

Reformation in Public Information Announcement Technique of Agricultural Quarantine by Using Digital Applications

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INTRODUCTION

In the implementation of Public Service Information System, an agency needs to provide openly public service information that can be accessed easily, quickly, accurately, and accountably. The information system is a series of activities which include the storing and managing information and also mechanism of delivering information from organizer to the public which are presented electronically (PermenpanRB No. 13 Tahun 2017).

Public information must be conveyed and announced periodically, soonly, and available in every time (UU No. 14 Years 2008). With the reformation of this public information announcement technique, it is believed that the objective of UU 14 Years 2008 about Public Information Openness can be achieved. The intended purposes are listed in Article 3:

- 1) to ensure the right of citizens to know public policy making plans, public policy programs, and public decision-making processes, and the reasons for public decision making;
- 2) to encourage public participation in the public policy-making process;
- 3) to enhance the community's active role in public policy making and good Public Agency management;
- 4) to realize good state administration, which is transparent, effective and efficient, accountable and accountable;
- 5) to know the reasons for public policy affecting the livelihood of the public;
- 6) to develop science and intellectual life of the nation; and / or improve the management and information services within the Public Agency to produce quality information services.

The First Class of Agricultural Quarantine Station in Tanjung Balai Asahan use social media as a system information. The informations provide in 2 (two) forms, its are photos and videos. Photos and videos are uploaded on Instagram account of the First Class Agricultural Quarantine Station in Tanjung Balai Asahan (@karantina_tbasahan).

MATERIALS AND METHODS

The materials which used in this research consist to two types, they are hardware and software. The hardwares are a computer and a smartphone. The softwares are Adobe Photoshop CS6 and PowerDirector. The technique/method is reforming the display of the informations into photographic and videographic forms. Photographic is made by using Adobe Photoshop CS6. Videographic is made by using PowerDirector.

There are two type of information form that are compared, its are treatment-applied informations and non-treatment one. The parameters are the number of public responses, public impressions, and views. These parameters were calculated on July 25th, 2018.

RESULT AND DISCUSSION

Comparison of non-treatment and treatment-applied photos

1) Public Response

The public response is a public expression for the informations. There are 3 type public responses, its are *like*, *comment*, and *share*. There are 194 non-treatment photos. Its get 4455 *likes* (22.96 *likes* per photo), 84 *comments* (0.43 *comments* per photo), 0 (zero) *share*. There are 117 treatment-applied photos. Its get 3167 *likes* (27.07 *likes* per photo), 86 *comments* (0.74 *comments* per photo), and 1 *share*.

2) Impression

Impression is the number of people that can be reach. There are 10 non-treatment photos which can be counted. Its get 2646 impressions (264.6 impressions per photo). The 10 treatment-applied photos get 3702 impressions (370.2 impressions per photo).

Comparison of non-treatment and treatment-applied videos

1) Public Response

There are 2 non-treatment videos. Its get 42 *likes* (21.0 *likes* per video), 2 *comments* (1 *comment* per video), 0 (zero) *share*. There are 22 treatment-applied videos. Its get 561 *likes* (25.5

likes per video), 43 comments (1.95 comments per video), 4 share (0,18 share per video).

2) Impression

The impression of 2 non-treatment videos can not be calculated (N/A), because the type of the Instagram account when these videos uploaded is a personal account (not a business account). The total of impression on 22 treatment-applied videos are 5663 impressions (257.41 impressions per video).

3) View

View is the number of people watching. The non-treatment videos get 150 views (75 views per video). The treatment-applied videos get 2310 views (105 views per video).

Tabel 1 Comparison of the non-treatment photos and the treatment applied ones

No.	Parameters	Photo*	
		A	B
1.	Public Response		
	Like	22,96	27,07
	Comment	0,43	0,74
	Share	0	0,01
2.	Impression	264,6	370,2

Explanation :

* : Average A : non-treatment
B : treatment-applied

Tabel 2 Comparison of non-treatment and treatment-applied videos

No.	Parameter	Video*	
		A	B
1.	Public Response		
	Like	21,0	25,50
	Comment	1,0	1,95
	Share	0,0	0,18
2.	Impression**	N/A	257,41
3.	View	75	105

Explanation :

* : Average A : non-treatment videos
** : Ineligible B : treatment-applied videos

Tabel 3 Comparison of the treatment-applied photos and the treatment-applied videos

No.	Parameter	Treatment-applied	
		Photos	Videos
1.	Public Response		
	Like	27,07	25,50
	Comment	0,74	1,95
	Share	0,01	0,18
2.	Impression	370,2	257,41
3.	View	-	105

Based on Table 1, the average of the public response and impression of the treatment-applied photos is higher than the non-treatment ones. The treatment-applied photos is more impressive than the non-applied ones.

Based on Table 2, the average of the public response, impression, and view of the treatment-applied videos is higher than non-treatment ones. The treatment-applied videos is more impressive

than the non-applied ones. The treatment-applied videos also have reached more public than the non-treatment ones.

Based on Table 3, the average of like and impression of the treatment-applied photos is higher than the treatment-applied videos. It means that the treatment-applied photos are more impressive than the treatment-applied videos. In other side, the average of comment and share of the treatment-applied videos is higher. It means that the treatment-applied videos are more attractive.

CONCLUSION

Based on the result, the treatment-applied photos and videos are more impressive and attractive in pushing the public interaction than the non-treatment photos and videos. By using digital applications, the intended purposes which are listed in Article 3 will be reach effectively, especially for Section 1 (to ensure the right of citizens to know public policy making plans, public policy programs, and public decision-making processes, and the reasons for public decision making), Section 2 (to encourage public participation in the public policy-making process), and Section 6 (improve the management and information services within the Public Agency to produce quality information services).

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