

Optimizing KIM Strategy as Village Public Relations in the Digital Era

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ABSTRACT

Keywords:

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4 steps theory.

KIM is a community formed by the society, from the society, for the society, independently and creatively conducts information management and empowerment activities to provide added value to the society itself. KIM carries out the role of public relations in the village. KIM has changed its name with role expanded from communication to people to communication with people to develop a paradigm of communication patterns that only shared information into a pattern of interacting communication and to get used to communication patterns in the digital era. With digital communication, the dissemination of information is expected to run faster. The purpose is to find out how to optimize the KIM strategy as public relations in the village in the digital era with the expansion of the paradigm. This research uses the four-step theory by Cutlip, Center, and Broom. The research used a qualitative descriptive approach to collect data through interviews, observations, and document utilization. This study recommends that KIM Pariwara to be maximal on implementation in social media, recruiting other local communities to join KIM Pariwara, creating SOPs for Communication Strategies, Collaborate in partnerships with external parties to support the financial independence, Improved the ability and skills compete in the digital era.

INTRODUCTION

The activity of Public Relations needs mutual communication both the organization and the public. According to Effendy in (Rafiq, 2020) the relation of the community is two-ways communication to support the function and managerial communication for public purposes. Public Relations can help the public administrator finish their project and promote the accountable democracy (Lee et al., 2021).

The development of social media gives big impacts in public relation activity (Wang et al., 2021). As we know, social media has completed the whole of this life, not only does it not deserve the visual and textual relationship, but also it creates the design of life which gives them a big contribution (Roth-Cohen & Avidar, 2022). The phenomenon of the entry of social media represents one of the greatest revolutions in the field of communication that is changing the way individuals and organizations interact and communicate, reframing public relations practices and other communication marketing practices (Kent & Li, 2020).

In the era of information disclosure, the development of technology cannot be separated from the exchange of information that makes the world seem to be borderless (Chandra et al., 2022). A village which is the smallest unit in the community also needs space to deliver their establishment. The community needs space in distributing information, and the village also needs space to convey performance in development. Villages need Public Relations to convey information related to public openness. The role of public relations is the spearhead in the delivery of a government program that will be carried. The mandate of information disclosure provides a role for the government to create a positive image, which includes improving services and information management. The management of this information is the government by involving the community in programs or activities through planning, implementation, supervision and evaluation. The task of public relations not only includes the delivery of information, but also has the task of maintaining the image of the agency and being able to be a liaison between the organization and the community (Widianto et al., 2024).

A strong organization will achieve if the community supports their purpose (Syarifuddin Gassing, 2016). In order to get a positive image from the community, the role of public relations is to create common interests, namely by providing transparency to the community in providing information. One of the forums that is able to provide a variety of information specifically to determine the potential of the region and community empowerment is the formation of the According to Human Relations of the Republic of Indonesia's Regulation, especially on number 8 in 2010, including the guidelines of national development and empowerment council, said that it focused on organizing a small group which gives them a space to build their communication. It is called KIM (Kelompok Informasi Masyarakat).

Yasintha and Candrika said that KIM has a role in empowering the community to understand all public information and has the potential to increase public awareness of the importance of information (Yasintha & Candrika, n.d.). Research from Sandi et al (Sandi, Amirudin, et al., 2020) and Sari (Sari, 2017) explained that the implementation of the KIM program has not been running optimally and still has many obstacles. KIM empowerment is still limited to a technical program from the government where the local potential of the village has not been clearly seen (Chandra, 2022). Previous research focused on KIM in conveying information to the public because the communication pattern was still communicated to people and KIM that has not been running optimally. In this research, the author focuses on analyzing KIM which has been running well where KIM also has a public relations role in the village.

Kelompok Informasi Masyarakat recently has changed to Komunitas Informasi Masyarakat, which is a community formed by the society, from the society, and for the society, and independently and creatively conducts information management and empowerment activities to provide added value to the society itself. KIM carries out the role of public relations in the village where now KIM has changed its name from Society Information Group to Community Information Society with its role expanded from communication to people to communication with people. This was done to develop a paradigm of communication patterns that initially only shared information into a pattern of interacting communication. This name change also serves to encourage KIM to get used to communication patterns in the digital era. With digital communication, the dissemination of information is expected to run faster. Syafitri (2021) said that interactive communication belongs to two-ways interaction which they can take and give some information to others both positive and negative responses, likewise using the interactive tool that supports them (Syafitri, 2021). Therefore, KIM must be able to optimize its communication strategy related to the expansion of its role. Social media platforms allow public relations and stakeholders to communicate interactively with each other in various matters such as communicating about education, health, business, or crisis communication (Cheng, 2020).

KIM has so many functions, such as media of information, partner of conversation, media of literacy, mass media, media of technology for KIMs' members and economical organization (Public Relation and Information Ministry of Ponorogo, 2023). They have a role in public relations for villages. Therefore, KIM recently held about 1.486 groups and 3.022 members spread in the 1.410 Village.

According to table 1, Ponorogo has the biggest population of KIM with 224 KIM's. The Communication, Information and Statistics Office of Ponorogo Regency continues to provide guidance in villages and sub-districts so that KIM in Ponorogo Regency can run in accordance with its duties and functions. The existence of KIM is effective for giving rights to the public in obtaining information factually and is of a public utilization nature in order to realize a democratic

country that upholds the sovereignty of the people for the realization of good state administration and optimizes public supervision of state administration. As mandated in Permenkominfo Number 17 of 2009 concerning National Information Dissemination, namely the Minister of Communication and Informatics on National Information Dissemination by the government, provincial local governments and district/city local governments.

Table 1. Data of 10 district with the most KIM in East Java

No	Kabupaten di Jawa Timur	Jumlah KIM
1	Kabupaten Ponorogo	224
2	Kabupaten Nganjuk	106
3	Kota Surabaya	98
4	Kabupaten Jember	89
5	Kabupaten Bondowoso	83
6	Kabupaten Lumajang	64
7	Kabupaten Malang	58
8	Kota Kediri	44
9	Kabupaten Pasuruan	35
10	Kota Madiun	28

In this case, the researcher keens on discussing KIM Pariwara in Ponorogo which is the media to deliver information about the activity of society actively. KIM Pariwara is one of the KIM that actively conveys information related to village activities. KIM Pariwara is the Top Content of the KIM Website in Ponorogo Regency. KIM Pariwara is a KIM that has an active presence in conveying information on social media and Website. KIM in Kalimalang Village has carried out various activities that are documented through its official website, namely pariwara.kim.id. Some of the activities carried out are informing news posted through the official website, up to date in delivering news, announcements, informing the agenda in the Village and the Regency agenda. KIM Pariwara has a database of MSME profiles in Kalimalang Village as a manifestation of the expansion of the paradigm by expanding the function of KIM into an institution that has economic value and is able to collaborate with other community groups or communities. This makes KIM Pariwara in carrying out its public relations role can be referred to as Public Relations of Kalimalang Village.

KIM Pariwara as Village Public Relations is also required to show credibility as an independent institution and not take sides with the Village Government even though KIM is fostered by the relevant agencies. Therefore, how does KIM Pariwara optimize its communication strategy as Public Relations of Kalimalang Village in the current era of digitalization? Communication is the process of conveying and sending information from one party to another to achieve goals

in building mutual understanding (Harmaningsih et al., 2021). According to Effendi Gazali the process of communication is divided on two types. One of them is primer communication that the communication happens on delivering information through sign, gesture or language which the participant gets the point directly. Another type is secondary communication which uses some medias because they get long distance each other (Harmaningsih et al., 2021).

This research will see the step of the Public Relations implementation by KIM Pariwara through Four Points Theory of Public Relations Process designed by Cutlip, Center and Broom. This research will investigate how far KIM Pariwara gives affect on Public Relations whether it is suitable process or not. Furthermore, this study will analyze resources and the environment that affect public relations tasks using SWOT analysis so that organizations can identify their strengths to build strategies and decision-making by identifying the factors resulting from the SWOT analysis (Phadermrod et al., 2019). Therefore, a SWOT analysis is needed to find out how KIM Pariwara builds and optimizes its strategy as Village Public Relations in facing the digitalization era.

LITERATURE REVIEW

Public Relations

According to Broom and Sha in Wang (2021) told that Public Relations is the function of management to identify, to create and to keep the mutual relations each other between organization and society based on their success of the function its self. Public Relations hold an important role to gain any responsibility in organization (Wang et al., 2021). Humas memiliki peran yang penting dalam organisasi dengan melakukan berbagai tanggung jawab atas komunikasi dalam organisasi public serta kepada pemangku kepentingan (Widianto et al., 2024). Harlow in Permatasari et al. (2021) said that Public Relations has several roles, the first is to control and participate in the communication process between the organization and the public conceptually and operationally. The second role is to be involved and participate in managing issues and crises in the organization. The third role is to support management to participate in and respond to the development of public opinion as well as describe and emphasize the responsibility of the organization in serving the public interest. The fourth role is to help organizations to adapt and anticipate changes in trends (Permatasari et al., 2021).

Public Relations in Digital Era is called as Digital Public Relations. It develops through three stage such as beginner, diversification and advancement (Wang et al., 2021). The first stage is beginner which the researcher commonly identify internet. The second stage is diversification which applies internet for a way to communicate with others through social media. Thus, the third stage is advancement which colaborates using intenet to finish the assignment of public Relations.

The development of social media in Digital Era demands Public Relations to follow a change nowadays through gaining the skill of digital. As we know, social media is one of the most useful platform in Digital Public Relations, therefore Ken defined social media as way of the best communication, especially two-ways communication (Permatasari et al., 2021). Communication through social media has four functions (Harmaningsih et al., 2021) stated that communication through social media has four functions such as giving some information to others about case, problem, etc that it is called the first function. The second stated that communication has to bring and deliver some knowledge and idea which gives many benefits to others. Thus, the third stated that communication can entertain the other participant. The last function stated that communication has to affect from the messages delivered.

KIM Pariwara

According to literature of Directorate General of Information and Public Communication, Ministry of Communication and Information, Republic of Indonesia, KIM which is a community formed by the society, from the society, and for the society, and independently and creatively conducts information management and empowerment activities to provide added value to the society itself. KIM actually has an important role in society not only as empowerment activities but also as dissemination of information. KIM has changed from *Kelompok* becoming *Komunitas* since 2019. This concept is developed through spread of communication pattern paradigm in society; not only focused on communication to people, but also focused on communication with people. Communication and Information Ministry number 8 in 2019 about Implementation of Concurrent Government Affairs, Communication and Information field, stated that The Department carries out partnerships with stakeholders, one of which is the Public Information Community, as intended in Article 16 paragraph (2) letter a.

KIM Pariwara is a KIM located in Kalimalang Village, precisely in Ponorogo Regency. KIM Pariwara has 9 (nine) members legally determined based on the Decree of the Head of Kalimalang Village Number: 140/05.1/405.30.15.16/2022 concerning the Establishment of the Pariwara Community Information Group in Kalimalang Village, Sukorejo District for the 2022-2027 Service Period. In the Decree of the Head of Kalimalang Village, the duties of KIM Pariwara explained that the tasks of KIM Pariwara are to realize information networks and two-way communication media between the community and the community and the government, carry out information communication activities through print media, electronic media and traditional media, improve the ability of the community to receive, filter and reject information; and as a mediator of information and aspirations from the community to the government and the government to the community.

KIM Pariwara performs its duties and functions in conveying information and public relations through direct and indirect communication. Direct communication is carried out by being directly involved in every agenda and activity of the Kalimalang community. Indirect communication uses websites and social media. KIM Pariwara has a website with a pariwara.kim.id domain where the KIM Pariwara website is the best website in Ponorogo Regency (picture 1). KIM Pariwara has several social media, namely Instagram, namely [@kim.pariwara](https://www.instagram.com/kim.pariwara), X [@kimpariwara](https://twitter.com/kimpariwara) and KIM Pariwara's Facebook fanspage. The KIM website is generated with social media Twitter and Facebookpage so that all information uploaded on the website will be uploaded on the X account and Facebook fanspage "Public Relations of the Kalimalang Village Government". Meanwhile, the KIM pariwara Instagram account is processed directly by KIM members by making attractive thumbnails and good copy writers.

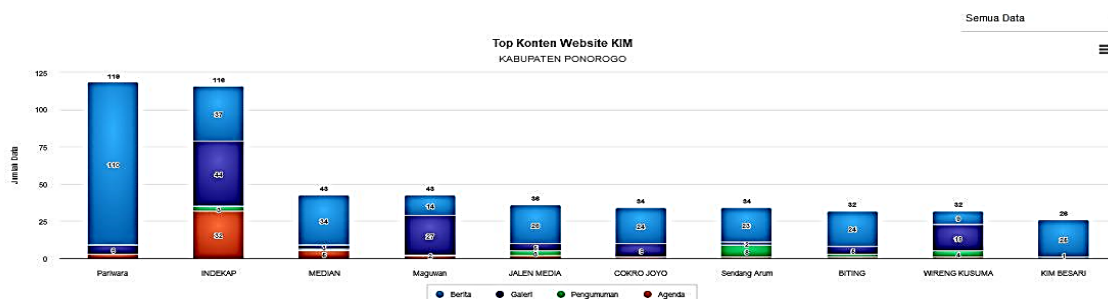


Figure 1. Data of top content from KIM website
Source: Data of Dinas Kominfo Ponorogo, 2024



Figure 2. KIM Pariwara website and Instagram account previews

4 Steps Theory

Review of literature the four-step theory of the public relations process by Cutlip, Center, and Broom, and analyze how it applies to modern public relations practices. Four-step theory of the public relations process by cutlip, center and broom is still widely used as a framework for understanding and executing public relations strategies in today's fast-paced media landscape. The Four-Step Theory in public relations involves strategic planning, public relations program planning, project management, and stakeholder engagement. It aims to enhance the future of public relations by emphasizing professional status and licensing for practitioners (Sha, 2011). The theory also focuses on the importance of two-way symmetrical communication, where both the company and various publics can change attitudes and behavior through well-planned information flow. Public relations is seen as the practice of social responsibility, with practitioners advocating for qualitative evaluation of social trends to develop policies for a formal corporate response (Clark, 2000).

Four-steps theory explain the public relations operational process is divided into four stages, there are mapping the situation and strategy, program planning, program execution, and evaluation (Widianto et al., 2024). It enhances public relations planning by providing a structured process for strategic planning, which includes defining objectives, conducting research, developing strategies, and evaluating outcomes (Zapalla, 2000). The first stage involves conducting research to understand the current situation and identify the target audience. This information is then used to develop a strategic plan that outlines the goals and objectives of the public relations campaign. Once the strategy is in place, the next step is to create a detailed program plan that outlines the specific tactics and activities that will be used to achieve the desired outcomes. This could include media relations, social media campaigns, community outreach, and more. The program is then executed, with practitioners implementing the tactics outlined in the plan and monitoring their effectiveness. Finally, the communication strategic is evaluated to measure its success and identify areas for improvement in future campaigns. The program is evaluated based on predetermined metrics and goals.

Managing interdependence with strategic publics through communication programs, mobilising publics that support their goals, and pursuing autonomy from publics that impede their ability to pursue goals are among the objectives listed in the Centre for Public Relations review literature (Grunig, n.d.). These goals act as a framework for assessing if the program was successful in producing the desired results. Organisations can assess the success of their communication plans by tracking how they manage interdependence with strategic publics, mobilise supporting publics, and gain autonomy from obstructive publics. This assessment procedure is essential for providing guidance for upcoming communication tactics and guaranteeing

that objectives are accomplished effectively and efficiently. Public relations program goals are approached by the Cutlip Centre for Public Relations by taking a public relations point of view, acknowledging corporate and public responsibility, and stressing responsible performance as the cornerstone of successful public relations. They adhere to the philosophy of building rapport and giving voice to members of the public who are affected by an organization's actions. Developing a science to inform management decisions in public relations was another point Cutlip and Centre emphasized (Grunig, 2006).

SWOT

A strong equipment making decision is analysis of SWOT. It can check internal and external environment of organization accurately (Shariatmadari et al., 2013). This is because with SWOT organizations can identify opportunities and threats as well as strengths and weaknesses, organizations can also develop strategies based on their strengths, eliminate weaknesses, get maximum benefits by using opportunities and neutralize existing threats. SWOT analysis functions as a monitoring and scanning of the organization's environment by dividing the organization's resources and environment into internal factors related to strengths and weaknesses while external factors about opportunities and threats (Widianto et al., 2024). Internal factors, namely strengths and weaknesses, can be controlled by the organization and can support or hinder the achievement of organizational goals. On the other hand, external factors, namely opportunities and threats, are factors that cannot be controlled by the organization and have the potential to help or hinder the achievement of organizational goals (Phadermrod et al., 2019).

This study will analyze the SWOT of KIM pariwisata based on internal and external factors with a matrix. The matrix shows that the SO (Strength/Opportunities) strategy will take advantage of opportunities, the ST (Strength/Threats) strategy will avoid threats, the WO (Weakness/Opportunities) strategy will introduce new opportunities by reducing weaknesses, and the last WT (Weakness/Threats) strategy is to avoid threats by reducing weaknesses (Widianto et al., 2024).

METHOD

This research applies the descriptive and qualitative method. Qualitative research is research that uses natural language data to interpret a special uniqueness of individuals and various personal experiences and their meanings (Widianto et al., 2024). Therefore, qualitative research is required to collect natural data with a natural background and use natural methods (Sani et al., 2022). Qualitative research is a type of research that uses natural language data to understand the variety and diversity of people's experiences and their meanings where to achieve this goal, researchers must personally engage themselves in the data and use the subjectivity of

participants to understand the expressions of the actors being studied (Sevilla-Liu, 2023). Qualitative approach is chosen because it can find out the best answering from some questions through different thought and conclude from that (Permatasari et al., 2021).

This study wants to find out the process and understand the implementation of public relations at KIM Pariwara as Village Public Relations by using interview data related to the actual conditions at KIM Pariwara. Furthermore, a SWOT analysis was carried out to identify strengths and weaknesses so that strategic suggestions could be obtained to optimize KIM Pariwara's strategy as Village Public Relations by using an in-depth interview method with the Public Relations Institution of Young Experts – Sub-Coordinator of the Public Information Management Section of the District Communication, Informatics and Statistics Office and the Head of KIM Pariwara Kalimalang Village, Ponorogo Regency regarding the public relations activities that have been carried out so far. It is important to gain the detail information tighly because they are chosen as facilitator which has understanding more about the explanation about all of KIM Pariwaras' activities.

The activities carried out by KIM Pariwara are mandatory activities and innovation activities from KIM Pariwara which are different from activities at KIM in other regions. The researcher also made observations on all public relations activities carried out by KIM Pariwara which were published on the website or social media in the form of Instagram and reviewed scientific journals and articles related to this research.

The result will be shown into transcript of interview. The researcher displays the overall data as well as in certain parts to provide an overview of the implementation of KIM Pariwara public relations. Furthermore, the data will be reduced to find out the process of implementing the program along with the factors that affect the implementation of public relations from planning to evaluation. Conclusions and verification are carried out by looking for the meaning of the collected data to see the similarities, relationships and patterns.

RESULTS AND DISCUSSION

The Role of KIM Pariwara in Public Relations

Public Relations has an important role in the organization by carrying out various responsibilities for communication within the organization. This communication plays an important role in carrying out the role of public relations of KIM Pariwara where the communication function includes providing information, providing knowledge and influencing and inviting the community to carry out certain activities (Harmaningsih et al., 2021). The Communication, Informatics and Statistics Office of Ponorogo Regency as the KIM Supervisor of all Ponorogo always motivates that KIM is the spearhead of information in the Village and plays a role as

Public Relations in the Village. KIM Pariwara carries out its role in providing information directly or indirectly and plays a role in the dissemination of information from the Central, Regional and Village Governments to the community. In addition, it also educates by providing an introduction to ICT (Information and Computer Technology) to village officials. Young Expert Public Relations Institution – Sub-Coordinator of the Public Information Management Section of the Informatics and Statistics Communication Office and Head of KIM Pariwara explained:

“The role of KIM in district area is giving direct and indirect information to society through social media related to the main information. In unusual training and meeting, Communication and Information Ministry stated that KIM belongs to Public Relations in district. It can motivate KIM in Ponorogo that KIM have important role in delivering information as District Public Relations. Communication and Information Ministry of Ponorogo often held training for members of KIM related journalistic, photograph and open dialogue related Public Relations. It means the information about KIM can spread wisely both on members and society”. (Interview section by Bayus Atdinata, S.Kom., on May 2024)

“Nowdays, the role of Public Relations gives up-to-date information to society related dissemination information from the central government nor from District to society. We deliver the information through website direct connection with X and Facebook Fanspage and share information using Instagram. We have activity program related applying Technology and Information towards the staff of the district in Kalimalang. We also held website socialization about KIM Pariwara to the society to give information more what the important purpose of KIM is” (Interview section by Sutrisno, on June 2024)

The role of other Public Relations is doing some responsibility to deliver information related to the stakeholder (Widianto et al., 2024). The Head of KIM Pariwara told that the relationship of them are:

“We made relationship with The Government of Kalimalang District related some activities happened in there. We helped them to deliver some information. We also made relationship with small business of society in Kalimalang District in their promoting product that it can be media to make the potential ways for them. We also suggested them to stick their contact number on the product in website of KIM Pariwara which can train and help the small business group to know their potential it self” (Interview section by Sutrisno, June 2024).

We can conclude that KIM Pariwara has done to create the role of Public Relations in delivering all of information. They are dissemination of information from the centre or District area Government to the society. In addition, it also assists the Village Government as KIM's stakeholder in conveying information to the community So, delivering some information sends on the best target.

The Purpose of Public Relations on Four-Step Theory of Cutlip, Center and Broom

The planning process of Public Relations used Four-Step Theory of Cutlip, Center and Broom. It served the structural process such as defining the purpose, doing the project, developing the strategy and evaluating the result (Zapalla, 2000) . The first step is to carry out strategic planning in the form of mapping the situation and strategy. Mapping the situation is related to KIM Pariwara activities that will be carried out in the next year. The Head of of KIM Pariwara chaired a meeting at the beginning of the year to map out the activities that will be carried out by KIM Pariwara by involving all members. The mapping was carried out based on the availability of the budget and RKP (Government Work Plan) of Kalimalang Village. After mapping the situation, then prepare an activity implementation plan in accordance with the needs of the time for the implementation of the activity and coordination with related parties. The activity plan contains the name of the activity, the purpose of the activity, the goals and the time of implementation. The KIM Pariwara activity plan is outlined in the KIM Pariwara Work Program and uploaded on the website, as explained by the Head of KIM Pariwara:

”We conducted the planning of the activity like the unusual program in the beginning year. Making the pattern actually related with the budget management that we would receive from The Village Government of Kalimalang for a year later. The Programm of KIM Pariwara talked about the name, the purpose, the target and the time management of the activity. All of them would be shared in our website, so the society would see what we held” (Interview section by Sutrisno, on June 2024)

An organization in carrying out its activities requires funds in the form of a budget. Although KIM Pariwara is an independent institution, for its operations KIM Pariwara has not been able to be independent and still depends on the budget provided by the Kalimalang Village Government using Village Funds. The Ponorogo Regency Communication, Informatics and Statistics Office has issued a Regent Circular Letter so that the Village Government can use Village Funds for KIM operations. Young Expert Public Relations Institution – Sub-Coordinator of the Public Information Management Section of the Communication, Informatics and Statistics Office and Head of KIM Pariwara said:

“The Village government could allocate the massal budget to support the KIM’s activity. It meant KIM belonged to the inovtion of Information acivity that it developed based on The Regent’s circular letter number: 140/3241/405.19/2022 about establishing KIM in district area especially supporting in Ponorogo as realising the massal budget in district area. Therefore, the amount of budget followed the regulation of each district” (Interview section by Bayus Aditama, S. Kom, on May 2024).

“The operational of KIM’s activity still was supported by Distric Government of Kalimalang. KIM Pariwara couldn’t walk independely in gaining the budget for the implementation itself” (Interview section by Sutrisno, on June 2024).

Planning a program will be successful if the execution of the planned program can be realized properly. KIM Pariwara in realizing its work program always collaborates with the Kalimalang Village Government. Therefore, all KIM work programs can be realized properly. The realization of all KIM activities is always uploaded on the KIM Pariwara website and Instagram so that the public is also aware of activities in the village and activities of KIM Pariwara. Likewise with the evaluation of the program, KIM Pariwara holds 2 evaluation meetings every year, namely in the middle of the year and at the end of the year. Evaluation is in the form of evaluating website and Instagram activities and content. For the last step, namely making an LPJ (Accountability Report) Activity at the end of each year, as expressed by the Head of KIM Pariwara:

“The implementation of KIM Parawira’s activity depended on the agreement of district, therefore, we corporated well with The District Government of Kalimalang. All of the KIM Parawira’s consuming is informed to the society such as upload the data in our website and Intagram platform. We also conducted the meeting evaluation about twice a year. We held in the middle and the end of the year. We discussed how the activity and content run well. As we knew, all of our budget was donated by District overnment, so we had to responsibility to report it” (Interview section by Sutrisno, on June 2024).

The evaluation section is supported by Communication, Informatics and Statistics Service of Ponorogo. We discuss about what and how face the difficulties that is faced by KIM. Young Expert Public Relations Officer – Sub Coordinator of the Public Information Management Section of the Informatics and Statistics Communication Service and Head of KIM Pariwara told that

“We are as the centre of public relations. So, we visited some areas to discuss what the problome can be solved. We also educated the society following KIM included there” (Interview sectiona by Bayus Atdinata, S.Kom., on May 2024).

Analysis of SWOT

Table 2. About matrix analysis of SWOT at KIM Pariwara

Internal	Strength (S)	Weakness (W)
Eksternal	1) The good reputation delivering information becomes the first stage as Top Website content of KIM in Ponorogo and serves the complete information.	1) The amount of members isn't suitable with te amount of the activities. So, it makes ineffecient.
	2) KIM serves the information of the potential small business group in website,	2) Limit on the budget. So, it impacts on the role of Public Relations.
	3) Having a skilled member as copy writer in social media	3) The role of KIM Pariwara isn't maximal on managing the function of budgeting.
Opportunity (O)	SO	WO
1) KIM can support the potential of small bussiness group to develop their product be progressive.	1) Be maximal on implementation in website dan Instagram platform to promote the potential small business group,	1) Recruiting a local community of other District to join as member of KIM Pariwara through participating in training program that is held by government,
2) KIMS's Training program from Government can support KIM's skill as Public Relations.	2) Participating in training of skill which is held by government to compete in Digital Era,	2) Seeking a partner to establish the independent budget.
3) Establisng good relationship between local community of district and the others.	3) Offering the skill of the KIM members to the small business group to sell their product.	
Threat (T)	ST	WT
1) Depending budget from District Government.	1) Creating SOPs for KIM Pariwara Communication Strategies to face Digital Era,	1) Colaborating with the others community,
2) Society don't know well about KIM.	2) Optimalizing website, social media and the other activities to introduce KIM to the society.	2) Be wise to spend the budget for the maximal event.
3) The development of technology threats KIM Pariwara be left.		

Source: Data of the researcher, 2023

CONCLUSION

This study concludes that KIM Pariwara carries out the role of public relations as Public Relations in the Village by providing information and providing knowledge to the community and carrying out various responsibilities for communication with stakeholders, namely the Kalimalang Village Government. KIM Pariwara has also carried out the stages of the public relations process following the four-step theory of public relations process by Cutlip, Center and Broom, including mapping the situation and strategy, planning the work program, executing the work program and evaluation. The first step is to look at the availability of the budget and RKP of Kalimalang Village to determine what activities in one budget year through a meeting held at the beginning of the year. The second step is to plan a work program to support the role of public relations. The work program contains the name of the activity, the purpose of the activity, the goals and the time of the implementation of the activity. KIM Pariwara's work program is also

uploaded on the website so that the public knows the work program that KIM Pariwara will carry out in one budget year. The third step is to carry out the role of public relations where all the realization of KIM Pariwara's work program activities are always uploaded on the website and Instagram. The last step is the evaluation of the work program which is carried out twice a year in the middle and end of the year. The evaluation was in the form of an evaluation of activities and content that was also assisted by the Communication, Information and Statistics Office of Ponorogo Regency. The evaluation is in the form of reporting LPJ (Accountability Report) for the Kalimalang Village Government which has allocated a budget for KIM Pariwara activities.

Based on the four-step theory of the public relations process and SWOT analysis, this study recommends that KIM Pariwara maximize the website and Instagram which not only convey information but also as a medium to promote the potential of Village MSMEs. As well as utilizing websites and social media to introduce KIM Pariwara to the village community, recruiting the local village community to be able to join KIM Pariwara, making SOPs for Communication Strategies for KIM Pariwara to maximize public relations, collaborating with external parties to support the independence of KIM Pariwara so that its funding does not depend on the Village Fund, and improving the abilities and skills of KIM personnel by participating in training that given by the government and other parties in order to be able to compete in the Digital Era.

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