



The Tendency of Press Release Content of Makassar City Public Relations in Reporting Danny Pomanto Activities Outside His Position as Mayor

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ABSTRACT

Keywords:
Press Release,
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Danny Pomanto.

Background: *The Public Relations of the Makassar City Government not only conveys positive information about the programs and policies of the Makassar City Government, but also monitors and reports on Danny Pomanto's personal activities related to his candidacy for Governor of South Sulawesi in 2024.*

Purpose: *This research aims to analyse the tendency of Makassar City Public Relations Press Release Content in reporting Danny Pomanto's activities outside his position as Mayor of Makassar.*

Method: *The approach used is descriptive qualitative approach with content analysis method. The unit of analysis used in this research is the press release of the Public Relations (City Government) of Makassar City Government starting from the period February 2023 to September 2023. Data analysis uses the Krippendorff method with steps of uninitiation, sampling, recording, analysis, inference and data reduction*

Results: *The results showed that the content of press releases made by the Public Relations of Makassar City Government is not only conveying positive information about the programmes and policies of Makassar City Government to the public, but the PR also oversees and reports on Danny Pomanto's activities outside of his position as mayor, including releasing his personal activities as Chair of the Hasanuddin University Alumni Association (IKA) South Sulawesi when visiting several regions in South Sulawesi which have something to do with running as a candidate for Governor of South Sulawesi 2024.*

Conclusion: *The implication of the findings of this research that needs to be underlined is that the public relations of Makassar City Government as a representative of government institutions / agencies should only report on the activities of institutions or leaders of institutions, not to become campaigners for individual leaders of institutions for political purposes. For this reason, public relations must be neutral and not be involved in practical politics, especially ahead of the South Sulawesi Governor election.*

INTRODUCTION

Cutlip, Center, Broom defines public relations as a planned effort to influence views through good character and responsible actions, based on mutually satisfying two-way communication (Ambarita & Ririhena, 2022); (Pos & Meisani, 2021); (Sistaningrum, 2020).

In research on public relations activities, there are two responsibilities in public relations activities, namely the role of technicians and management. PR performs three roles, first as an explanation provider, which is a person who works as a consultant in defining problems, suggesting options and monitoring policy implementation. Second as a communication facilitator, which is a person who is usually in charge of an organisation that is directly related to the environment whose role is to maintain relationships and two-way communication. Third as a problem-solving facilitator, a person who partners with seniors to identify and solve problems (Ani, Kriyantono, & Wulandari, 2017).

Overall, the presence of public relations in a government institution or agency is crucial to ensure that relevant and accurate information is conveyed to the public. The public relations function contributes to creating a good relationship between the government and the public, as well as building a positive image and transparency in carrying out government tasks through media channels.

As the spokesperson of the government, public relations has a very important role in shaping the image of the Makassar City Government. In its work, one of the tasks of the Makassar City Government Public Relations is to search, collect, compile and process data and information related to the performance of the Regional Work Units (SKPD), Deputy Mayor to the Mayor of Makassar. But in practice, it seems that the Makassar City Government Public Relations does not just make press releases about the performance of City Government officials, but also contributes to improving the image of the Mayor of Makassar, Moh Ramdhan Pomanto.

This condition can be seen from the number of press releases made when a number of areas in South Sulawesi. This condition indicates an effort by public relations to create public opinion that is closely related to the actions of Moh Ramdhan Pomanto who is said to be running in the 2024 South Sulawesi Governor Election. In the end, public relations personnel not only work to support and convey government programmes, but also take part in reporting Moh Ramdhan Pomanto activities related to the South Sulawesi governor election. Indirectly, public relations personnel are employed outside of their duties and functions as 'imaging agents' of the government to the public.

That is, from the many press releases made, it is not purely to describe every programme and activity of Makassar City Government officials to the public, but also to create images and elements of political power in the news. Henslowe in the journal states that in relation to the implementation of the media relations function, the creation of the image mentioned is an important part of the PR task (Sunarwan, 2017).

Image creation in press releases is a common thing that is often used by public relations, it's just different when it becomes media consumption. The existence of the media should actually report objectively without having to include certain interests in the news. This is because one of the requirements for news is to be objective (accurate, fairness,

complete and neutral and balanced). But in reality, news in the mass media often seems unobjective and impartial because of the interests behind it so that subjective news occurs.

Research on the content of press releases has been widely researched, including (Tjiong, 2014), (Nuraedi, 2012), Sumartono (2016), Fatimah (2019), Mutmainnah (2016), Husayni (2016), Wardhani (2010), Soenantho (2010), Lani (2021), Anwar (2019) and Lampe (2010). The difference between this research from previous studies is that it is more focused on analyzing the tendency of press content made by the Public Relations of Makassar City Government in reporting on danny pomanto's activities outside his position as mayor. It is hoped that this research can be a reference so that public relations personnel in government agencies work professionally to build the image of the institution, not for the personal interests of the leadership, as well as responsible actions, based on mutually satisfying two-way communication.

H.L. Mencken revealed that if we talk about objective reportage, then we will not find such a thing (Sunarwan, 2017). I have been a journalist for many years and I can tell you that no journalist has ever written a purely objective story. Everyone has a point of view in their writing. You can't avoid that. Everyone has ideas and you won't improve them by trying to force them".

This means that no news story is ever purely objective. It is always influenced by many things. But what needs to be understood is that media reality is built based on certain conditions and rules or restrictions. According to Mursito, these restrictions include news values, writing formats, ethics and laws (Fachruddin, 2019); (Nanjaya, Qorib, & Widodo, 2023).

METHODE RESEARCH

In this study the authors used descriptive qualitative research. This means that the data obtained is not in the form of numbers, but data derived from interview scripts, field notes, personal documents, notes, memos and other official documents. The research method used in this research is the content analysis method. This means that the research is an in-depth discussion of the content of written and printed information in the mass media. The data used is premier data in the form of news that has been published in online media and digging up information from press release makers in Makassar City Public Relations, while secondary data is by conducting direct interviews and searching, reading, and studying books, as well as other sources. The unit of analysis used in this research is the press release of the Public Relations (City Government) of Makassar City Government starting from the period February 2023 to September 2023. The data analysis technique uses the Krippendorff method with the steps of unitization, sampling, recording, analysis, inference and data reduction.

RESULTS AND DISCUSSION

Based on the results of the interview, it shows that in producing messages in this case press releases, Makassar City Government Public Relations personnel emphasize the positive side of the Makassar City Government in every momentum or activity. One of the requirements for an activity to be published through a press release is to have an appeal to the public and build a positive image of the Makassar City Government. This is in

accordance with what Isnanlah Nurdin, Head of Public Relations for Information and Public Communication (IKP) of the Makassar City Communication and Information Agency, said as follows:

"We do see interesting angels in the sense that the value is positive for the Makassar City Government which can build the reputation of the Makassar City Government. Usually it is related to the outgoing party's appreciation of the mayor's performance, the performance of the government as a whole, for example there are programs, awards for positive achievements of the Makassar City Government. So we actually export more things that are positive".

The quote above explains that Makassar City Government Public Relations is tasked with being a "spokesperson" who can straighten out hoax or misleading information so as not to degrade and damage the image of the Makassar City Government, especially with regard to the image of the Mayor of Makassar, Moh Ramdhan Pomanto. As a result, the content of the press release must be able to boost the image of the Mayor of Makassar by describing more of Danny Pomanto figure in the release.

In the end, the public relations of the Makassar City Government is involved in shaping the image of Danny Pomanto through the releases made. Of the 10 samples taken in this study, public relations turned out to produce press releases of Danny Pomanto that had nothing to do with his capacity as Mayor of Makassar. In fact, 10 of the samples were found to be releases that portrayed Danny Pomanto as the Chairman of the Hasanuddin University Alumni Association (IKA) of South Sulawesi.

Press Release Title: Danny Pomanto and Youth-Community Leaders of Bantaeng Ngopi Bareng Discuss the Future of South Sulawesi

Time	26/12/2023
Lead	Chairman of the Unhas Alumni Association (IKA) of the South Sulawesi Region Moh Ramdhan Pomanto together with community leaders and Bantaeng youth have a meeting and coffee together to discuss the future of South Sulawesi.
Content	"As Chairman of IKA Unhas South Sulawesi, my mind will build South Sulawesi anatomically; its functions and roles are not based on administration. And the great thing is that Bantaeng is in a coastal and mountainous position. If South Sulawesi is compared to a human, Bantaeng is the heel. And that is the core of human nerves," said Danny Pomanto.

Press Release Title: Danny Pomanto and Regent of East Luwu Kompak Jalan Santai with Lutim Community.

Time	20/5/2023
Lead	Chairman of the IKA Unhas South Sulawesi Regional Board Moh Ramdhan Pomanto with East Luwu Regent Budiman and thousands of East Luwu people following the East Luwu Unhas Alumni Association Casual Walk, Saturday (5/20/2023).
Content	"This is proof that Unhas alumni have international capabilities. Therefore, on behalf of IKA Unhas South Sulawesi, we thank you for this support and hopefully it will not stop here but continue," said Danny Pomanto.

Press Release Title: Wajo Regent Amran & Chairman of IKA Unhas South Sulawesi Danny Pomanto Collaborate-Initiative for the Country

Time	7/5/2023
Lead	Wajo Regent Amran Mahmud expects the Alumni Family Association (IKA) of Wajo Regency to collaborate with the government in order to provide solutions in the midst of society.
Content	Chairman of the IKA Unhas South Sulawesi Region, Moh Ramdhan Pomanto, revealed that his team was ready to synergize and cooperate with the government. Plus, the number of Unhas graduates from Wajo made him confident that Wajo's future development would be even better.

Press Release Title: Former Rector of Unhas: IKA Unhas South Sulawesi is More Alive Since Danny Pomanto's Leadership

Time	06/04/2023
Lead	Former Unhas Chancellor Prof. Idrus A Paturusi appreciated the liveliness of the management and members of the Unhas South Sulawesi Alumni Association (IKA) which is increasingly alive. Especially in this new leadership, namely Moh Ramdhan Pomanto.
Content	"Talking about IKA historically, of course there are pluses and minuses. But the more here IKA looks more alive. In fact, we see the election of the chairman of IKA Unhas as beating the regional head election," said Prof. Idrus.

Press Release Title: Gathering at Ibn Qayyim Islamic Boarding School, Danny echoes Jagai Anakta

Time	07/02/2023
Lead	The presence of the Chairman of IKA UNHAS South Sulawesi Region, Moh. Ramdhan Pomanto in Bone Regency was warmly welcomed. Starting from traditional leaders, youth leaders, community leaders, religious leaders to the local community.
Content	Danny was also asked to give advice and direction to the students present. He mentioned the program that he is currently promoting massively in Makassar City, namely Jagai Anakta.

Press Release Title: Toraja Regent to Danny Pomanto: Don't Stop Visiting Toraja

Time	15/03/2023
Lead	Bupati Tana Toraja Theofilus Allolerung mengajak Ketua Ikatan Keluarga Alumni (IKA) Unhas Moh Ramdhan Pomanto untuk terus datang bersilaturahmi di Tana Toraja.
Content	"Thank you, Mr. Wali, don't stop coming to Toraja. Let us continue to collaborate in carrying out the mandate of the people in South Sulawesi," said Theofilus on the sidelines of his remarks after witnessing the Inauguration of the IKA Unhas Management of Tana

Toraja Regency, at the Tana Toraja Education Office Hall, Wednesday, (03/15/2023).

Press Release Title: Former Rector of Unhas: IKA Unhas South Sulawesi is More Alive Since Danny Pomanto's Leadership

Time	17/02/2023
Lead	The presence of Moh Ramdhan Pomanto in Garasikang Village, West Bangkala District, Jeneponto was warmly welcomed by the local community, Sunday (11/19/2023) afternoon.
Content	Danny was greeted with cheers of 'my governor' when he arrived at the location. His arrival was to attend the Boat Race of Garasikang Jeneponto Village People's Party.

Press Release Title: Former Rector of Unhas: IKA Unhas South Sulawesi is More Alive Since Danny Pomanto's Leadership

Time	12/02/2023
Lead	Makassar Mayor Moh Ramdhan Pomanto fully supports the Labor Party in fighting for the interests of workers.
Content	"Emotionally, I really enjoyed my romance with the Labor Party, especially since the Labor Party also claims the color orange. Secondly, the Labor Party is also based on alley children, thirdly I have many friends here so that emotionally it is really maching with us," said Danny Pomanto.

Press Release Title: Regent of Soppeng Praises Danny Pomanto: 'Ta' Jagai Ini Orang'

Time	17/02/2023
Lead	Chairman of IKA Unhas South Sulawesi Region Moh Ramdhan Pomanto and Soppeng Regent Kaswadi Razak are committed to strengthening vocational education collaboration in Soppeng Regency.
Content	Kaswadi also assessed that the leadership of Danny Pomanto, Ramdhan Pomanto's nickname, is very fitting for IKA Unhas South Sulawesi Region so that later it can produce works that are beneficial to the people of Soppeng, especially to its youth.

Press Release Title: Strengthening Brotherhood, Danny Pomanto Walks Together with Sandiaga Uno

Time	12/02/2023
Lead	The Mayor of Makassar, Moh. Ramdhan Pomanto attended a healthy walk held by the United Development Party (PPP), in Malino, Sunday

(12/2/2023). This healthy walk was held in commemoration of the 50th Anniversary of the Party.

Content	Danny and Sandiaga Uno walked along 1.5 km with hundreds of Malino residents. This leisurely walk started from Endang Street and finished at Pine Forest.
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Based on the 10 press releases above, Makassar City Government Public Relations also conducts covert campaigns and propaganda through the press releases produced. This is known in the Publicity or Press Agency model, in this model public relations conducts propaganda or campaigns through a unidirectional communication process for the purpose of one-sided favorable publicity, especially facing the mass media and by ignoring the truth of information in an effort to cover up (manipulation) negative elements of an institution (organization) (Jauhari, 2021).

As a result, people who read press releases in the form of news indirectly receive the information without any feedback. This is because the flow of information used by the Makassar City Government Public Relations is one-way or one-way and one-side from the organization to the audience without requiring feedback (Rolos, 2020).

Press Release with the title "Danny Pomanto and Youth-Community Leaders of Bantaeng Ngopi Bareng Discussing the Future of South Sulawesi" is one of the press release products made by Makassar City Public Relations. From the title alone, it is clear that the article emphasizes the positive image of Danny Pomanto who met with youth and community leaders during a working visit to Bantaeng Regency, South Sulawesi. Apparently, the press release was made by the public relations staff of Makassar City Government. Ideally, the writing should not have been made by the public relations of the Makassar City Government but the Public Relations of IKA Unhas South Sulawesi. Because Danny Pomanto capacity in the news lead is highlighted as the Chair of IKA Unhas.

The second press release with the title "Danny Pomanto and Regent of East Luwu Kompak Jalan Santai dengan Masyarakat Lutim" also has the same purpose as the first release. Where, the press release highlights Danny Pomanto mingling with the people of East Luwu during a leisurely walk. In the lead of the press release, it was stated that Danny Pomanto visited East Luwu in his capacity as Chairman of IKA Unhas South Sulawesi. The press release was apparently made by Makassar City Public Relations personnel. However, the article did not mention a word about Danny position as Mayor of Makassar and emphasized his position as Chairman of IKA South Sulawesi.

The description above is in line with image theory. According to Supada (2020) image is an impression, picture or impression that is right in accordance with reality (real) about a policy, personnel, products, or services of an organization or company. In image theory, it is referred to as the mirror image, namely how the management's allegations (image) of the external public see the company. In addition, public relations also plays an active role in imaging Danny Pomanto personality through the releases made. This is referred to as Performance Image. This image is addressed to the subject, the performance or self-appearance (performance image) of professionals in the company concerned.

Makassar City Government Public Relations basically also applies the Publicity or Press Agency Model to carry out propaganda or campaigns through a unidirectional communication process (oneway process) for the purpose of one-sided favorable publicity, especially facing the mass media and by ignoring the truth of information as an effort to

cover (manipulation) negative elements of an institution (organization) (Wahyudin, Rohman, & Fauziah, 2023); (Dakir, 2018).

CONCLUSION

The results showed that Makassar City Public Relations has a double duty, which is seen from the content of press releases made not only conveying positive information to the public, but also providing special messages, especially the figure of Danny Pomanto which is highlighted. In addition, public relations did not oversee and report on Danny Pomanto's activities as Wai Kota Makassar, but also released his personal activities in his capacity as Chair of the Hasanuddin University Alumni Association (IKA) South Sulawesi when visiting several regions in South Sulawesi which had something to do with his desire to advance as a candidate for Governor of South Sulawesi 2024. The implication of the findings of this research that needs to be underlined is that the public relations of Makassar City Government as a representative of government institutions / agencies should only report on the activities of institutions or leaders of institutions, not to become campaigners for individual leaders of institutions for political purposes. For this reason, public relations must be neutral and not be involved in practical politics, especially ahead of the South Sulawesi Governor election.

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