PENGALAMAN KOMUNIKASI PENGELOLA *CYBER PR* DISKOMINFO KOTA PARIAMAN DALAM MENYAJIKAN KETERBUKAAN INFORMASI PUBLIK
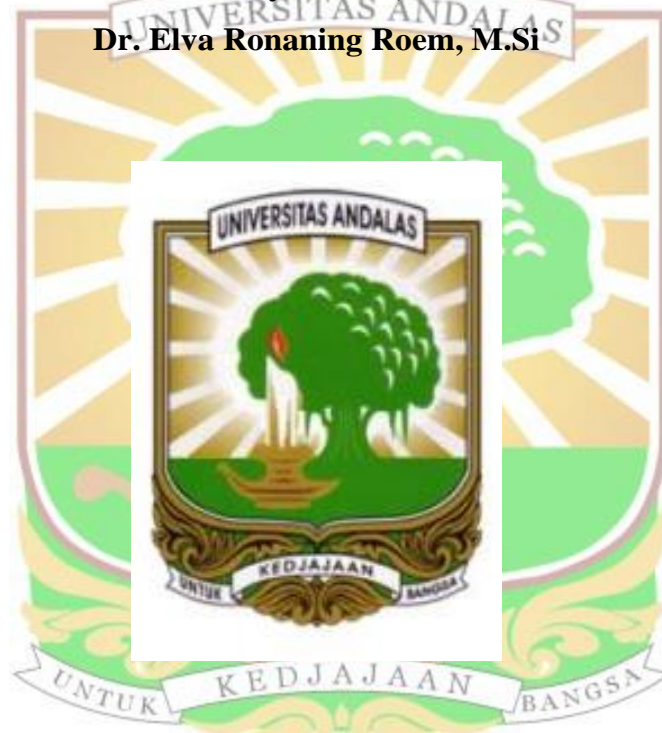
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ABSTRACT

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Title   : Communications Experience of Cyber Public Relations Service Communications and Informatics City Pariaman in Presenting Public Information Openness

The rapid development of the latest technology today, making Cyber PR managers able to utilize technology as a means of information openness, it aims to PR manager can reach the general public in the distribution of information equally to the entire community. Using Cyber PR is one of the obligatory activities of the PR team to increase the openness of information to the public to build a positive image of an agency. Diskominfo as one of the government agencies has successfully improved the management of Cyber PR in presenting public information openness. The study aims to analyze the implications, concepts and meanings of cyber PR management in improving the transparency of public information. The methodology used in this research is qualitative descriptive research methodology with a phenomenological approach. The results of the research on Cyber PR Manager Discominfo City Pariaman in Presenting Open Public Information are through various aspects of management, First, the management experience is carried out with five stages namely media review by observing the type of media used and what kind of target audience, determining interesting and informative themes to attract the attention of the audience, content planning to produce content that is informative and targeted, media interaction (openness of information using Cyber PR), performance evaluation to improve the quality of Cyber PR managers. Two Concepts, performing observations to improve quality of content and target information, "brainstorming" exchanges thoughts to produce interesting content, interacting with the public by opening room for critical advice and through social media, innovating and presenting in-depth content that advances the accuracy of data, making cyber management experience as a reference in performing evaluations. Third, Meaning, understand with the Cyber PR activities carried out, open in receiving criticism and advice from the public, increased creativity of Cyber PR managers in producing interesting content, improved understanding of the manager in managing Cyber PR.

Keywords: Communication Experience, Management, Cyber Public Relations, Communication and Informatics Services of Paraman City