/or special. The highlight of the difference is the public advocacy role played by government communicators to government decision makers. Public affairs practitioner nowadays must master the art and good communication skills and must thoroughly understand the culture, policies, practices, and constituent organizations. (Cutlip, Center, & Broom, 1995: 465)

Public affairs in the government according to Cutlip, Center & Broom, is containing at least seven the same objective:

1. Giving information about the activity of government agencies constituents

2. To ensure active cooperation in the government program
3. Encourage citizens to support policies and programs that have been defined
4. Serve as a public advocate for government administrators - delivering public opinion to the decision maker, manages public issues within the organization, increase public accessibility to administrative officials
5. Managing internal information
6. Facilitate media relations
7. Building a community and nation

Kaloh (2003: 42) stated that in a democratic society, the existence of government PR targeted on three things: 1) In day-to-day tasks of government requires two things, namely a free two-way flow of ideas; and accurate information. As a result of two things, the citizens and the government are able to selectively informed 2) The GPR should give a report and use principle of accountable to public. 3) As taxpayers, the citizens have the right to government information, of course, with some exceptions.

In 2003 the first born of functional career path for civil servants, called the Functional of Government Public Relations (FGPR) or be called *Pranata Humas*. Functional of PR is a functional position whose existence is regulated by Presidential Decree No. 87 of 1999. Functional is a position that indicates tasks, responsibilities, authority and rights of Civil Servants in the task force organization in carrying out its duties based on expertise or particular skills and independent.

Only '*Pranata Humas*' as FGPR is the functional positions of civil servants who were given the task, the responsibility, authority and rights in full by the competent authorities to conduct information and public relations services, well-informed national and regional/local

In this era, government public relations development began to appear. It is known from forums in the ministries/agencies that are existed and developed, including the Communication Forum of *Pranata Humas* or known by the name '*Fortamas*' in Indonesian Institute of Sciences since 2005, and the Public Forum of the National Nuclear Energy Agency in 2012. The Association of Public Relations of the Ministry of Agriculture called '*Perhumastan*', appeared in 2015. In this era also appears Association of Public Relations of the Ministry of Communications and Information Technology, called '*Paguyuban Pranata Humas*'.

Next, on August 27, 2015 is a historic date for officials Functional of GPR Indonesia, the professional organization of GPR was emerged, named the PR Association of Indonesian Government abbreviated IPRAHumas. IPRAHumas named and agreed upon by consensus in the Congress of *Pranata Humas* in Bandung.

This congress was attended by more than 500 FGPR/Candidates and structural officials of the Ministry/Institution, Provincial Government, the City and County.

Currently, IPRAHumas is the only professional organization for Civil Servant who has the function of position in the field of public relations with members consisting of honorary members and younger members. The organization will further evolve each branch organization in the Ministry, the Institute and the Province as well as the organizational units in the county and the City as well as a special branch abroad. Membership is as a professional individual, not the institutions. In the future, IPRAHumas will develop cooperation with relevant agencies so that its presence can be recognized as an organization that is recognized both domestically and regionally in the scope of ASEAN.

Furthermore, in October 2015 through the Ministry of Communications and Informatics opens the opportunity for the public to specific requirements into GPR Officers. They work to start early in 2016 at the Ministry. At the same time, the ministry also formed a task force of State-Owned Enterprises in order to respond to the dynamics of communication and social changes that occur, particularly at the national level.

## **Discussion**

History of GPR Growth when Reform Era had been started is good for GPR as profession. Government started aware of this profession in 1999 when FGPR was born. It was first opportunity for GPR to exist. But unfortunately, in amount, many GPR has not realize yet, that they profession is not only as civil servant but specifically, they are GPR.

The meaning of Professions PR includes a challenging profession, demanding communications capabilities, requires a strong mental (Komala, 2012). Later on, that meaning is associated to the managerial skill. In Managerial, requires the ability to communicate and mentally strong to face various problems and uncertainties of government conditions.

Professional, basically is someone who has a profession or the work he does with high ability and is based on the moral/ ethical. The professionals are life by applied a particular skill or expertise in an activity, in accordance with their expertise. So it can be concluded that the professionals are they who run the profession in accordance with their expertise.

A professional must have an expertise through an education process and besides that there are elements of the spirit of dedication in carrying out their work activity. In doing profession, a professional must be able to act objectively, which means free from subjective emotions, hatred, shame or feeling lazy and reluctant to act and make decisions.

Professional is someone who has the three main things that exist on human inner self; there are Skill, Knowledge, and Attitude. Skill means that the person is an expert and skilled in the art. Knowledge means that the person has insight, extensive knowledge, and understanding on other science-related fields. Attitude, which means not only intelligence, but also have an ethical, normative behavior applied in the social reality. Professional person also has high integrity, put public interest first rather than private interests, and active in professional organizations.

Based on the discussions recorded during the study period, the following simple idea related to the competency requirements of government public relations in Indonesia, adopted from Subardjono (2015) in exposure debriefing GPRO, on January 5th, 2016, in Jakarta :

Table 2: Basic Requirements of Government Public Relations, the data is processed by author

Knowledge	Skill	Attitude
Understanding of map relationship between government and media	Able to optimize publicity and media relations	Integrity
Understanding of the practical research of communication and media	Capable of analyzing media content	Able to work under pressure
Understand of the strategies and tactics of communication and media relations	Have good writing skills (for article, advertorial, press release, etc)	Able to work together in teams
Understanding of the communication audit	Have a good Public speaking	Able to work independently under minimal supervision
Understanding of Political Public Relations	Have a good skill of ICT and managing social media	Able to adapt to climate change extreme working
Knowing and updating governance issues	Mastering the media planning (media planning)	Assertive, creative and proactive (Polite, friendly, serve)
Knowing the basics of PR and journalism rules	Have a good Managerial Skill	Good looking
Understanding of Bureaucracy Cultural	Capable lobbied and negotiated (particularly in the face of crisis communication in the workplace Agencies)	Discipline , punctual and consistence

Based on several statements from PR Practituioners, no one told that professional PR should be supported by certain educational background: Communication Science. As many literatures said that PR is a communicator, what PR do is communication, PR communicate a message to public. But, all mentioned in Knowledge coloumn are learned in field of communication science.

The following experience is to add the discussion of a PR professional attitude. Rembrandt Advantage, a company which organizing psychological test, never doing research by comparing the professional PR in middle level and senior in one of the best of PR companies. This company found that PR practitioners have high performance tend to have the same properties: urgency, ability to solve the analytical problems, and flexibility (Lattimore, et al, 2010: 12). As one of the root of communication science, psychology is important. The psychological test in Rembrandt Advantage helped us to know that PR professional practitioners have several characteristics: urgency, good in analyze problems, and flexibility.

In Indonesia, GPR career and profession is influenced by many regulations. As civil servant, GPR can not be as active as PR in private sector. As data said in previous sub section above, there are 17 regulations regulating GPR Career, and credit points as the major issue. Professional or not, GPR can not be measured only by points. Initiate, creativity, behavior, passion are difficult to measure as objective credit points. Also, when a policy stated by Minister of Communication and Informatics collaborated with Minister of State for Administrative Reform about recruitment of GPR Officers, it just like build a short cut and make FGPR are hidden for a couple of year.

### Conclusion

GPR is a profession. It was growing up in Reform Era. Career path for GPR Profession in Indonesia formally began organized in 1999 in clumps functional career positions. Born in 2003 further FGPR, followed by the emergence of PR forums in Government Institution/ Ministry, and then The PR Association of Indonesian Government emerged in 2015.

GPR in Indonesia are constructed by symmetrical in networking, idealistic or critical as part of individual competence, and managerial performance. In addition, Professional GPR in Indonesia are also supported by regulatory and policy. Existence of the GPR in Indonesia is governed by regulations and government policies. FGPR are potential to become a Professional GPR.

As requirement for Professional GPR are someone who has the three things that exist on the human inner self; there are Skill, Knowledge, and Attitude. All about GPR knowledge is related to certain field of sience. Communication science field supported as suitable of GPR educational background.

The challenges of the GPR profession are not only faced with an increased skill of human resources, as well as the dynamics of the public. Professionalism in government agencies, especially its GPR, could no longer remain silent on the changes and the demands of globalization. GPR is not only to build a positive image and manage the reputation of the institution, but also to manage the interests of the public and stakeholders. GPR function, not just as a mere agency activity, but also as a social activity

in building and managing trust, legitimacy, understanding and reflection of the institution's performance in the wider community. The limitation of this study is not focused on a certain case and this study is only focused GPR Indonesia in Reform Era.

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