

THE EFFECTIVENESS OF COFFEE MORNING, PRESS MEETING AND PUBLIC MEETINGS IN DISTRIBUTION OF INFORMATION IN THE COMMUNICATION AND INFORMATICS DEPARTMENT OF NORTH SUMATRA PROVINCE

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 03 March 2023</p> <p>Accepted 31 May 2023</p>	<p>Background: Communication is a need in human lifestyles, in regular lifestyles verbal exchange is used to engage among one person and another. Communication may be executed anywhere, together with at home, office, campus, corporations and organizations.</p>
<p>Keywords:</p> <p>Coffee Morning; Meeting; Communication.</p> <div data-bbox="172 1003 480 1249" style="text-align: center;">  </div>	<p>Aims: This study aims to know the effectiveness of coffee morning, press meeting and public meetings in distribution of information in the communication and informatics Department of North Sumatera.</p> <p>Methods: The verbal exchange method is largely a method of turning in messages. In the verbal exchange method, the content material of the message may be within the shape of facts, the want for facts is a completely crucial requirement in numerous human sports.</p> <p>Results: The Communication and Information Office of North Sumatera Province, in sporting out espresso morning sports as one of the habitual sports completed to carry evaluations, ideas and actual information about the company is believed to be able to reduce this.</p> <p>Conclusion: Coffee morning is as a means to share information between management and employees for the sake of the company's progress and supporting factors for achieving company goals. From the media employee relations communication that exists between leaders and employees through coffee mornings.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.2233</p>

A EFICÁCIA DO CAFÉ DA MANHÃ, DA REUNIÃO COM A IMPRENSA E DAS REUNIÕES PÚBLICAS NA DISTRIBUIÇÃO DE INFORMAÇÕES NO DEPARTAMENTO DE COMUNICAÇÃO E INFORMÁTICA DA PROVÍNCIA DE NORTH SUMATRA

RESUMO

Contexto: A comunicação é uma necessidade do estilo de vida humano; em um estilo de vida normal, a troca verbal é usada para envolver uma pessoa com outra. A comunicação pode ser feita em qualquer lugar, seja em casa, no escritório, no campus, em empresas e organizações.

Objetivos: O objetivo deste estudo é conhecer a eficácia do café da manhã, da reunião com a imprensa e das reuniões públicas na distribuição de informações no Departamento de Comunicação e Informática de North Sumatera.

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Métodos: O método de troca verbal é, em grande parte, um método de transmissão de mensagens. No método de troca verbal, o conteúdo da mensagem pode estar dentro da forma de fatos, e a necessidade de fatos é um requisito crucial em vários esportes humanos.

Resultados: Acredita-se que o Escritório de Comunicação e Informação da Província de Sumatra do Norte, ao praticar esportes matinais com café expresso como um dos esportes habituais realizados para levar avaliações, ideias e informações reais sobre a empresa, possa reduzir isso.

Conclusão: O café da manhã é um meio de compartilhar informações entre a gerência e os funcionários em prol do progresso da empresa e dos fatores de apoio para atingir suas metas. A partir da mídia, a comunicação das relações com os funcionários que existe entre líderes e funcionários por meio das manhãs de café.

Palavras-chave: Café da Manhã, Reunião, Comunicação.

LA EFICACIA DE LOS DESAYUNOS, LAS RUEDAS DE PRENSA Y LAS REUNIONES PÚBLICAS EN LA DISTRIBUCIÓN DE INFORMACIÓN EN EL DEPARTAMENTO DE COMUNICACIÓN Y TECNOLOGÍA DE LA INFORMACIÓN DE LA PROVINCIA DE SUMATRA DEL NORTE

RESUMEN

Antecedentes: La comunicación es una necesidad del estilo de vida humano; en un estilo de vida normal, el intercambio verbal se utiliza para relacionar a una persona con otra. La comunicación se puede llevar a cabo en cualquier lugar, ya sea en el hogar, la oficina, el campus, las empresas y las organizaciones.

Objetivos: El objetivo de este estudio es conocer la eficacia del desayuno, la reunión de prensa y las reuniones públicas en la distribución de información en el Departamento de Comunicación y Tecnología de la Información de Sumatra del Norte.

Métodos: El método de intercambio verbal es, en gran medida, un método de transmisión de mensajes. En el método de intercambio verbal, el contenido del mensaje puede ser en forma de hechos, y la necesidad de hechos es un requisito crucial en diversos deportes humanos.

Resultados: Se cree que la Oficina de Comunicación e Información de la provincia de Sumatra Septentrional, mediante la práctica de deportes matutinos con café expresso como uno de los deportes habituales que se celebran para transmitir evaluaciones, ideas e información real sobre la empresa, puede reducir esta situación.

Conclusión: El desayuno es un medio para compartir información entre la dirección y los empleados en aras del progreso de la empresa y de los factores de apoyo para alcanzar sus objetivos. De los medios de comunicación, la comunicación de las relaciones laborales que existe entre los líderes y los empleados a través de las mañanas de café.

Palabras clave: Desayuno, Reunión, Comunicación.

INTRODUCTION

Humans as social creatures need other humans in their lives, besides humans also need information for their survival. To get information, humans need to carry out the communication process. Information can be obtained through communication with other people either directly or through the media.

Various forms of media can be used as a means of disseminating information, through oral, written, printed and electronic media (Sugiyantoro et al, 2022). It is realized that all the time in all corners of the world events occur that become information material. The event or incident can be accessed quickly by the media, and disseminate it to the community. What happens in one area will be known by other areas in a transparent manner. It is as if there are no barriers or boundaries between one area and another.

Communication is a need in human existence, in regular existence verbal exchange is used to engage among one person and another (Hargie, 2016). Communication may be accomplished anywhere, inclusive of at home, office, campus, businesses and organizations (Wong et al, 2021). The verbal exchange technique is largely a technique of turning in messages. In the verbal exchange technique, the content material of the message may be withinside the shape of data, the want for data is a totally crucial requirement in diverse human activities. The cutting-edge generation of globalization does now no longer most effective call for trends in social, monetary and cultural aspects, however additionally at the improvement of verbal exchange and data technology (Zafar et al, 2017) .

Therefore, society in general is always easy to obtain information from anywhere and anytime in accordance with what is needed by each individual from the community (Rahman et al., 2023). Thus in today's era it is difficult for every human being to live alone, because our main need as humans is the need for friendly social relationships, which can only be fulfilled by fostering good relationships with other people, by communicating with others, we can obtaining and providing needed information, and by cultivating warm relationships with those around us. So everyone is required to be able to communicate well, communication is an important tool in an activity both within a company and in everyday life in the community (Moreno et al, 2021).

Therefore, so that organizational communication can run well, it is necessary to have a section that can handle it by various ways of disseminating information by means of coffee mornings, press conferences and public meetings (Dhanesh& Duthler, 2019). Dissemination of this information must be supported by the role of Public Relations (Kassaye et al, 2020; Silva et al., 2020). There are several definitions of Public Relations one of which according to Cutlip, Center and Brown mentions the notion of Public Relations, among others:

"Public Relations is the distinctive management function which helps establish and mutual lines of communications, understanding, acceptance and cooperation between on organization and its public" between an organization and its various publics" (Cutlip, Center and Brown, 2000: 4).

Based on this definition, it can be said that Public Relations is one form that can support the formation of an understanding in a communication and activities to instill and gain understanding, goodwill, trust, appreciation of the company and the public, especially the public in general, to achieve that goal among developing goodwill and obtain favorable public opinion or create cooperation based on harmonious relations with various publics, public

relations activities must be mobilized internally and externally. Both human relations and in a state of organizational crisis, including the media used by public relations includes organizational management and public relations (Anggreni, 2018). As a supporting element of technical equipment, the coffee morning, internal bulletins, bulletin boards, periodic visits, press meetings and face-to-face meetings are used. No less important employee relations (employee relations) in the workplace everyday.

Coffee morning activity is as one of the internal PR activities in order to build relationships with employees. Through this activity, it is expected to create good conditions and participation from various divisions of employees (Nandasarie, 2010).

Formulation of the Problem

With the background of the problem described above, the researcher wants to be able to formulate the existing problems, namely: "To what extent is the effectiveness of coffee morning activities, press meetings and public meetings in disseminating information carried out by the Communication and Information Office of North Sumatra Province".

LITERATURE REVIEW

Communication

According to Carl I. Hovland, the belief of verbal exchange is "a scientific attempt to formulate firmly the ideas of statistics transport and the formation of reviews and attitudes" (Effendy, 2002: 10). Meanwhile, in line with Stewart L. Lubis and Sylvia Moss "Communication is the system of forming which means among or greater humans". (Mulyana, 2001: 69).

William F. Glueck, in his e-e book entitled: Management states that verbal exchange may be divided into important parts, namely: a) Interpersonal communications, interpersonal verbal exchange is the system of replacing statistics and moving know-how among or greater humans in a small organization of humans. b) Organizational Communications, that is wherein the speaker systematically gives statistics and transfers the which means of statistics to many inside the employer and to people and establishments out of doors people with whom there may be a relationship. (Widjaja, 1997: 8).

From the limitations of this understanding, the authors can conclude that almost all experts state that communication is the process of forming an activity between two or more people, in which there is a person (communicator) who has ideas and information to convey to

other people (communicants), so as to create a stimulus or response that can produce meaningful decisions and actions for those who need them.

Coffee Morning

Face to face between management and employees. This activity is more popularly called "Coffee Morning". It is said that because usually the face-to-face event is held in the morning (usually after exercise in a relaxed atmosphere), the nature of the communication is directly face-to-face so that the dissemination of information and feedback (interactive) can be immediately identified. The goal: as a means to disseminate information about policies, issues and information on other company activities that need to be known by the company's internals (employees), as well as to build close communication between management and employees that is more open.

The company began to realize the importance of maintaining organizational communication with the company's public. The main characteristics of organizational communication are structural factors in the organization that require its members to act according to the expected roles (Mulyana, 2001:166). Cheng (2018) explained that with an activity or program of activities aimed at employees and carried out face-to-face, from the most important element of a meeting there will be a direction where managers and section heads at all levels regularly talk to their work department, then the activities or the program also contains elements that ensure two-way communication Organization can't exist with out conversation. If there's no conversation, the management can't acquire statistics enter and the segment heads can't provide instructions. Cooperation is likewise some thing this is impossible, due to the fact human beings can't speak their wishes and emotions to others. In different phrases it is able to be stated that each act of conversation impacts the business enterprise in a positive way.

If communication is effective, it will indirectly encourage good performance and job satisfaction. Employees can better understand their work and feel more satisfied in their work. But sometimes misunderstandings or unfavorable rumors arise, which can harm the company. Failure to convey information about company policies is one of the causes. This is supported by the opinion of Moore who said: "Serious failure in communication creates slack in every job, inefficiency, decreased yields, decreased morale, strikes that are detrimental to sales, profits and public image".

The Communication and Information Office of North Sumatra Province, in carrying out coffee morning activities as one of the routine activities carried out to convey evaluations, ideas

and actual information about the company is believed to be able to reduce this. Coffee morning as a means to share information between management and employees for the sake of the company's progress and supporting factors for achieving company goals. From the media employee relations communication that exists between leaders and employees through coffee mornings, it can be used to provide instructions to employees regarding the duties and obligations they must do. As well as increasing aspirations towards company goals.

The company leadership's policies in coffee morning can also be used as a means of notification of the consequences of work results and provide a means of feedback from subordinates to superiors or company leaders. In addition, in the coffee morning, participants (employees) can indirectly provide their opinions regarding the discussion being discussed, so that it will create a feeling of respect and will eventually create cooperation. By doing coffee morning which is an employee relations activity, it is hoped that communication here will not only function for job evaluation, exchange ideas, provide input and deliver work information, but also can provide understanding among individuals and unite employee behavior and attitudes in doing work together. Unification of attitudes, behavior and mutual respect among employees can be used as the basis for establishing sustainable collaboration between employees within the company to facilitate the achievement of company goals.

Press Meeting

Efforts to obtain most e-book or broadcasting of a message or facts approximately an group or enterprise is one in all them via way of means of maintaining a press assembly. According to Onong Uchjana Affendy withinside the conversation dictionary: "Press Meeting is a assembly with reporters prepared via way of means of a network chief, political figure, authorities chief or group and so forth with the desire that statements may be broadcast to the public." (Effendy, 2002: 222). A press assembly is the maximum formal shape of interplay among establishments or organizations and the click this is deliberately held. Some name it a "Press Conference".

A press convention is a press convention regarding a selected issue. For example, in sure occasions or while sure bulletins could be issued, it's far essential to keep a press assembly, specially if the difficulty calls for a greater exact explanation. Press conferences are best held while there are critical events. A press convention may be held on the initiative of an group or organisation or on the request of the click or mass media. In a press assembly, a query and

solution consultation is typically held, wherein there may be an possibility for the click to invite questions that aren't clean or to are seeking for similarly facts.

Press meetings or press conferences are usually organized by the public relations agency concerned. Sometimes it is held in collaboration between the relevant agency and the public relations directorate of the information department. In addition to holding press meetings, most of the companies often also hold press release activities whose function is the same as press conferences, namely providing information to the press or what is often called press releases. This press release activity is a media relations activity where good relations between companies or institutions are represented by the Public Relations section in an effort to collaborate with communication media in the area, as well as outside the company or institution area.

METHODS

The studies technique utilized in compiling this dissertation is to apply a descriptive technique with a qualitative approach. According to Rakhmat in his book "Communication Research Methods" shows that this technique has the subsequent characteristics: 1. Gather certain real facts that describes the trouble at hand. 2. Define the trouble or study the situations of relevant practices. 3. Make comparisons or evaluations. 4. Determine what different humans will do in managing the equal trouble withinside the future.

In carrying out this research, the writer uses descriptive research method, which only describes the phenomenon that occurs from the object being studied. The data obtained by the researcher is by conducting direct interviews with the parties concerned, The Department of Communication and Information of North Sumatra Province. Interviews have the which means of "a communication directed at a specific problem, that is an oral query and solution system wherein 2 or extra human beings are bodily confronted".

RESULTS AND DISCUSSION

Group Communication Conducted by the Department of Communication and Information of North Sumatra Province

As defined via way of means of Marhaeni Fajar from Jalaluddin Rakhmat, that organizations are divided into 3 types, particularly number one and secondary organizations, club and reference organizations, descriptive organizations and attitude organizations.

First, the primary and secondary groups. The primary group is a group whose members relate closely, personally, and touch the heart in association and cooperation. While the

secondary group is a group whose members are not intimately related, impersonal, and do not touch the heart.

Second, club companies and reference companies. Membership is a set whose participants are administratively and bodily participants of the institution itself. While the reference institution is a set this is used as a measuring tool (standard) for self-evaluation or to shape attitudes.

Third, descriptive group and perspective group. A descriptive group is a group that aims to solve problems through discussion and each member tries to learn about himself, so that awareness arises in realizing a new social identity.

While the descriptive group, refers to the steps that must be taken by group members in achieving group goals. In accordance with an interview with the Head of the Communications and Informatics Office of North Sumatra Province regarding group communication which was carried out by forming groups in the regions such as KIM (Community Information Communication), copy morning, and Bakohumas, in terms of disseminating development innovations in the province in North Sumatra. A excellent organization is a set this is capable of offer possibilities for the people in it to actualize themselves, in order that the organization is the embodiment of the people in it. A organization is a set of humans who've a not unusualplace intention who engage with every different to reap a not unusualplace intention, get to understand every different, and think about them as a part of the organization. This organization as an example is a family, dialogue organization, trouble fixing organization, or a committee this is assembly to make a decision.

In accordance with the interview with the Kominfo Sub-Programme related to allowing communication groups, the Communications and Informatics Service of North Sumatra Province facilitates local communities to form groups in each village, sub-district, and district/city, such as farmer groups, fishermen, small businesses, and others. On the other hand, this is what we call a community information group. There is also Kominfo inviting community elements, religious leaders, organizational leaders to discuss government programs (criticism, input) and electronics.^E

Group communication conducted by the Department of Communication and Informatics of North Sumatra Province, when viewed from two expert opinions, is in accordance with the purpose of group communication. Likewise with the communication

^E Interview with Mrs. Maiderhana Nasution, SP, as Ka.Sub Division of Communication and Informatics Program of North Sumatra Province, on Monday, January 23 2017, at 09.30 to 11.00 WIB

carried out by the groups that are in it, it must occur in a balanced manner, no one dominates or is dominated.

Communication Function of the Communications and Informatics Service Group of North Sumatra Province

As Bungin explained, the life of a set in society is pondered through the life of a feature to be carried out. These capabilities consist of the feature of social relations, education, persuasion, hassle solving, and selection making, in addition to the feature of therapy. All of those capabilities are applied for the advantage of the community, the institution, and the individuals of the institution itself.

In accordance with an interview with the Head of the Communications and Information Service of North Sumatra Province regarding the group communication function, one of the tasks of the Communication and Information Technology of North Sumatra is the dissemination of development innovations in North Sumatra from various agencies so that the public knows the development progress carried out by each agency under the North Sumatra provincial government.^F

According to the Telematics Application Field, Ka. The Kominfo Public Information Center section forms a website or email, banners, and brochures.^G

These functions include the function of social relations, education, persuasion, problem solving, and decision making, as well as the function of therapy. All of these functions are utilized for the benefit of the community, the group, and the members of the group itself. From the results of the interview, it was found that the problems faced by the Office of Communication and Informatics of North Sumatra Province were the problem of human resources, which were still lacking and the available funds and the role of the community who did not pay attention to the existence of Kominfo. In improving the existing human resources at the Ministry of Communication and Informatics, training and education should be held for employees who are in telematics issues, have the facilities and infrastructure that support the tasks of the Communications and Information Technology and support the community in the formation of community information groups.

^F Interview with Mr. Drs. H. Mhd. Fitriyus, SH, M.SP, as Head of the Department of Communication and Informatics of North Sumatra Province, on Friday, January 20 2017, at 09.30 to 11.00 WIB.

^G Interview with Mr. Iwan Sutani Siregar, S. STP, M.Si, as the Head. PIP Section of Kominfo of North Sumatra Province, on Monday, January 23 2017, at 13.30 to 15.00 WIB.

Development Innovations Distributed by the North Sumatra Province Communication and Information Office Through Group Communications

Innovation is clearly carefully associated with improvement. Innovation as Rogers referred to as it may be an idea, movement or object this is taken into consideration new with the aid of using someone. Thus, the dissemination of innovation stated on this dissertation is the dissemination of presidency messages or thoughts approximately the improvement to be accomplished, each bodily improvement and mental improvement accomplished with the aid of using the authorities of North Sumatra Province. While improvement is a procedure of social alternate in society that objectives to increase social and cloth situations in a higher direction. Thus, the dissemination of improvement improvements stated on this examine is socialization or dissemination containing messages of improvement accomplished with the aid of using the North Sumatra Provincial authorities, in order that the network can take part in supplying aid for the fulfillment of the improvement accomplished. Among the troubles of improvement innovation are the development of roads, toll roads, offices, drainage improvements, and so on.

Interview with Ka. The Finance Subdivision of the Ministry of Communications and Information Technology of North Sumatra Province, in addition to creating websites, emails, flyers, banners and brochures in accordance with the vision and mission of the Communications and Information Technology in the dissemination of development innovations in North Sumatra Province. Kominfo invites stakeholders to disseminate development through television and radio and even Kominfo makes newspapers, this is constrained by funding, Kominfo should have electronic devices that are adapted to the current era.^H

Meanwhile, according to the Field of Communication Facilities, Dissemination, Ka.The Broadcasting Section of the Communications and Informatics Service of North Sumatra Province, holds regular meetings in the form of communication by the Bakohumas group so that every service in the Regency/City can inform developments in the Province of North Sumatra.^I.

Communication Effectiveness of the Communications and Informatics Service Group of North Sumatra Province in Disseminating Innovation. Effendy measures the effectiveness of a verbal exchange springing up from 3 classifications, particularly: First, cognitive outcomes. This impact is associated with the mind, motive or ratio. With this impact, it's far was hoping

^H Interview with Julita's mother, SE, as Ka.Finance Subdivision of the Communication and Information Technology of North Sumatra Province, on Tuesday, January 24 2017, at 09.30 to 11.00 WIB.

^I Interview with Drs.Ahmad Basri, as Ka.Broadcasting Section of Kominfo, North Sumatra Province, on Tuesday, January 24 2017, 13.30 to 15.00 WIB.

that the communicant who first of all did now no longer apprehend will apprehend, who first of all did now no longer recognise to differentiate among proper and wrong. Second, affective outcomes, particularly outcomes associated with feelings. For example, folks that had been first of all sad have become happy, folks that had been in the beginning low in vanity have become self-confident. Third, behavioral outcomes, particularly outcomes that reason ethics to act in a positive manner withinside the experience of doing an motion or hobby this is bodily or bodily.

In the interview, the Head of the Communications and Informatics Service in each group formed by the community under the auspices of the Kominfo Service held events in the form of training tailored to the program made to be published to the wider community, such as holding competitions, holding quizzes, holding meetings. -scheduled meeting via Bakohumas.^J

Meanwhile, in line with the Section for the Development of Mass Media Empowerment, each hobby might be posted thru the internet site and electronic mail if deemed vital might be published in a sort of bulletin. In phrases of the conferences held through Bakohumas, every area makes plans for conferences to speak about traits of their respective regions, that is additionally performed thru the internet site and electronic mail of every area.

In relation to the effectiveness of organization communique, Jalaluddin Rakhmat defined that its effectiveness may be traced primarily based totally at the traits of the organization concerned. For example, from organization length and organization community. First, from the dimensions of the organization, stated Rakhmat, the effectiveness of communique may be visible from the extent of participation of organization participants. As the organization length increases, the maximum energetic participants might be an increasing number of separated from the relaxation of the organization. In addition, from a number of to seven, there seems to be an boom in the share of agencies which can be much less contributing withinside the feel that they may be contributing much less than the entire extent in their interactions. Second, the effectiveness of organization communique may be measured through organization community and organization cohesion, specifically whether or not organization participants live withinside the organization, and save you them from leaving the organization.

From the outline above, it is able to be concluded that during organization communique there are numerous factors, along with oral communique, leadership, organization goals, organization norms, roles, organization cohesiveness and organization situations. These factors have to be non-stop which will recognise powerful communique in agencies and desirable

^J Interview with Mr. Drs.H.Mhd.Fitriyus, SH, M.SP, as Head of the Department of Communication and Information of North Sumatra Province, on Friday, January 20 2017, at 09.30 to 11.00 WIB

agencies. From this it's also understood that the interplay state of affairs of organization participants can vary, in order that one organization can vary from one another. Effective communicate can assure the solidity or loss of solidity of a organization.

Communication Strategy Performed by the Communication and Information Office of North Sumatra Province in Disseminating Development Innovation

According to Liliweri, approach is perspective, position, plan, and pattern. Strategy is a bridge that connects rules with dreams. Strategy and procedures are bridges that join the space among dreams and the gear used to reap dreams. In short, approach is a idea that refers to a complicated community of idea ideas, deep understanding, experiences, dreams, skills, memories, perceptions, and expectancies that courses to broaden a wellknown framework of idea in order that we are able to determine on unique movements for the success of dreams.

In the interview with the Head of the Ministry of Communication and Informatics, there is a program to strengthen the Communications and Information Technology institution and the relationship between these institutions (groups) which is always and scheduled so that developments in North Sumatra Province can be informed to the public such as the Communications and Information Technology Institutional Strengthening Program and Inter-Institutional Relations, namely: Institutional Press Conference, Coffee Morning with Stakeholders, Interaction and Propaganda Costs, Study of Public Issues, Infokom/Humas Pemprov Meetings, Consultation Meetings for Bakohumas, Mass Media Development, Reporting Documentation and Library Activities of the Office of Communication and Informatics, National Bakohumas Meetings, Central and National Regional Levels, Information Examination and Information Broadcasting Weekly Institutions through Information Media, Writing Contest/Photo Contest for Journalists in the framework of the Anniversary of the Provincial Government, Making News Resume, Briefing on the Role of Mass Media in producing Strategic Programs for North Sumatra to Support National Development, Briefing on Leadership for Journalists in r the numbers support Good Government, Public Service Advertisements, Advetorials and Galleries. Especially for copy morning we invite TVRI, RRI, Press, to cover.^K

Meanwhile, according to Effendy, method is basically making plans and control to gain a goal. However, to gain this goal, the method does now no longer characteristic as a street map

^K Interview with Mr. Drs.H.Mhd.Fitriyus, SH, M.SP, as Head of the Department of Communication and Information of North Sumatra Province, on Friday, January 20 2017, at 09.30 to 11.00 WIB

that most effective suggests the direction, however should have the ability to expose how the operational procedures are.

According to Ka. In the Public Information Center section, there are Communication, Information and Mass Media Development Programs, such as: Traditional Media Performances through Television, Empowerment of Community Information Groups (KIM) in districts/ko, National Level Folk Performance Performances, Community Information Group Workshops (KIM), Dialogue Interactive through Broadcast Radio, Interactive Dialogue through Broadcast Television, North Sumatra Fair, Outdoor Media Outreach, Making and Printing Pemprovsu Calendar, Panel Discussions / Workshops on Historic and State Days, Public Aspirations at RRI, Come on Ask Doctors at RRI, Let's Ask Doctors at RRI, Our Smart Children at RRI, North Sumatra News on Local TV, Islamic pulpit on TVRI, Christian Catholic/Protestant pulpit on TVRI, Pulpit of Buddhism/Hinduism and Confucianism on TVRI, Postponed Broadcasts via Television, Advertisements Community Service, Traditional Media Folk Performance Performances in District/Ko, District/City Traditional Media Performance Competition, KIM Coordination Meeting, T North Sumatra Building talkshow on the Radio, Talkshow for the Governor of North Sumatra Listening to the People on the Radio, Talkshow on Priority Program for the 2016 Provincial Budget for the Year 2016 Provsu, Talkshow for the Republic of Indonesia Anniversary on Radio, Talkshow Welcoming Ramadan and Hari Raya on the Radio, Community Information Group Competition (KIM), Festival of People's Performances Regional Level. These groups, especially in the community information group (KIM) in the district/city, interactive dialogue through radio broadcasts, traditional folk performances are performed so that people are motivated in their groups to be creative.^L

The existence of a strategy can not be separated from the goals achieved. This is indicated via way of means of a community that courses the movement to be taken, and on the identical time, the approach will have an effect on the movement. This manner that a essential prerequisite for formulating a approach is to boom expertise of the objectives. That is, when we collectively apprehend the character and which means of a goal, then we decide a approach to obtain the goal. Without a goal, then the movement this is made is simply a tactic that could expand quickly, however at the opposite can degenerate into some other problem.

Communication method that is a mixture of communique planning (communique planning) with communique management (communique management) is to acquire the dreams

^L Interview with Mr. Iwan Sutani Siregar, S. STP, M.Si, as the Head of the Public Information Center Section of the Kominfo Province of North Sumatra, on Thursday, January 26 2017, at 13.30 to 15.00 WIB

which have been set. This communicate method ought to have the ability to expose how its operations are almost to be carried out, withinside the experience of the phrase that the approach (approach) may be exceptional at any time withinside the communicate? R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett, of their book, *Techniques for Effective Communication*, kingdom that the imperative reason of communicate sports includes 3 fundamental objectives, namely: (a) to steady understanding; (b) to set up attractiveness; (c) to inspire action. The first is to steady understanding, making sure that the communicate is familiar with the message it receives. If he can recognize and accept, then his attractiveness ought to be fostered (to set up attractiveness). In the give up the sports are motivated (to inspire action).

DISCUSSION

Group Communication Conducted by the North Sumatra Province Communication and Information Office

A desirable institution is a set this is capable of offer possibilities for the people in it to actualize themselves, in order that the institution is the embodiment of the people in it. A institution is a set of humans who've a not unusualplace aim who have interaction with every different to attain a not unusualplace aim, get to understand every different, and examine them as a part of the institution. This institution as an example is a family, dialogue institution, trouble fixing institution, or a committee this is assembly to make a decision. Likewise, the verbal exchange done with the aid of using the businesses in it, need to arise in a balanced manner, nobody dominates or is dominated. One of the forms of communication that humans do to build social interaction is group communication. The group as mentioned by Saptono and Sulasmono is a number of people who have the same norms, values, and expectations, who intentionally and regularly interact with each other and have self-awareness as group members who are recognized by outsiders.

Some professionals interpret organization communicate as communicate that takes vicinity among numerous human beings in a set which includes in meetings, meetings, meetings and so on. Onong Uchjana Effendi defines organization communicate, specifically communicate that takes vicinity among a communicator and a set of extra than human beings. From this definition it's far understood that organization communicate is the communicate of someone or communicator with some of those who collect collectively in corporations which have their very own characteristics. As Bungin emphasized, that groups have goals and self-made rules

and are a contribution to the flow of information between them, so that they are able to create group attributes as a form of distinctive and inherent characteristics of the group concerned.

The development and empowerment of community information groups (KIM), cobby morning, bakohumas, are activities carried out by the government both at the provincial and district/city levels in order to strengthen institutions. Human resources (HR) and KIM activities, cobby morning, bakohumas, so that they are able to carry out their duties and functions independently and creatively in the context of managing information and communication to increase added value. The North Sumatra Provincial Government through the Ministry of Communication and Informatics organized a North Sumatra group competition in 2006 which is held annually at the RRI Medan auditorium, for example, on 27 April 2016 the KIM Competition was opened by the PLT Governor of North Sumatra, represented by land and asset expert staff Drs. Robertson. An important KIM competition activity is held to increase the role of KIM which is spread across the regencies/cities of North Sumatra. Through this activity, information to the community can encourage community motivation in development in North Sumatra. KIM, which grows and develops in the midst of Indonesian society as a facilitator of access to information through print and electronic media, is quite difficult in North Sumatra, especially in rural areas. Meanwhile, as an information agent, KIM plays an active role in distributing information that needs to be known by the community, so that the community can take useful anticipatory steps to support their activities. Therefore, there needs to be efforts to empower KIM, which include training and education for HR, involving KIM in government activities, developing networks among KIM, opening up KIM networks to institutions, distributing information materials for KIM, introducing and improving understanding and utilization of information technology and technology.

Through the Bakohumas forum, it can assist the government in smoothing the flow of professional public information services, it is very necessary between institutions so that the implementation and distribution as well as accountability for policy implementation goes well and is accountable. In the cobby morning group, it always presents youth organizations, and community leaders who are deemed necessary, as well as officials and staff of the North Sumatran Communications and Information Technology which are adjusted to the discussion about development in North Sumatra and major state holidays, such as Independence Day, Oath Youth, etc., are always attended by the Governor of North Sumatra or his representative. These three groups in the Communications and Information Technology of North Sumatra are spreading development innovations in the North Sumatra region.

Development Innovations Distributed by the North Sumatra Province Communication and Information

Office thru Group Communications Innovation is sincerely intently associated with improvement. Innovation as Rogers known as it is able to be an idea, movement or object this is taken into consideration new through someone. Thus, the dissemination of innovation noted on this dissertation is the dissemination of presidency messages or thoughts approximately the improvement to be finished, each bodily improvement and mental improvement finished through the authorities of North Sumatra Province. While improvement is a technique of social extrade in society that goals to increase social and fabric situations in a higher direction. Thus, the dissemination of improvement improvements noted on this take a look at is socialization or dissemination containing messages of improvement finished through the North Sumatra Provincial authorities, in order that the network can take part in imparting help for the fulfillment of the improvement finished.

In phrases of disseminating improvement improvements in North Sumatra, the Communication and Information Technology usually holds numerous sports that contact the network, there are communication, data and mass media improvement applications finished through the Communications and Information Technology thru numerous occasions consisting of conventional media performances thru television, interactive speak thru broadcast radio, interactive speak thru television. broadcasts, North Sumatra information on neighborhood TV, that is one of the improvements to unfold improvement improvements in North Sumatra. In addition, there may be a application to enhance the pleasant of public data offerings in it, enhance the pleasant of data thru the sumutprov.go.id identityentification website, growth and broaden data era resources, customers and net access, neighborhood hyperlinks from vendors to the provincial authorities and ICT coordination conferences with SKPD. and from districts/towns during North Sumatra.

Communication Effectiveness of the Communications and Informatics Service Group of North Sumatra Province in Disseminating Innovation

In relation to the effectiveness of institution verbal exchange, Jalaluddin Rakhmat defined that its effectiveness may be traced primarily based totally at the traits of the institution concerned. For example, from institution length and institution community. First, from the scale of the institution, stated Rakhmat, the effectiveness of verbal exchange may be visible from the extent of participation of institution individuals. As the institution length increases, the

maximum lively individuals could be increasingly more separated from the relaxation of the institution. In addition, from more than a few to seven, there seems to be an boom in the percentage of organizations which might be much less contributing withinside the feel that they may be contributing much less than the entire extent in their interactions. Second, the effectiveness of institution verbal exchange may be measured with the aid of using institution community and institution cohesion, specifically whether or not institution individuals live withinside the institution and save you them from leaving the institution.

That in organization conversation there are numerous factors, such as oral conversation, leadership, organization goals, organization norms, roles, organization cohesiveness and organization situations. These factors ought to be non-stop with a purpose to understand powerful conversation in organizations and desirable organizations. From this it's also understood that the interplay state of affairs of organization contributors can vary, in order that one organization can vary from one another. Effective conversation can assure the solidity or loss of solidity of a organization. For example, on the Department of Communication and Information of North Sumatra, forming a Bakohumas organization could be very important due to the fact it's miles a bridge to unite all public family members withinside the authorities and the function of public family members could be very strategic, so the government can run its governance in facing three big agendas, namely globalization, democracy and information and communication technology. Bakohumas always holds meetings attended by administrators to coordinate public relations within the agencies or to develop work plans and programs so that institutional effectiveness in each public relations agency can disseminate development in North Sumatra Province. For example, the 2016 Bakohumas work program will have four areas, namely the field of information dissemination, the field between institutional relations and advocacy, the field of HR and organization, and the field of secretariat. It is these fields that publish every plan or that has been carried out by the North Sumatra Provincial government. In addition to communicating public information and copying mornings, it is disseminated through local TV, radio, press, brochures, banners, billboards and websites at the Communications and Information Technology of North Sumatra.

Communication Strategy Performed by the Communication and Information Office of North Sumatra Province in Disseminating Development Innovation

According to Effendy, approach is largely making plans and control to attain a goal. However, to attain this goal, the approach does now no longer feature as a avenue map

that handiest suggests the path, however need to have the ability to reveal how the operational strategies are.

People use the term "approach" in numerous exceptional approaches however usually consists of 4 meanings: (1) Strategy is a plan, "how", a manner of having some thing from right here or from there; (2) Strategy is a sample of motion over time, for example, a agency that frequently markets its merchandise which might be so high priced that it need to use a high-give up approach (from begin to complete it stays high priced to assure the product name); (3) Strategy is a role that displays the selection to provide sure services or products in sure markets; (4) Strategy is the attitude at the vision, and the path at the vision.

The Ministry of Communication and Informatics builds groups in the regions in preparing for planning, organizing, implementing, monitoring so that these group organizations have management and structured programs, such as KIM, scrutiny, capir groups, traditional performances, improvement of Human Resources (HR) in terms of training, education and seminars. The development and empowerment of community information groups (KIM), coffeemorning, bakohumas, are activities carried out by the government both at the provincial and district/city levels in order to strengthen institutions Human resources (HR) and KIM activities, coffee morning, bakohumas, so that they are able to carry out their duties and functions independently and creatively in the context of managing information and communication to increase added value. The North Sumatra Provincial Government through the Ministry of Communication and Informatics organized a North Sumatra group competition in 2006 which is held annually at the RRI Medan auditorium, for example, on 27 April 2016 the KIM Competition was opened by the PLT Governor of North Sumatra, represented by land and asset expert staff Drs. Robertson. An important KIM competition activity is held to increase the role of KIM which is spread across the regencies/cities of North Sumatra. Through this activity, information to the community can encourage community motivation in development in North Sumatra. KIM, which grows and develops in the midst of Indonesian society as a facilitator of access to information through print and electronic media, is quite difficult in North Sumatra, especially in rural areas. Meanwhile, as an information agent, KIM plays an active role in distributing information that needs to be known by the public, so that the community can take useful anticipatory steps to support their activities. Therefore, there needs to be efforts to empower KIM, which include training and education for HR, involving KIM in government activities, developing networks among KIM, opening up KIM networks to institutions, distributing information materials for KIM, introducing and improving understanding and

utilization of information technology and technology. Through the Bakohumas forum, it can assist the government in smoothing the flow of professional public information services, it is very necessary between institutions so that the implementation and distribution as well as accountability for policy implementation goes well and is accountable. In the copy morning group, it always presents youth organizations, and community leaders who are deemed necessary, as well as officials and staff of the North Sumatran Communications and Information Technology which are adjusted to the discussion about development in North Sumatra and major state holidays, such as Independence Day, Oath Youth, etc., are always attended by the Governor of North Sumatra or his representative.

CONCLUSIONS AND SUGGESTION

Conclusion

- a. Group communication conducted by the Communications and Information Technology Office of North Sumatra Province, which is adjusted to the results of the interviews, has three communication groups, namely community information communication, copy morning, and bakohumas. The nature of group communication which includes face-to-face communication, because the communicator and communicant are in a situation of facing each other and seeing.
- b. Development Innovations distributed by the Communication and Information Office of North Sumatra Province through Group Communications, from the results of several interviews for the dissemination of development in North Sumatra Province, the Communications and Information Technology held a website and e-mail, flyers, banners and brochures, billboards.
- c. According to Effendy, approach is largely making plans and control to attain a goal. However, to attain this goal, the approach does now no longer feature as a avenue map that handiest suggests the path, however need to have the ability to reveal how the operational strategies are.
- d. People use the term "approach" in numerous exceptional approaches however usually consists of 4 meanings: (1) Strategy is a plan, "how ", a manner of having some thing from right here or from there; (2) Strategy is a sample of motion over time, for example, a agency that frequently markets its merchandise which might be so high priced that it need to use a high-give up approach (from begin to complete it stays high priced to assure the product name); (3) Strategy is a role that displays the selection to

provide sure services or products in sure markets; (4) Strategy is the attitude at the vision, and the path at the vision.

Suggestions

Based on the findings and conclusions of the study, further suggestions are put forward:

- a. The KIM group that has been carried out by the Communications and Information Technology, the people who form their own groups that are adapted to the program of the group, the Communications and Informatics should embrace the Communications and Informatics group to form a group with the aim of the Communication and Information Technology so that the public knows about Koinfo programs, Bakohumas is a group from each region Bakohumas should cooperate with KIM because Bakohumas and KIM have the same work place, while the copy morning program that has been implemented needs to be evaluated because there is already a KIM group and Bakohumas if necessary, Bakohumas manages KIM and copy morning.
- b. With the availability of mobile phone technology in every community, it is deemed necessary for every group in the Communication and Information Technology such as KIM, Bakohumas and Copy Morning to facilitate WhatsApp, WeChat, Facebook so that integrated group communication occurs in order to share information with each group via WhatsApp, WeChat, Facebook.
- c. In terms of effectiveness that has been carried out by the Ministry of Communication and Information, it is necessary to involve universities (education) to be deployed to various areas to motivate and educate each group that already exists in districts/cities to remote villages.
- d. In addition to what has been done by the Ministry of Communication and Information, namely modern technology, it is also necessary to make a strategy based on religion, so that development does not only rely on physical development, there should be spiritual development so that development is balanced, such as preachers of every religion on earth in Indonesia.

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