

## The Implementation of Communication Strategy by the Public Relations Division of Badan Pusat Statistik in Disseminating Public Information

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### ABSTRACT

This study examines the implementation of communication strategies by the Public Relations Division of the Central Bureau of Statistics (BPS) in disseminating public information, particularly statistical data, under the Public Information Disclosure policy. Using a descriptive qualitative approach, data were collected through interviews, observations, and documentation during the research period. The analysis applies Anwar Ariffin's communication strategy framework supported by the POAC concept (Planning, Organizing, Actuating, Controlling). Findings indicate that BPS applies systematic strategies through audience-based planning, message design, media selection, and multichannel dissemination such as social media, press releases, and outreach. Despite limited human resources and complex data formats, BPS ensures adaptive and structured communication, contributing to effective public information dissemination.

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## INTRODUCTION

The era of public information disclosure has placed government institutions under an obligation to provide transparent and accessible information for the public. As a non-ministerial institution mandated by Law No. 16/1997, the Central Bureau of Statistics (BPS) plays a strategic role not only in producing statistical data but also in ensuring its dissemination as mandated by the Public Information Disclosure Law No. 14/2008. However, statistical information often carries technical complexity that is difficult for the public to understand, creating challenges for the Public Relations Division of BPS in building trust, reducing resistance to census and surveys, and fostering data literacy. These challenges highlight the importance of applying adaptive and structured communication strategies that translate technical content into comprehensible narratives. The contribution of this study lies in enriching communication science by linking Anwar Ariffin's communication strategy framework with the POAC management approach to explain how government public relations operate in practice, thus offering a contextualized understanding of strategy implementation in a unique bureaucratic environment. Through a descriptive qualitative approach based on interviews, observation, and documentation, this study aims to describe how BPS Public Relations implements its communication strategy in disseminating statistical information, the organizational processes involved, and the challenges encountered.

## LITERATURE REVIEW

### *Communication Strategy (Anwar Ariffin)*

Anwar Ariffin conceptualizes communication strategy as a series of conditional decisions designed to achieve specific goals through communication. The strategy consists of four key components: understanding the audience, designing the message, selecting appropriate methods, and choosing the right media. These components are interconnected and require adaptation to the communication context. In government public relations, this theory helps explain how messages about technical data, such as statistical information, can be simplified and adjusted to fit diverse audiences.

### *POAC (Planning, Organizing, Actuating, Controlling)*

Explanation George R. Terry's POAC framework provides a managerial approach that supports the implementation of communication strategies. Planning involves setting goals and designing steps for effective dissemination. Organizing refers to structuring human resources and coordinating functions. Actuating emphasizes the execution of communication strategies through actions such as media engagement, socialization, and outreach. Controlling includes monitoring, evaluating, and adjusting strategies to ensure effectiveness. By combining POAC with Ariffin's framework, communication strategies can be analyzed not only from the design perspective but also from organizational and managerial execution.

After the hypothesis section, if your study is quantitative, please provide a contextual framework here, or your mind map, if qualitative.

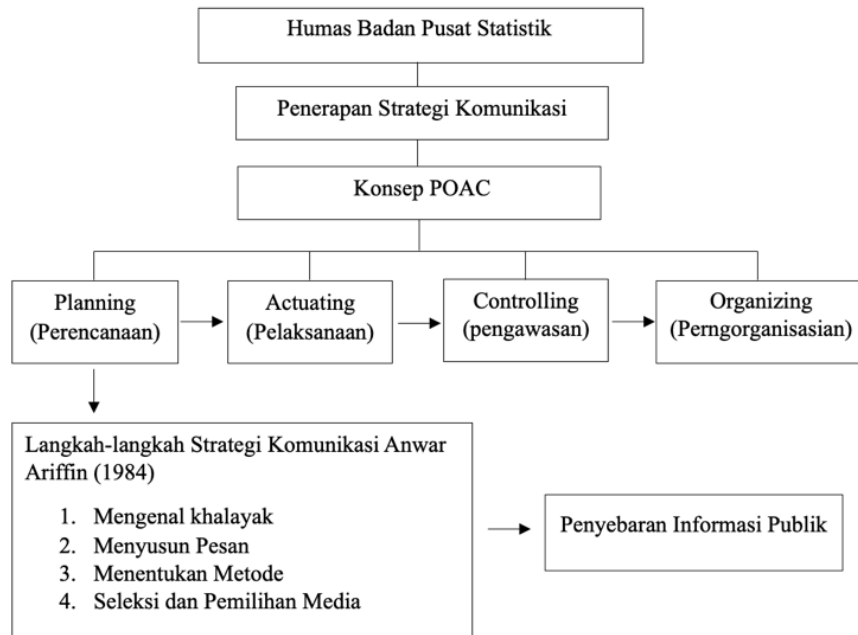


Figure 1. Mind Map

## METHODOLOGY

This study employed a descriptive qualitative approach conducted at the Bureau of Public Relations and Law, Central Bureau of Statistics (BPS) Headquarters in Jakarta. Data were collected through in-depth interviews with the Acting Head of the Bureau of Public Relations and Law as well as staff members responsible for media relations and public outreach, complemented by direct observation of communication activities and documentation of official reports and publications. Informants were selected purposively to ensure alignment with the research focus. Data analysis followed Miles and Huberman’s interactive model consisting of data reduction, data display, and conclusion drawing/verification, while source and method triangulation were applied to enhance the credibility of the findings.

## RESEARCH RESULT

The results of this study indicate that the Public Relations Division of BPS implements its communication strategy in a structured and systematic manner through the integration of Anwar Ariffin’s communication strategy framework and the POAC management approach. At the planning stage, communication programs are designed based on evaluations of previous activities and aligned with the institutional strategic plan. Audience segmentation is carried out according to profession, age, and literacy level, while messages are prepared in both technical forms (official statistical releases) and simplified popular versions (infographics, short videos).

In the organizing stage, BPS forms functional teams responsible for media relations, social media, outreach, and monitoring, supported by liaison officers

who ensure the accuracy of statistical content. A flexible work pattern allows staff to take on multiple roles, ensuring efficiency despite limited human resources. The actuating stage demonstrates how BPS uses multichannel communication. Social media platforms such as Instagram, TikTok, and YouTube are optimized to reach younger audiences, while press releases and *Berita Resmi Statistik* are used to communicate formal data to professionals and policymakers. Outreach programs such as *BPS Goes to School* enhance statistical literacy and public trust.

At the controlling stage, BPS monitors mass media and social media daily, evaluates audience responses, and conducts monthly reviews combining quantitative indicators (reach, engagement, attendance) with qualitative feedback (comments, surveys, direct input). Despite facing challenges such as limited human resources, sudden policy changes, and the complexity of statistical information, BPS successfully adapts by applying dual messaging strategies, flexible teamwork, and continuous content adjustment.

## **DISCUSSION**

These findings highlight the relevance of combining Ariffin's communication strategy with the POAC framework to analyze government public relations practices. The application of audience segmentation and dual messaging confirms Ariffin's argument that strategies must be conditional and adaptive to audience characteristics. This is particularly important in the case of statistical information, which requires translation from technical formats into narratives accessible to the general public.

The organizing process at BPS illustrates the role of POAC in structuring resources and ensuring collaboration across units. The use of liaison officers to guarantee accuracy reflects the necessity for government PR to balance technical reliability with communicative clarity. This adds to the literature on communication management by showing that organizational flexibility, such as multitasking and hybrid work systems, can mitigate resource constraints in bureaucratic environments.

In the actuating stage, the integration of digital and traditional media demonstrates how public institutions adapt to changing communication landscapes. The use of Instagram and TikTok reflects broader digital communication trends, while the continuation of formal press releases maintains institutional credibility. This duality underlines a common challenge in government PR: innovating to meet public expectations without compromising authority and trust. Finally, the controlling stage shows that BPS employs comprehensive evaluation mechanisms. By integrating quantitative metrics with qualitative feedback, the institution ensures that strategies remain responsive to audience needs. This aligns with scholarship emphasizing evaluation as a feedback loop that strengthens transparency and accountability.

Overall, the discussion emphasizes that adaptive and structured communication strategies enable BPS to overcome both internal and external challenges. The integration of Ariffin's strategy framework with the POAC approach not only enhances practical effectiveness but also contributes

theoretically by demonstrating how bureaucratic institutions can manage complex data communication while maintaining public trust.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study concludes that the Public Relations Division of BPS has implemented communication strategies systematically and adaptively by integrating Anwar Ariffin's communication strategy framework with the POAC management approach. Planning is conducted through evaluation and audience segmentation, organizing relies on functional teamwork and liaison officers, actuating is realized through multichannel dissemination combining digital and traditional media, and controlling involves continuous monitoring and evaluation. Despite challenges such as limited human resources and the complexity of statistical information, BPS successfully disseminates statistical data in a way that is accessible and credible to the public.

It is recommended that BPS continue to strengthen dual messaging practices, enhance creative content design to engage younger audiences, and develop more specialized training for PR staff to address technical and communication demands simultaneously. Strengthening collaboration with external stakeholders, such as educational institutions and media partners, could further expand public reach and improve statistical literacy.

## **ADVANCED RESEARCH**

This study is limited by its qualitative scope and focus on a single government institution, which may restrict the generalization of findings. Further research could adopt a comparative approach by analyzing how different government agencies apply similar strategies in disseminating public information. Future studies may also employ mixed methods to measure not only the implementation process but also the effectiveness and impact of communication strategies on public trust and participation.

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