

Public Diplomacy For Good Governance

H.A. Asep Saefudin¹

Departement of Communication, ESA Unggul University, Jakarta, Indonesia
 Jl. Arjuna Utara No. 9 Tomang Kebon Jeruk – Jakarta post code 1150- Indonesia,
 Phone.+6222000021, Fax.+6222000021 website:www.esaunggul.ac.id.

Email: asp3_saefudin@yahoo.com

Abstract— *The research is aimed to find out the “Coalition for Freedom of Information” activity, or Coalition, that can be categorized public diplomacy, its relationship with implementing the government as the requirement to realize the good governance, and to get to know the relationship between good governance and the image building of Indonesia. The principles of public relations are used as the approach in analyzing the phenomenon of public diplomacy used by Coalition. This research was conducted by using the qualitative approach through constructivist paradigm toward the Coalition attitude in applying the public diplomacy. This research used both the key and supporting informant. The data collecting was conducted by interview, observation, participation, and documentary study about the Coalition activity as well as the delphy technique. The data analysis was carried out as long as the research went on through the inter subjective commitment towards the focus being researched. The research gained some findings which involved : (a) The “Coalition for Freedom of Information” activity in public diplomacy can be done by the public relations approach using some activity categories, (b) The “Coalition for freedom of information” performance is focused on the efforts to uphold the law concerning freedom of access to public information in supporting the realization of good governance.*

Keywords— *Diplomasi and Good Governance*

I. INTRODUCTION

Political and Economic Risk Consultancy in 2003 noted, Indonesia tops the list of most corrupt countries in Asia, and ranks 96th of 100 countries in the international level. Transparency International [1] in the study also noted, Indonesia in 2004 was ranked fifth among the 143 most corrupt countries in the world, with an index value of 2.0, in 2005 ranks sixth most corrupt of 158 countries surveyed, with an index value of 2.2, and in 2006 ranked seventh out of 163 countries surveyed with an index value of 2.4. In the economic field, reported the Asian Intelligence, Foreign investment in Indonesia since 1997 continues minus. Indonesia's economic competitiveness ranking in 2005 is ranked 69th of 107 countries surveyed by the World Economic Forum (World Economic Forum). Competitiveness ranking in the industrial sector by the International Institute for Management Development, declined in every year since 2001, which is ranked 46th, in the order to be ranked 47, 57, 58, 59, and 60th in 2006. Similarly, in terms of ease of starting a business, by the International Finance Corporation and the World Bank, Indonesia was declared to be rated to 135 of 175 countries. [2]

Data, information, events, and events that indicate the condition of the Indonesian crisis in various fields, has become a reality, and has become a meaningful picture of

Indonesia. Meaningful picture of it, called the image. Data, information, events, and events that indicate the condition of the Indonesian crisis which then communicated widely through various forms of media and communication to audiences at home and abroad, according to Roberts, can affect the way audiences organize images on Indonesian crisis, and "this is the image that affects the way the public acts" [3]. Imaging is good against a country or nation can motivate other nations to mutually beneficial cooperation so as to improve the welfare of the state or nation concerned.

Diplomacy as a key process for communication and negotiation Indonesian nation with other nations to obtain international assistance, requiring the involvement of all parts of Indonesia for diplomacy. Not solely between the Indonesian government and governments of other countries without involving community participation. Diplomacy conjunction with image enhancement, as told Ali Alatas, that, to overcome the bad image of Indonesia abroad as a result of the chaos caused cases investors are reluctant to return, which in turn slows economic recovery, we need a diplomatic effort that was really comprehensive and integrated [4]. To obtain a diplomatic success of this it will not be apart of certain policies such as the policy on openly community involvement component, such as the involvement of NGOs.

Nongovernment organizations or NGOs began to grow and flourish in Indonesia in the early 1970s the role of the state has a role to monitor and propose alternative ideas, as played by LP3ES. Analysts also berargumentasi that nongovernment organization grew as a response to the tight control of a political system that does not give freedom to political parties as a free pulpit. [5] Problems pertaining to the involvement of Indonesian society components in diplomacy with the community outside state, in developing the image of Indonesia, all of which fall within the scope of public relations research, as one of the professions in science communication. On the basis of the scope of problems, including the study of public relations, and diplomacy involving the participation component of the nation outside the rule referred to by the term public diplomacy, the study will be done is the study of the "Coalition for Freedom of Information" in supporting the realization of good governance through public relations approach hopefully, can be found through public diplomacy model approach in developing public relations image of Indonesia.

Based on the above background, this study focused more specifically to the many public diplomacy played by a coalition of non-governmental organizations in an effort to fight for the freedom of public information. Role and performance will be reviewed against the Coalition's efforts to

support the development of Indonesia's image through approaches that assumed a lot of public relations approach [6]. Further studies to obtain a focused way, the identification of the problem in this study is formulated as follows.

1. How the "Coalition for Freedom of Information" in public diplomacy.
2. How does the performance of the "Coalition for Freedom of Information" in good governance.

II. RESULT AND DISSCUSSION

A. Coalition for Freedom of Information in Public Diplimasi.

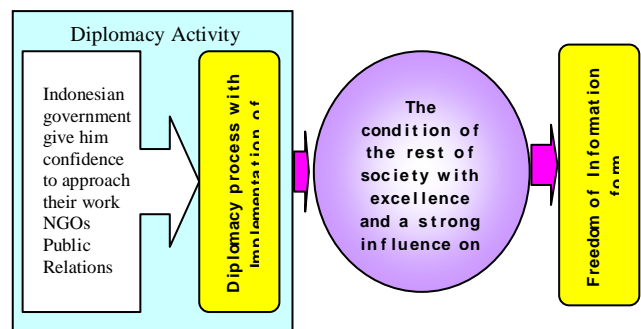
The coalition has also contributed in pushing some districts / cities in Indonesia, gave birth to some local regulations (laws) concerning transparency, freedom of information and public participation, which is in line with the spirit of freedom of public information, such as in the District. Lebak, Kab. Solok, Kab. Bandung, Gowa district, Magelang Regency, Regency Takalar, Bulukumba Kab, Kab Boalemo, bolaan Bolaang Kab, Kab. Kebumen, Kendari, Gorontalo City, West Kalimantan [7]

TABLE 1.
DISTRICT / CITY / PROVINCE WHICH HAS HAD ON
TRANSPARENCY AND PARTICIPATION GOVERNMENT AREA

| No | Nama Daerah | Perda Nomor/Tgl. | Tentang |
|----|----------------------|----------------------------------|--|
| 1 | Solok district | 5 of 2004, dated 29 April 2004 | Transparency in the delivery of Government and Community Participation |
| 2 | Lebak District | 10 of 2004 dated June 1, 2004 | Transparency and Participation in the delivery of Governance and Development Management in Lebak regency |
| 3 | Bandung District | 06 of 2004 dated August 20, 2004 | Transparency and Participation in the delivery of government in Bandung Regency |
| 4 | Magelang District | 10 of 2004 dated March 15, 2004 | Public Consultation Mechanism |
| 5 | Tanah Datar District | 02 of 2005 dated June 3, 2005 | Transparency and Participation |
| 6 | Kebumen District | 53 of 2004, dated June 28, 2004 | Public participation in the Public Policy Process |
| 7 | Lamongan District | 07 of 2005 dated August 1, 2005 | Governance and transparency in the delivery of public participation in Lamongan |
| 8 | Boalemo District | 06 of 2004 dated August 24, 2004 | Service in the delivery of the Government in the district was |
| | | 07 of 2004 dated August 24, 2004 | Community participation in the development and |

| | | | |
|----|---------------------------|----------------------------------|---|
| | | | delivery of public policy process |
| 9 | Bolaang Mongondo District | 04 of 2005 dated 14 April 2005 | Public participation in public policy making process |
| | | 05 of 2005 dated 14 April 2005 | Transparency in the delivery of Local Government |
| 10 | Takalar District | 02 of 2005 dated August 19, 2005 | Transparency in the delivery of Government and Community Participation in development Takalar |
| 11 | Gorontalo District | 03 of 2002 dated 13 March 2002 | Transparency in the delivery of Gorontalo City Government |
| 12 | City of Kendari | 14 of 2003 dated May 19, 2003 | Freedom of information |
| 13 | West Kalimantan Province | 04 of 2005 dated June 13, 2005 | Transparency in the delivery of Government of West Kalimantan |

During the Indonesian nation is not responsive to the ability of NGOs to carry out the tasks required diplomacy, but if the principles of public relations [9] that uses a democratic approach to the activities carried out, at least the problems and development needs of the means of diplomacy that led to the creation of openness and democratization information can be realized easily. From these findings the authors can be visualized as follows.



Source: Analysis of Research Findings
Fig.1 Implementation NGO activities through the Process Approach
Public Relations Public Diplomacy

B. Performance of the "Coalition for Freedom of Information" in good governance

The main target of Coalition activities to realize the intent and purpose is fighting for promulgation of the Law of Freedom Acquiring Public Records. Conception of freedom to information, public participation, and an open rule formulated by the Coalition in the draft Law of Freedom of Information Obtained Public (Bill KMIP) filed RI Coalition to House the period 1999-2004 [10]. Further results from this governance

Coalition by them is fighting for the principles of the rule of the Coalition government that is transparent, participatory, and accountable, in line with the characteristics of good governance as identified by UNDP. Yet not only rely on the availability of Coalition of Law Freedom of Public Information Obtained from the formal legal aspects, but will also empower how the law is implemented to bring benefits to the public and make governance transparent, participatory, and accountable. As submitted Coalition, that the Freedom of Public Information Obtained only is an instrument, and kemanfaatannya depends on the availability of awareness about the right to information, public bodies capacity to fulfill the right to public information, and the availability of adequate infrastructure to access the information.

Coalition successfully deliver draft Freedom Bill to the House of Representatives Public Information Getting up into motion after getting the completion of DPR initiative by the House. In KMIP discussion in the House bill, the Coalition also actively contributes to discuss the reasoning Sign Inventory Problem (DIM) are discussed together with the government House. Coalition also discusses the steps that should be done after the bill was passed into law KMIP KMIP ie capacity issues concerning the public body responsible for providing the necessary information public, increasing public awareness of the right to know the information society, as well as the availability of facilities / infrastructure allow access to the information society.

Indonesian crisis conditions up to four years after the reform towards the last quarter of 2002 dicitrakan going. Leadership crisis persists, as in the decision-making relies on personal decisions. Statement that the people of Indonesia are still far from the ideals for the ideals toward a contradiction to the meaning and spirit of independence until reforms like horn tip. Four years after the reform is a critical period in the process of democratization and reform of the Indonesian nation. One indicator is the weakening of public trust towards political institutions Indonesia.

The study also produced a new construction for freedom of information diplomacy within the framework of Good Governance. In the end will be able to create a freedom of information in the public eye as seen in the following chart.

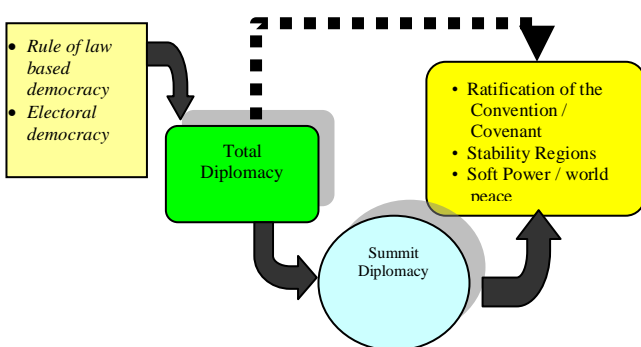


Fig. 2. Model Implementation Of Total Diplomacy Diplomacy

Other findings related to public diplomacy focuses terntentu in this study can also authors put forward a form of diplomacy multipath, namely diplomacy that can lead to a total diplomacy, so the realization of the ideals of the participating nations especially for achieving good governance.

III. CONCLUSSIONS

Of the research findings and discussion of some conclusions can be formulated as follows:

- a) The "Coalition for Freedom of Information" in various categories including public diplomacy activities through public relations approach ..
- b) Performance of the "Coalition for Freedom of Information" which focused on the fight for the enactment of the Freedom of Information Act, support the establishment of good governance.

Based on the conclusions above, the following adakha recommendations made by researchers, namely:

- a) Application of public relations theory is expected to be more focused on building understanding and good relations with the public not only to the interests of the organization, but also to the interests of the group, even individuals who interact with the public or the government.
- b) The concept and theory of public diplomacy and public relations who has principles and areas of study in the form of research, planning, implementation, and evaluation of the program, should be used as the framework for the establishment of institutions gained an understanding that became a focal point to receive, process, and convey information so as to apply the concept of good governance.

Here is a practical recommendations as a result of this study, namely, included:

- a) The central government and the Indonesian government needs to appoint an institution or agency that became the focal point of public relations activities. Institution or agency that became the focal point is a service organization that serves as a one-stop information and act as information navigator.
- b) Institutions / organizations designated to be the focal point in the receiving, processing, and delivering information should have the authority to deal directly with the leaders of all the organizations which have the authority to establish policies, because public relations officer to act as a representation of the leadership to convey information to the public..

REFERENCES

- [1] *Transparency International*. Melalui : <<http://www.transparency.org/policy-research/survey-indices/cpi/2006>>
- [2] Kompas Cyber Media : Melalui <http://www.kompas.com/ver1/ekonomi/0609/22/084825.htm>
- [3] Rakhmat, Jalalludin. 2004. 2000. *Psikologi Komunikasi*. Bandung : Remaja Rosdakarya.
- [4] Ratna Shofi Inayati, dkk., 2002. Politik Luar Negeri Indonesia Pasca Soeharto: Diplomasi . Pemulihan Ekonomi Nasional, Jakarta. *LIPI*, hlm. 76.
- [5] Eldridge dalam Anderson H. 2004. *Good Governance and NGOs in Contemporary Indonesia*, Clayton: Monash University, hlm. 3.
- [6] Grunig, James, E. et al.. 2002. *Excellence Public Relations and Effective Organizations*. Mahwah, New Jersey: Laurence Ellbourn Associates Publishers
- [7] Denzin, N. K., Y. S. Lincoln (ed). 2000. *Handbook of Qualitative Research*. London : Sage Publications, inc.
- [8] Kompas Cyber Media. Melalui: <<http://www.kompas.com/ver1/ekonomi/0609/22/084825.htm>>
- [9] Koalisi Untuk Kebebasan Informasi .2001. *Berita tentang RUU Kebebasan Memperoleh Informasi Publik di Koran, Majalah*. Jakarta.
- [10] Deplu . Rencana Strategik Deplu 2004-2009. Melalui : <<http://www.deplu.go.id>>
- [11] Cutlip, Scoot M., A. H. Center, G.M. Broom. 2000. *Effective Public Relations*. 8th Edition. New Jersey : Prentice Hall International, Inc.
- [12] Departemen Komunikasi dan Informatika RI. 2006. *Daftar Inventaris Masalah (DIM) Pemerintah atas RUU KMIP*. Jakarta.