Collaborative communication strategy between Diskominfo and Biro ADPIM in managing BEJA as West Java Vision implementation

Muthia Khairunnisa Rahardjo[1], Moch. Armien Syifa Sutarjo[2]
Public Relations, Faculty of Communication and Social Sciences, Universitas Telkom, Indonesia
muthiakha@student.telkomuniversity.ac.id[1], mocharmiensyifaas@telkomuniversity.ac.id[2]

Abstract

This study analyzes the collaborative communication strategies between the West Java Communication and Information Agency (Diskominfo Jabar) and the West Java Bureau of Administration and Leadership (Biro Adpim Jabar) in managing the Bewara Jawa Barat (BEJA) program to support the vision of West Java Province. Using a qualitative approach and descriptive method through observation and interviews, the study refers to Cutlip and Center's four-step public relations strategy model: defining the problem, planning, implementation, and evaluation. The results show that collaboration between the two agencies is effective at every stage. In the problem-definition phase, internal teams are formed to facilitate communication and task division. The planning stage focuses on issues relevant to news value and public interest. Implementation is carried out through the BEJA platform using well-managed communication strategies. Evaluation is conducted internally and externally to assess performance and public response. The consistently collaborative communication strategy makes BEJA a model of integrated and responsive public communication.

Keywords: Communication Strategy, Collaboration, Communication Management, Government Public Relations.

Abstrak

Penelitian ini menganalisis strategi komunikasi kolaboratif antara Diskominfo Jabar dan Biro Adpim Jabar dalam pengelolaan program Bewara Jawa Barat (BEJA) guna mendukung visi Provinsi Jawa Barat. Menggunakan pendekatan kualitatif dan metode deskriptif melalui observasi serta wawancara, penelitian ini mengacu pada model empat langkah strategi humas Cutlip dan Center: definisi masalah, perencanaan, pelaksanaan, dan evaluasi. Hasil menunjukkan bahwa kolaborasi kedua instansi berlangsung efektif di setiap tahap. Pada tahap perumusan masalah, tim internal dibentuk untuk komunikasi dan pembagian tugas. Perencanaan fokus pada isu-isu yang relevan dengan nilai berita dan kepentingan publik. Pelaksanaan dilakukan melalui platform BEJA dengan strategi komunikasi yang terkelola baik. Evaluasi dilakukan secara internal dan eksternal untuk mengukur kinerja dan respon publik. Strategi komunikasi yang diterapkan konsisten dan kolaboratif, menjadikan BEJA sebagai contoh komunikasi publik yang terintegrasi dan responsif.

Kata Kunci: Strategi Komunikasi, Kolaborasi, Manajemen Komunikasi, Humas Pemerintahan

INTRODUCTION

The Bewara Jawa Barat (BEJA) program is a public information broadcast produced by the Provincial Government of West Java and aired on the Jabarprov TV YouTube channel. Introduced in 2020 during the height of the COVID-19 pandemic, BEJA emerged in response to the growing demand for accurate and timely information. The pandemic marked a global crisis that significantly disrupted social, economic, and political life, requiring governments to adapt their communication strategies to meet the changing needs of their citizens (Masduki, 2021; Ullah & Ferdous, 2022; Yu et al., 2022; Sann et al., 2022). The West Java Provincial Government recognized that, amidst this crisis, the public's need for reliable information was more pressing than ever. Through BEJA, the government aimed to communicate its programs and policies in a clear, engaging, and accessible manner, thereby strengthening its presence and accountability in the eyes of the public. More than just a broadcast tool, BEJA functions as an instrument to support community empowerment by providing verified information, presented through modern visual storytelling techniques to reach a wider audience.

The strategic vision of West Java for the 2018–2023 period, "Realizing West Java Champion in Physical and Spiritual Aspects through Innovation and Collaboration," encapsulates a comprehensive goal to advance both material well-being (such as infrastructure and economic development) and spiritual or cultural values (such as ethics and local heritage). Innovation and collaboration are identified as key principles to realize this vision, particularly through leveraging technology and inter-institutional cooperation. In line with this, BEJA represents not only a digital communication initiative but also a collaborative effort between the Public Communication and Information Division (Informasi dan Komunikasi Publik/IKP) of the West Java Communication and Information Agency (Dinas Komunikasi dan Informatika/Diskominfo) and the Leadership Communication Materials (Materi Komunikasi Pimpinan/MKP) Team under the West Java Administrative Bureau (Biro Administrasi Pimpinan/Biro Adpim). Preliminary observations show that this collaboration has yielded consistent recognition in public relations performance, as evidenced by West Java frequently securing top-three rankings in national Public Relations (RP) awards. BEJA, as a product of this collaboration, serves a dual function: to disseminate government information and to strengthen public engagement, reinforcing public understanding of local policies, current affairs, and broader socio-political developments in the region.

Although numerous studies have explored public relations and digital communication strategies in government settings, there remains a notable gap in the literature regarding collaborative inter-agency communication strategies within provincial governments, especially in the context of multimedia platforms. For instance, Sukmono & Kencana (2022) investigated the communication strategy of the Yogyakarta Provincial Government in managing its Instagram account @humasjogja during the pandemic. Their study underscored the significance of maintaining a digital government presence on social media platforms as a means of public engagement. However, their research focused on a single platform and did not explore inter-agency collaboration. In contrast, the current study expands upon this by examining the broader media ecosystem namely YouTube, Instagram, Twitter, and TikTok—and by analyzing the strategic collaboration between Diskominfo and Biro Adpim. This study also introduces the application of Cutlip and Center's four-step public relations process (defining the problem, planning and programming, taking action and communicating, and evaluating the program), offering a structured theoretical framework to assess the communication strategy

employed in BEJA's production and dissemination (Broom & Sha, 2013). This research gap highlights the relevance and necessity of the present study in contributing to the discourse on integrated and collaborative communication strategies in regional governance.

This study aims to investigate the form and effectiveness of the communication strategy undertaken collaboratively by Diskominfo Jabar and Biro Adpim Jabar in managing the BEJA program. It seeks to understand how such collaborative communication practices embody and operationalize the West Java Vision of becoming "Champion in Physical and Spiritual Aspects through Innovation and Collaboration." By examining how this collaboration functions and contributes to effective public information dissemination, the research seeks to uncover the dynamics and mechanisms behind BEJA's success and sustainability. The findings are expected to provide a model of best practices for regional governments aiming to strengthen public trust, improve digital literacy, and foster civic engagement through strategic communication and inter-agency synergy. Ultimately, this research will not only affirm the effectiveness of BEJA as a public information tool but also serve as empirical evidence of the implementation of West Java's strategic vision, particularly the principle of collaboration in governance communication.

LITERATURE REVIEW

This study draws upon relevant theoretical foundations and prior research to frame the strategic communication practices of government institutions in managing public information programs. The theoretical framework of this research integrates the strategic public relations theory of Cutlip and Center, along with the concepts of communication management and government public relations. Communication management focuses on optimizing the use of technology and human resources to enhance communication effectiveness across various sectors (Sahputra, 2020; Kawiana, 2023; Sutrisno, 2023; Diawati et al., 2023). Communication management occurs within and beyond social frameworks, highlighting the essential role of individuals in shaping organizational communication dynamics. In the context of government public relations, the function of public relations becomes vital in aligning governmental interests with those of the public. Government public relations professionals are responsible for disseminating and explaining policies and government actions, while also maintaining a constructive and transparent relationship with society. Lani & Handayani (2021) categorizes the roles of public relations officers into four dimensions: expert prescriber, communication facilitator, problem-solving process facilitator, and communication technician, each contributing to the internal and external communication effectiveness of public institutions.

To guide the research process, this study adopted the four-step strategic public relations model proposed by Cutlip and Center, operationalized through interpretation. The first stage, defining the problem, involves identifying issues within the collaboration between Diskominfo Jabar and Biro Adpim Jabar in managing the BEJA program. This phase requires an evaluation of public understanding, attitudes, and behaviors towards the communication initiatives related to the program. The second stage, planning and programming, assesses how the two government agencies design their communication strategy, focusing on objectives, audiences, and message channels prior to program implementation. The third stage, taking action and communicating, examines how the plan is executed and how messages are conveyed to the public. The final stage, evaluating the program, involves measuring the effectiveness and outcomes of the communication strategy, identifying challenges, and offering suggestions for

more efficient future planning. This step-by-step framework provides a comprehensive lens through which the researcher can analyze the strengths and weaknesses of collaborative public communication practices.

By incorporating the Cutlip and Center model and the concepts of communication and public sector PR, this study situates itself within the existing body of knowledge while addressing a specific research gap: the strategic collaboration between government agencies in managing digital public information platforms. Unlike previous studies that often focus on single-agency strategies or isolated social media use, this research explores the multi-agency coordination in West Java's BEJA program, using a holistic approach that spans YouTube, Instagram, Twitter, and TikTok. The theoretical framework enables a thorough exploration of how communication strategies are planned, executed, and assessed within the context of intergovernmental collaboration. Thus, the literature review not only supports the theoretical positioning of this study but also establishes the relevance of strategic communication practices in achieving more participatory and transparent governance.

METHOD

In this study, the researcher employs a qualitative approach. The research applies a descriptive research method, which aims to provide a detailed and accurate depiction of the phenomenon under investigation. Specifically, the descriptive method is used to illustrate how the collaboration between Diskominfo Jabar and Biro Adpim Jabar in managing the BEJA program aligns with the value of collaboration as stated in West Java's Vision. The classification of informants consists of three categories: key informants, expert informants, and supporting informants. The method adopted to select informants is purposive sampling, a technique which, as described by Sugiyono (2013), involves selecting samples based on predetermined criteria and considerations established by the researcher. This study involves the participation of informants in the data collection process and the exploration of information related to the collaborative communication strategy implemented between Diskominfo Jabar and Biro Adpim Jabar. The researcher employs observational and interview techniques to gather data that will later be presented. The study is conducted in two different locations. The first location is Gedung Sate, located at Jalan Diponegoro No. 22, Citarum, Bandung Wetan District, Bandung City, West Java 40115. The second location is the West Java Provincial Office of Communication and Informatics, located at Jalan Tamansari No. 55, Lebak Siliwangi, Coblong District, Bandung City, West Java 40132. Furthermore, in analyzing the data for this study, the researcher applies the three stages of qualitative data analysis as outlined by Miles et al. (2014), which include: data reduction, data display, and conclusion drawing.

RESULTS

Through this study, the researcher aims to describe and explain how Diskominfo Jabar and Biro Adpim Jabar manage the BEJA program in alignment with West Java's primary goal of becoming a leading province in all sectors through innovation and collaboration. The main focus of this research is on the collaboration between the IKP Division of Diskominfo Jabar and the MKP Team of Biro Adpim Jabar in managing BEJA, and how this cooperation contributes to achieving the province's vision by applying Cutlip and Center's public relations theory. This research was conducted over a period of two months, from June to July. During June, the researcher carried out data collection by observing BEJA content on the Jabarprov TV YouTube channel and conducting interviews with five informants: two key informants and

two supporting informants from Diskominfo Jabar and Biro Adpim Jabar, as well as one expert informant who is a lecturer from Telkom University. The data collected were then presented and analyzed based on the stages outlined in Cutlip and Center's theory: defining the problem, planning and programming, taking action and communicating, and evaluating the program.

Bewara Jawa Barat, commonly abbreviated as BEJA, is an official communication program initiated by the West Java Provincial Government to disseminate information to the public. The term "bewara" is derived from Sundanese, meaning "news" or "announcement," and it functions as a two-way communication platform where citizens can respond and provide feedback on government policies or programs. Initially named JAPRI, the program underwent a name change following the transition of leadership from the previous governor to the current Acting Governor of West Java. According to Mr. Harris, a key informant and First Expert Public Relations Officer at the West Java Administrative Bureau (Biro Adpim Jabar), the name change reflects a rebranding initiative under the new administration without altering the core essence of the program. Based on an interview with Mr. Harris in June 2024, BEJA is considered more popular than its full name, Bewara Jawa Barat, and is therefore recommended to be promoted simply as BEJA. The name change from JAPRI to BEJA occurred in line with the leadership transition to Acting Governor Bey Machmudin. Mr. Harris emphasized that name changes in government programs often occur with leadership changes and usually retain the same substance. Based on the researcher's observation, BEJA is actively distributed via YouTube and Instagram accounts operated by the provincial government, including Jabarprov TV and other regional offices such as Biro Adpim Jabar and the West Java Investment and One-Stop Integrated Services Office (DPM-PTSP Jabar).

The successful implementation of BEJA requires a carefully planned communication and collaboration strategy, particularly between Diskominfo Jabar and Biro Adpim Jabar, two distinct agencies with different core functions yet aligned goals. While strategies and methods are closely related, the former refers to the overarching plan to achieve objectives, whereas the latter involves the step-by-step actions taken. Programs in the fields of information, communication, and technology such as BEJA demand communication strategies designed to effectively convey messages and fulfill program goals. The purpose of communication, as conveyed by Ms. Fauziah, a key informant and Public Relations Officer for the West Java Communications and Information Service in a June 2024 interview is to inform and educate the public by delivering information about the latest government programs, policies, and developments, along with their benefits, so that the public can support these initiatives for their own well-being. Thus, BEJA aims not only to inform but also to enhance public understanding and engagement. In the realm of public relations (PR), collaborative communication strategies focus on building and maintaining relationships with stakeholders both inside and outside the organization. In managing BEJA, adjustments in communication strategies are made to enhance its relevance, such as selecting more media-attractive issues to gain wider coverage. Ultimately, the collaboration between Diskominfo Jabar and Biro Adpim Jabar reflects the realization of West Java's vision—innovation and collaboration—raising questions about how these agencies navigate challenges and implement joint communication strategies. To explore this further, the researcher employs Cutlip and Center's public relations theory as an analytical framework.

Defining the Problem

The problem identification phase is a crucial stage in the public relations process, as it forms the foundation for the planning and implementation of the BEJA program. Like any other government program, BEJA faces its own set of challenges that must be recognized and addressed to ensure smooth execution. During the implementation of BEJA, collaboration extended beyond the two main agencies Diskominfo Jabar and Biro Adpim Jabar and included coordination with media representatives. As explained in an interview with Mr. Harris in June 2024, the relationship between the Adpim Bureau and the Communications and Informatics Office (Diskominfo) is similar to our previous program, JAPRI. Coordination with the Communications and Informatics Office, especially regarding the presence of media personnel at BEJA events, as they are under the coordination of the Communications and Informatics Office. BEJA's primary target audience is indeed the media personnel, as its primary goal is to convey information to the public through the media. Furthermore, after the BEJA event, the Communications and Informatics Office is responsible for creating press releases for dissemination. This demonstrates that the West Java Communications and Informatics Office plays a crucial role in media management and post-event communications, while coordination with the Adpim Bureau remains stable and effective.

However, several operational challenges remain, particularly related to content creation. Mr. Sofyan, in his June 2024 interview, explained that the main current issue is the lack of emerging issues, which complicates BEJA's program implementation. Previously, he frequently received requests from regional agencies or other parties to cover pre-event or current trending topics. This suggests that the BEJA team currently faces a shortage of relevant and pressing issues to cover, in part due to reduced external demand and changing leadership dynamics, which have reduced the frequency of programming. Furthermore, communication uncertainty arises from unexpected changes in leadership schedules. As Ms. Fauziah noted in her June 2024 interview, a major communication challenge in managing BEJA is sudden changes in the leadership's agenda. Sometimes a leader who had been confirmed as a speaker the day before an event is unable to attend on the day, impacting prepared publicity materials, even though they could have been delegated to lower-ranking officials. These last-minute changes make it difficult to prepare effective publicity materials and ensure consistency in delivery.

According to the West Java Communications and Information Office, one of the main challenges in implementing the BEJA program is how to package it in a more attractive and engaging way for the general public. As conveyed by Ms. Annisa in her interview in June 2024, she noted that, although the program has been disseminated through social media and YouTube, it has not reached all levels of society; efforts have been made to invite competent speakers and design the event to be more relaxed and engaging. This indicates that there is a continuous effort to improve the program format and expand its reach, despite existing limitations such as internet accessibility. In response to this challenge, both institutions utilized a real-time communication group to coordinate quickly, which allowed the BEJA team to manage last-minute changes or cancellations and ensure the program's continuity.

Planning and Programming

In the planning and programming phase, the researcher conducted interviews to explore the communication strategy planning involved in the implementation of BEJA by the West Java Adpim Bureau and the West Java Communications and Informatics Office. The findings

revealed that the program's development was based on coordinated and collaborative decision-making. According to the results of an interview with Mr. Harris in June 2024, the BEJA issue selection process involved two main channels: first, through applications submitted by regional officials to the Adpim Bureau, which were not automatically approved but were initially discussed internally and then jointly evaluated with the West Java Communications and Informatics Office to determine their relevance and necessity for public dissemination. As a government-run program, every topic raised in BEJA must undergo careful consideration, with issues often identified through continuous media monitoring. Both institutions collaborate to observe trending topics in various media outlets, ensuring that the chosen issues hold high news value and resonate with public interest. Once an issue is selected, the internal team formulates the content strategy, prepares interview questions, and identifies the most suitable speakers to present the topic. This process reflects an organized and systematic approach, where collaboration plays a central role. The effectiveness of the collaboration between Diskominfo Jabar and Biro Adpim Jabar is contingent upon shared vision and mission, with Diskominfo Jabar responsible for providing infrastructure and managing social media platforms such as JabarProv TV and Humas Jabar, while Biro Adpim Jabar oversees content creation and conceptual development. Additionally, BEJA programming often requires support from other government units beyond the two main institutions. The preparation phase typically involves coordination with other departments, such as Biro Umum, and often includes consultation with regional apparatuses and various stakeholders in determining the content and speakers, demonstrating a highly integrated approach to public information management.

Take Action and Communicate

The implementation stage of the BEJA communication strategy, developed jointly by Biro Adpim Jabar and Diskominfo Jabar, translates the planned strategy into concrete action by selecting appropriate communication channels, crafting compelling messages, and monitoring public responses. This stage reflects the principles of Cutlip and Center's theory, which emphasizes the importance of two-way communication and the need to create space for public feedback. The BEJA program is carried out in a talk show format involving sources, media professionals, and the general public, with participation accessible both online via streaming and onsite. According to an interview with Mr. Harris in June 2024, this strategy involves conveying information deemed important to the public and the media, encouraging journalists to ask questions and seek clarification from sources to ensure effective communication. The talk show format allows for real-time interaction, in line with the concept of effective communication, which prioritizes feedback and ensures communication efforts are goal-oriented and measurable. In practice, the media acts as a crucial intermediary, bridging the gap between the government and the public by disseminating information discussed in BEJA through various media platforms (Orphan et al., 2021; Matassi & Boczkowski, 2023; Fazil et al., 2024). This is supported by the preparation of press releases by Diskominfo Jabar after each BEJA session, which are then distributed to media outlets for broader public dissemination. Additionally, Mr. Harris also explained that journalists often conduct live interviews after BEJA sessions, which, although the event itself functions as a press conference, provide opportunities for more intense and direct interaction. The doorstop method is recognized as an integral part of journalistic activity, offering reporters the chance to gather more in-depth information and engage in interpersonal communication with the sources, thereby reinforcing the two-way communication model envisioned in BEJA's strategic execution.

Program Evaluation

Every implemented program is required to undergo a review or evaluation to assess its effectiveness, address existing shortcomings, and refine future strategies, particularly for upcoming editions of BEJA. One of the primary tools used in this process is the Public Satisfaction Survey (Survey Kepuasan Masyarakat/SKM) or Public Satisfaction Survey. As Mr. Harris explained in his June 2024 interview, the survey not only sought input on the BEJA program but also invited the public to provide broader criticism and suggestions. However, the primary input emphasized in this evaluation tended to come from internal sources, such as regional officials and selected informants. This indicates a tendency to prioritize structured internal responses over general public opinion. Despite this, measuring public feedback remains essential, as it provides insight into how the program is perceived externally. Moreover, every communication initiative must have specific success indicators (Saputra, 2021). Ms. Annisa, in her interview in June 2024, stated that BEJA's success is primarily measured by the level of public awareness of the programs disseminated through various volumes. If the public demonstrates awareness and understanding, it signals that the communication strategy has been effective. Conversely, if public awareness is low despite extensive dissemination efforts, it reflects a flaw in the communication process that needs to be addressed.

Program success is therefore not solely determined by the attendance figures or the liveliness of the event but by the tangible impact it has on public knowledge and behavior. The effectiveness of BEJA is anchored in how well the messages reach and are understood by the citizens of West Java. Poor communication outcomes can stem from unclear messaging, inappropriate communication channels, or inaccurate targeting of audiences. In this context, the role of media becomes crucial in disseminating information widely. The broader the media reach, the greater the potential for information to be absorbed by the public. One way of measuring this reach is through the volume of media coverage related to the program. In her interview, Ms. Annisa also explained that BEJA's effectiveness is also assessed through a media monitoring team tasked with tracking and analyzing media sentiment. This monitoring process categorizes responses into positive, neutral, or negative sentiments. A predominance of positive sentiment suggests that BEJA has been well received by the public, indicating the program's success in fostering constructive communication between the government and society.

DISCUSSION

The BEJA program is a communication initiative by the West Java Provincial Government aimed at delivering information and education to the public regarding regional government programs, policies, and the latest updates. Based on interviews with various stakeholders involved, it can be analyzed that the communication strategy implemented in this program encompasses multiple aspects designed to achieve the established objectives. The BEJA program serves as a strong example of the effective implementation of Cutlip and Center's public communication strategy theory (Miles et al., 2014).

Defining the Problem

In the context of the BEJA program, problem analysis plays a crucial role in identifying challenges faced during implementation, particularly regarding inter-agency coordination and

the management of relevant public issues for publication. Based on interviews with multiple sources, several problems experienced by Diskominfo Jabar and Biro Adpim Jabar have been identified and further analyzed to enhance the program's effectiveness. As the program is a collaborative effort, each agency tends to view the challenges from different perspectives. Common issues include a lack of relevant topics, uncertainty regarding speaker availability, coordination difficulties with media, and limited media outreach. To overcome these challenges, both agencies have implemented several strategic measures. One key initiative is the formation of the BEJA Internal Team, comprising representatives from both institutions, aimed at managing the program more systematically. This team is divided into sub-teams with specific responsibilities such as planning, production, media handling, and evaluation. Additionally, internal communication has been significantly improved through regular coordination meetings to review program progress and address emerging issues. The use of digital communication platforms like WhatsApp has enabled faster and more efficient real-time exchanges, facilitating immediate coordination when problems arise during BEJA implementation (Arianto & Handayani, 2023; Ramdhani et al., 2023; Srg & Usiono, 2024). Furthermore, a clear division of tasks between Diskominfo Jabar and Biro Adpim Jabar has been established to avoid overlapping responsibilities and to ensure that each agency remains focused on its specific roles. These collaborative strategies not only help address current obstacles but also support the long-term sustainability and effectiveness of the BEJA program as a joint communication initiative.

Planning and Programming

Based on the interviews conducted, the planning and implementation of the BEJA program involve multiple stages and collaboration between various parties to ensure that the issues addressed are relevant and that the information is effectively delivered to the public. The planning process begins with issue selection, where proposed topics submitted by Regional Government Work Units (SKPD) are reviewed internally by the teams from Diskominfo Jabar and Biro Adpim Jabar. Selected issues are those deemed significant, newsworthy, and relevant to public interests, reflecting managerial practices in effective public communication planning. Biro Adpim Jabar conducts an initial evaluation of each submitted issue to assess its urgency, relevance, and potential benefit for the public. Once issues are selected, Diskominfo Jabar and Biro Adpim Jabar coordinate to avoid implementation errors, beginning with an agenda-setting meeting to discuss the identified issues and assign responsibilities. Biro Adpim Jabar, through the internal BEJA team, prepares the content of the program by outlining key points and essential information to be conveyed to the public. They are responsible for managing the speakers and the content of the program, while Diskominfo Jabar handles the publicity strategy and dissemination across social media platforms. This structured collaboration illustrates a clear division of roles, where Biro Adpim Jabar focuses on content and conceptual development, and Diskominfo Jabar ensures the program reaches its audience effectively. The partnership between these two institutions is central to the successful execution of BEJA, combining content expertise and communication strategy in a way that ensures relevant and impactful information reaches the people of West Java.

Take Action and Communicate

The information dissemination strategy of the BEJA program is implemented through a talk show format conducted both online and onsite, designed collaboratively by Diskominfo Jabar and Biro Adpim Jabar to facilitate direct interaction between speakers, the media, and the public. The internal BEJA team organizes the program with a dynamic and interactive communication approach to enhance audience engagement. As part of its media management strategy, BEJA invites media representatives to cover the event and distribute the discussed content across various platforms, including print, electronic, and online media. The program also encourages public input and feedback, allowing organizers to assess audience responses and make necessary adjustments. Additionally, the use of doorstop sessions during BEJA activities exemplifies a direct communication tactic, enabling real-time interaction between journalists and speakers. These sessions support two-way communication by allowing further clarification and the expression of public concerns through the media, thereby enriching understanding of the issues discussed.

Program Evaluation

The evaluation of the BEJA program involves both internal and external assessments to measure its communication effectiveness and overall impact on the public. Internally, regional agencies that propose topics for BEJA provide feedback to determine whether the program has successfully conveyed the intended messages. Diskominfo Jabar and Biro Adpim Jabar also conduct regular internal evaluation meetings to review the results of the SKM, feedback from government agencies, and findings from media monitoring. These meetings aim to identify the strengths and weaknesses of BEJA's implementation. Externally, the evaluation includes tools such as the SKM, success indicators, and media monitoring to assess public reception and program performance. By combining both internal feedback and external metrics, BEJA can continuously refine its communication strategies, address shortcomings, and ensure that the information disseminated effectively reaches and influences its target audience.

CONCLUSION

The collaboration between Diskominfo Jabar and Biro Adpim Jabar in managing the BEJA program serves as a concrete reflection of the value of collaboration emphasized in West Java's 2018–2023 Vision: "Realizing West Java Champion in Physical and Spiritual Aspects through Innovation and Collaboration." This partnership also aligns with the implementation of Permendagri No. 56 of 2019. Based on the findings of this study, the collaborative communication strategy employed by the two agencies is continuous and cyclical. It begins with problem definition, which involves selecting relevant issues to be featured in BEJA based on agreed-upon news values and insights from media monitoring. The planning phase involves task division according to each agency's duties and responsibilities, ensuring that both parties contribute based on their functional roles. During implementation, collaboration continues through structured coordination and communication facilitated by social media platforms, allowing for real-time interaction. Evaluation is conducted by assessing media coverage, public awareness of BEJA content, and analyzing online sentiment through media monitoring. This process confirms that the strategy follows the four-step public relations model by Cutlip and Center: defining the problem, planning and programming, taking action and communicating, and evaluating the program. Observations from the field indicate that this communication

strategy is regularly applied in the management of BEJA. The study concludes that the collaborative strategy between Diskominfo Jabar and Biro Adpim Jabar is effectively executed and aligned with established public relations theory. However, for the BEJA program to have a more significant impact, it should be implemented more routinely to enhance public awareness and understanding of government programs and policies in West Java Province.

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