Implementation of Information Dissemination Policy in Central Java Province

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Abstract— *Information dissemination policy is the policy of the government to disseminate information to public on a reciprocal basis as a part to fulfill the right to know. As an information delivery attempt of the government to public, information delivery is not a one way affair. Almost all of dissemination study only focuses to understand the role of mass media, has not been thoroughly using a study of implementation of the policy. Dissemination in Central Java is very interesting, because the Government of Central Java Province is the first provincial government in Indonesia, which established an information commission. By policy implementation and communication approach is gotten some aspects that are used in this study. Triangulation and validation of data would be done and using peer debriefing that was broadcast on air to get final result. The result descript that implementation of dissemination of information is not optimal in Central Java Province.*

Index Terms— information dissemination policy, information delivery, dissemination, implementation of policy, implementation, central java province, implementation of dissemination of information.

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1 INTRODUCTION

Information is vital needs of society, as part of Human Rights called the *right to know,* or the right to obtain information. Whatever government services provided to the public is information (Wilson, 2003)[1]. Given the importance of providing information to the public, the government should implement a policy of information dissemination. Information dissemination policy becomes an important part in supporting other policy, even information considered as fuel for the operation of programs and public services (Munge & Rotich, 2014)[2]. Dissemination of information is very interesting to study, because dissemination is regarded as important to change people's understanding of a political policy (Volkova, 2015)[3]. Moreover, not many studies evaluating the implementation of dissemination of public policy approaches, most of them tend to be more precisely assess the role of the media in the dissemination.

Indonesia considers dissemination efforts is important, so that the regulation applies Communication and Informatics Department Number 17 / PER / M / KOMINFO / 03 / 2009 on Information Dissemination of the Government, Provincial Government and the Government of Regency / City. One of the local governments who concern about the fulfillment of the information society is the Central Java provincial government. Central Java Provincial Government for the provincial government first established the Commission on Information and was awarded the Central Information Commission, in 2015.

Implementation of policy dissemination of information by the Central Java Provincial Government conducted in phases through the government district and the city or in parallel to the partnership with the mass media institutions. Dissemination of information via online media has also been applied in Central Java as part of the e-government. (Coombs, 1998)[4] because it considered the application of e-government proved able to revitalize the public service (Bwalya et al, 2014)[5]. This is evidenced by the many aspirations of the channel that has been opened Central Java provincial government, such as through social networks Twitter, Facebook, Instagram, SMS gateway, public complaints website or telephone hotline and information service desk. In order to increase the political participation of society, dissemination of information carried by a variety of direct socialization, so that in some areas people's participation in elections over the target.

However, dissemination does not always go as expected. Information sharing is easy to say, but harder to do well (Dawes et al, 2010)[6], and also information delivery is not a one way affair (Ifukor, 2013)[7]. Annual Reports Information Commission Central Java Province in 2015 mentions proposed public information disputes Central Java community average increases every year. Disputes arise because the compilation of documents information is missing, as well as information request is not responded by public bodies. Of the 90 cases of public information disputes since 2014 until October 2015, that 49 cases involving state officials therein by public bodies in the districts / cities in Central Java Province. According to the Ombudsman notes, until the end of 2015 the highest complain about information of institutions at local government. Public information on the Central Java provincial government is the factor that gets poor ratings in services. In some areas such as in the highland, valleys or islands, dissemination of information is hard to access by public. This condition is very interesting to study how policy implementation of information dissemination in the Central Java province, because *noise* may appear on any element of the dissemination process.

2 LITERATUR REVIEW

Information dissemination policy is the dissemination of information on a reciprocal basis from the government to the public. Wilson (2003)[8] also reinforces the importance of information, that "*All of the services that [government] provides to citizens, businesses, and to internal clients are about information in one way or another. The provision of information is often the service itself*". As a policy, dissemination of information should include - basic things about public policy. While as a rule of information, the dissemination can't be separated from events communication. The approach of the two studies will include many important aspects of information dissemination policy.

In the era of deliberative democratic, policy implementation is no longer *top down*. Policy must be considered all components that are involved in it, including public not only as receivers but also an actor of implementing the policy. However public communities also need to know well about the policy. The policy of information dissemination also must be understood by public. As a communication process, dissemination also must be understood by the communicant and communicator for a same meaning of information. It shows that the knowing the meaning of information dissemination policy is also needed.

George C. Edward III (1980)[9] considers the policy of the state "*is what Governments say and do, or do not do, it is the goals or purposes of government programs ....*" Public policy should have a clear objective, unbiased action by the government, which may be positive or negative (Anderson, 1975)[10]. The basic thing that should be owned by a public policy is the goal to be achieved. This is consistent with the meaning of dissemination of information as a communication process. De Fleur (1982)[11] suggests that the end of the communication process is the *destination* or purpose. In the process of communication message will appear the information. However information related to the function of openness / transparency of governance and other functions contained therein (Dawess, 2010)[12]. On the rules applicable in Indonesia, dissemination has the purpose or function to educate, enlighten, empower, encouraged governance that is transparent and structured. Thus, policy dissemination of information needs to be studied about the purpose and function of information dissemination.

Public policy developed by state agencies. Edward III (1980)[13] mentions one of the crucial factors in implementation are related to bureaucracy and structures in it. Smith (1973)[14] stated the importance of implementing organizations. Howlett and Ramesh (1995)[15], Korten (1980)[16], Elmore (1980)[17] reveals one of the components that support the implementation is implementation structure. To carry out the dissemination of information in real terms in the field, organi-

zation's action supported by employees or human resources in it. Gibson, Ivancevich, and Donnelly (1993: 37)[18] describe the relationship between the work of employees, which in this case in the form of duties and functions of employees in achieving organizational goals. This is also supported by Spillane's research that policy implementation also depends on the attitude and actions executor (Spillane, 2002)[19] or the enforcement officials who coined the influence (Sanberg, 2002)[20].

Dissemination of information is a part that can't be left out of the process of communication to the public / community through various media. Therefore, the dissemination of information very closely with understanding of mass communication expressed by Mc Quail (2011)[21], that mass communication is addressed to mass communication or communication by mass media. Mass is a collection of people who do not clear the relationship between social and do not have a specific structure. The communicator in mass communication is not a man but formal organization (McQuail, 2011)[22], so the organization of mass communication is also associated with the element of the policy implementation. In an information dissemination policy, the implementing organization and human resources becomes an important point that can't be abandoned. The Human Resources capacity in an organization determines the course and organization action to achieve the desired objectives.

Each policy process always occur interactive communication that arising from the exchange of messages among actors in terms of distributing the policy message. Edward III (1980)[23] argues that communication consists in the implementation of the various steps of the transmission or distribution to the implementers, clarity of purpose and means for implementation, and consistency or provision of information destination. Smith (1973)[24] says about idealize policy is a pattern of interaction by the framers determination of the communication to the policy implementers accurately (without distortion) and consistent as coordination braid. Process of policy implementation can be seen as a complex mixture of hierarchy and collaboration (Conteh, 2011)[25]. On the other hand, the key factors of a successful implementation of policies is the role of coordinator of the maximum and their networking (Koontz & Newig, 2014)[26], or the need for long coalition opportunity structures (Robichau & Lynn, 2009)[27].

In the process of mass communication there are many actors who interact with each other. One of mass communication model is co-orientation model that sees resources, communicators, and the receiver in a dynamic situation of communication (McLeod and Chaffee, 1973)[28]. This model implies that in the communication process there is interaction among the actors of communication, namely bureaucracy, the elite, the media and the public in capturing an issue. Therefore, information

dissemination policy should pay support by coordination or cooperation among the actors in it, between the bureaucracy and the mass media with the people community as the policy recipient.

One of the important actors in the policy success is the mass media because the media is the connecting link between the government and society (Howlett and Rames, 1995)[29]. Nisco (2006)[30] called the media included that could shape public opinion. In the process of policy, De Fleur (1981)[31] states that the role of media is very *complicated* in shaping the public agenda and see the social problems that occur. As part of the management of information, dissemination of information needs to be supported by the infrastructure or communication instrument continuously improved (Munge et al, 2014)[32]. The instrument is mass media and equipment supporting. The involvement of the mass media in the dissemination process is not sanctioned again, reminiscent of the dissemination process identical to the process of mass communication. The mass media is one of the means for the development of culture, not only in terms of art and cultural symbol but also in terms of the development of governance practices, fashion, lifestyle and norms (Dennis McQuail, 1987: 1).[33]

McQuail (2007)[34] states that human communication is the earliest mass media are used in mass communication. Human communication is similar method with *word of mouth* dissemination (Zhang, 2014)[35]. Many experts who divide the category of mass media in the dissemination, such as Ifukor (2013)[36] mentions that the mass media consists of: 1) *interpersonal channels* that face to face communication, covering : a) *town crier* (messengers from village to village), b) *social political meeting* like custom events such as funerals, weddings and so on, c) *marketplace* (public market), and information by word of mouth *(word of mouth)*, d) *role play, song, dance and drama* or performances and folk games, e) *lecturer demonstration and shows* or exhibitions and training; 2) The use of *modern channels* such as radio, television, video, mobile phones, audio-visual channel (videotapes), 3) rural library. Today's in digital era, it is more focused information dissemination through electronic publications (Volkova, 2015)[37]. The media in information dissemination policy can be regarded as tools used in dissemination. The mass media is diverse, ranging from the most basic such as word of mouth or digital. Ifukor (2013)[38] in his research found that the forms of media that are used contribute significantly to whether or not information.

Mass communication is the production and distribution which is based on technology and institutions with a continuous flow of messages as well as the most comprehensive of any person in the community industry. The cultivation theory shows that the real exposure to television every times, can subtly shape the perception of viewers about the reality of life

(Gerbner and Gross, 1976)[39]. This theory can be used also for other media. Information packages must pay attention to the continuity of this information to be displayed periodically or repeatedly. Dissemination of information should present a collection of information content or a packet of information can be presented continuously, repeatedly or periodically and can be reproduced according to public demand. The success of information dissemination is also determined by the continuity of information or production and reproduction capacity of information.

The success level of communications program is not just that message should be received by public. However, it should evaluate the extent to which the audience a good understanding of key messages and analyze whether all strategies in accordance with the problems faced by reason or other communication (Cees Leeuwis, 2006)[40]. As a form of policy, dissemination of information must also be evaluated on an ongoing basis, or periodically from planning to implementation has been done. Public responses become an important part of the evaluation of dissemination of information implementation. Although many of the concepts which states that mass communication was unidirectional communication, however with the technology development today mass communication has been going on a reciprocal basis or two way traffic communication. Mass communication implementation through radio, television and even the internet already using interactive patterns with their interactive online discussions, or teleconferences. Generally, mass communication patterns is not change, however the interactive communication with public will emerge, although limited edition (Sasa Djuarsa, 2000)[41]. Information dissemination policy must also accommodate the public aspirations as a feedback and response the feedback to follow-up evaluation and make better implementation.

From the approach of policy implementation and principles of communication can be found some important aspects in the policies implementation for information dissemination, namely: 1) The meaning of Dissemination policy, 2) The policy objectives of dissemination of information, 3) bureaucracy, 4) HR support bureaucracy, 5) governance implementation dissemination by a tangle of coordination or cooperation among actors , 6) media and the infrastructure were used, 7) production and reproduction of information, 8) evaluation.

3 RESEARCH METHOD

This study used a qualitative approach to address the phenomenon (Lincoln & Guba, 1985)[42] with the paradigm of post positivism (Denzim and Lincoln, 2009)[43]. The design of this study is *collective or multiple case studies* (Cresswell, 2007)[44] about the implementation of the dissemination of information in several locations in Central Java. Location sam-

ple is Government Public Relations Institution and Communication and Informatics Division of Central Java province, and both institution in district or city in several locations, namely Jepara, Batang, Purbalingga, Temanggung regency, Surakarta and Semarang cities as representative of the characteristics of the Central Java community. Several locations determine based urban and rural regions that have a different character than the level of population and industrial activity (Gomes, 2004)[45]. Informants consisted of: the bureaucracy in local government in the provincial and district / city as many as 16 people, mass media actors in Central Java 9 people, and random people as a recipient policy 30 people. However, some informants sometimes do not answer interview questions, so that the number of informants who respond to an interview is sometimes not the same as another question.

Data collected through three attempts are semi-structured interview, technical document and observation unstructured (Gottshalk, 1986)[46]. Data collected in the form of interviews and documentation and or observations on: 1) The meaning of Dissemination policy, 2) The policy objectives of dissemination of information, 3) bureaucracy, 4) HR support bureaucracy, 5) governance implementation dissemination by a tangle of coordination or cooperation among actors, 6) media and the infrastructure were used, 7) production and reproduction of information, 8) evaluation. From the result of the interview, every opinion interpreted as a positive sign or negative then the sign is summed. Then the results of the interviews will be paired with documentation or observations made. The data is then translated and categorized for later analysis via triangulation (Denzin, 2009)[47] by comparing the findings. However the negative sign from the interview result must be solved.

After data triangulation resulted, then it revalidated by using *triangulation analytics* through *peer debriefing* to get a balanced point of view and provide feedback to build the credibility of the study (Onwuegbuzie et al, 2008)[48]. Peer de briefing in the study conducted by *Focus Group Discussion* with keynote speakers from the bureaucracy that Top Echelon Apparatus in Local Government, and mass media editor. Peer de briefing modified by broadcasting a discussion on air through radio broadcasts also to be addressed by the public. The results of discussions and public opinion then compared with the results thus getting a better conclusion. The research starts from June 2016 until February 2017.

4 RESULT

Dissemination of information is a new term for the majority of stakeholders in the Central Java Provincial Government. After understanding the meaning of information dissemination, stakeholders stated that policy dissemination of in-

formation is very important, not only to communicate between government and public, and the information to be transparent, so dissemination makes people smarter and more understand about everything. The results of the informants interviews addressed in Table 1. The number of negative opinion from six aspects stated that dissemination of information in Central Java has not been optimal.

Table 1 Result of Interviews

Aspect	Meaning Of Dissemination	Policy Objectives	Coordination Cooperation	Information Package, Reproduce/Produce
Positive (+)	35	15	25	51
Negative (-)	40	60	47	24
Total Informants	75	75	72	75
Aspect	**Human Resource**	**Bureaucratic Institution**	**Mass Media Use**	**Evaluation Report**
Positive (+)	25	24	76	5
Negative (-)	49	35	-	41
Total Informants	74	59	76	46

From table 1 can be described that the word "dissemination" only known by apparatus. A part of mass media know that word but never used because in Indonesia it is less popular than socialization, and this term only suitable to government document. The term dissemination of information is not understood by the public and other mass media

The majority of informants stated that information dissemination policy objectives have not been achieved, function or benefit transparent also not as expected. Implementation of information dissemination policy is not optimal because of the limited partnership or collaboration, implementing institutional structures that are still overlapping, as well as limited human resources executive element. However the production and reproduction of the information packet has been going well, while the means of disseminating information using all forms of mass media.

Achievement of the objectives and benefits of the dissemination implementation by the bureaucracy is in conformity with the planning targets annually. Realization of activities for the implementation of the dissemination information > 98% is achieved. Mass media states that information dissemination are now getting better, proven every 3-4 days government institutions issued a press release addressed to the mass media.

However, people consider the dissemination of information has not been optimal, because the information obtained so far is still common, yet detailed, and less intense. An example, information on electronic ID card is already up in the whole society, but people said that information did not contain details on how the maintenance procedures, changes to data and so forth. Many people suggest that information dissemination activities must be added, more implementation of dissemination is necessary. This proposal appears in all regions. Undetailed information is also considered the community as a less transparent bureaucratic attitude towards any

information, so that people have to painstakingly look for more detailed information.

Implementation of information dissemination promotes coordination and cooperation by local government with the mass media that has been running well, although in a limited capacity. Bureaucratic cooperation with mass media institutions like facilitate the media centers room, also making the joint activities such as broadcasting or news loading. However such collaboration with mass media in a low intensity caused a budget limit. On the other hand, mass media institutions unasked also involved in the dissemination based on their own internal review. Cooperation between the bureaucracy to society or public, especially to institutions of public communication, such as group information is very rarely done. According to the informant from public, dissemination of information in rural areas more obtained from a variety of local community leaders. Public figure is who was to become the founder of group information. Information groups operate independently to disseminate information from the government or the media to public. They rarely get assistance from the government. In urban areas, such as Semarang city and Surakarta city, there is no group information.

Coordination and cooperation among internal local government institution are running unwell. There are two local government institutions for disseminating information, namely GPR and Communication and Informatics Division. Dualism institutions make an overlapping and discrepancy between what was done with what the duties and functions officially. If review the documentation on basic regulation of the establishment of regional institutions, two of these agencies almost the same duties and functions, in the information management. Both belong to overlap or similar activities, even though the target audience is not the same. Public relations activities include managing the process of dissemination information, as well as the communication process by Communication division. This dualism such institutions still continue despite the new regulations have been issued, and duplication of activities and the cause of the inefficiency of the budget still exist. There are making the ambiguity of coordination with other institutions in different levels of government. Dissemination of information also occurs sectoral, because every institution on the local government has information dissemination activities. Dissemination of information by the information management institutions sometimes lacked detail because it is not supported by data from other institutions. While dissemination implemented by other institutions would be difficult to be accepted by public, because they do not understand how the essence of the activities of dissemination as information management institution to do so.

Human Resource of information dissemination is not supported by formal competence of education background that linearize with their job. However they have more experiences to do their job on communication task. At the Provincial Government, the human resources pretty much because there are 15 personnel communication scholars. At the districts / cities there are 1 or 2 personnel only. On the other hand, undergraduates of computer and informatics science evenly in lines of communication and information management. More employees have other educational *background*, like public administration, economics or law. The quantity of human resource is not in accordance with the working capacity, because information management worker have more than generally working hours. Recruitment additional technical personnel necessary and must be conducted through individual employment contracts or outsourcing system, but also collided on a limited budget allocation.

Local government used variety of mass media, from conventional mass media like newspaper, electronic media radio and television, so do internal government owned media such as billboards, websites, networking social media. Almost all local governments in Central Java have more than one internal media, like tabloid or magazines, billboards, websites and social media. However every local government still develop their intern media, like public television station, add more billboard construction, or print a lot of magazine to promote their policy.

In the districts area there are no local television media or local print media, so that the local government in there used local radio conventional as media disseminator. In urban areas, such as Semarang city and Surakarta city mass media has developed rapidly, so in addition to newspapers, television and radio are also used by the local government. The mass media are very essence of mass communication, namely face-to-face or direct interaction was done, although local governments are now more inclined to use the website and social media in the dissemination of information. However, in general, of all people who become informants stated that they would prefer that information dissemination is done face to face than other media, because it can interact directly and if there are questions can be answered immediately. Face to face communication is highly anticipated community, however it seldom done by government.

Populate of Central Java Province 35 million people. The target Users of the Internet is 30% from the population total. Modern media empowers the local government such as government website only has 1-2 million visitors on each website, while social media followers at most about 13 thousand accounts. Internet user based on the data of the Minister of Communication and Information Technology in 2016 approximately 26.3%. Infographics Indonesian Ministry of Commu-

nications and Information Technology in 2016 confirms that the households do not access the Internet because they are not need, expensive tariff, the equipment price is too high and there is no network signal. Actually Internet users are accessing a lot of social media, e-commerce and for chat only. Documentation of the Association of Internet Business in 2016 said that 97.4% of Internet users access most for social media. While the people reasons why they choose internet telecommunications operator was 25.6% due to a strong signal. The reason make each operator is continuously developing telecommunications infrastructure, particularly BTS (Base Transmission System). BTS is a central that can support transmission or serve data users within a radius of a certain scope and limited connection. The number of BTS found in the study in Table 2.

Table 2 Number of base stations in various regions (source : Communication Institution at Local Government)

No.	Districts/City	BTS	Population	Ratio of BTS with population
1	Semarang	813	1.701.110	1 : 2092
2	Jepara	376	1.188.290	1 : 3160
3	Surakarta	150	512 230	1 : 3414
4	Temanggung	121	745 830	1 : 6163
5	purbalingga	150	898 380	1 : 5989
6	Batang	160	743 090	1 : 4644

Reproduction and production of customized information in the Central Java provincial government to plan activities based on the government agenda that has been plan. Reproduction information by local government using printed mass media or electronic performed at least once a week and it exceeded the target of regulatory provisions. Production information through traditional media such as dance and culture or the running a film in the village is very rarely done by the government, even a budget allocation of these activities is decreasing every year. Based on public opinion, information production is still very low and less intense. Some communities do not know the information from the government and hard to access the dissemination process. In some areas public difficult to access the information due to geographical conditions and are not supported by adequate information infrastructure, such as the blank spot / dead zone area or poor internet signal. In some cases the information dissemination done if there is a demand and a request for information only.

Periodic evaluation of any dissemination activity is never done. The report specifically on the dissemination of information never existed. Evaluation and report it periodically made to the aspirations, complaints and requests for information from the public received, either through SMS center, e-mail, desk directly and social media. Report from commission of information of Central Java during 2010 - 2015 said that the number of information request in dispute is no more than 3 digits. Based on the trial and direct observation of the 8 sites of local government information services, only 5 administrators

answered the application, while the 3 others never responded until now. Request or application or complain like that is as an inputs, that are considered a form of evaluation of information dissemination.

Table 3 Tabulation Request Information (source: Information Commission of Central Java Province)

NO	DISTRICT/ CITY	TOTAL REQUEST		COMPLETE APPLICATION		REQUEST DENIED		REJECT - NO PROCEDURAL	
		2014	2015	2014	2015	2014	2015	2014	2015
1	Purbalingga	19	106	19	106	-	-	-	-
2	Temanggung	3	10	2	9	1	1	1	-
3	Batang	20	18	8	16	12	2	6	1
4	Jepara	7	6	5	6	2	-	2	-
5	Semarang	48	31	47	31	1	-	1	-

The analytic triangulation conducted by peer debriefing on air from the radio broadcast in Semarang city, some responses from audience appear and peer debriefing participants also have provided input. Against the stated policy objectives the implementation of information dissemination is less than optimal because of limited resources. Local government did not a lot of production and reproduction of information due to budget constraints. While Public access the information difficulty due to the lack of infrastructure, such as signal amplifiers and so on. The briefing input is also directed to make mass media convergence in the dissemination of information. Convergence is the use of diverse media so that people can choose the most suitable media to access information according to their ability.

5 DISCUSS

Public must know how policy is made and implemented so that policies can also be synthesis between top down and *bottom up* with the public needs. As a form of policy that involves many stakeholders, dissemination of information would be a strange thing for people. Meaning and dissemination only understood by the bureaucracy and some mass media actors. However by asking the same words 'dissemination' to public would produce a different description. People feel not know the true meaning of information dissemination. Public are more familiar with the term socialization. If the meaning of dissemination of information unknown to the public, then how the public will provide input, participate, and control or claim the implementation of information dissemination. It must be sign that aspiration or evaluation by public never done. Evaluation that bureaucratic done only than administrative duties, not a feedback to make better implementation for fulfill public needs. This condition is inversely proportional to the pattern of democratic policy. As the democratic concept of the people for the people and by the people, then if the public participation in the implementation of information dissemination is not heeded, how to make the policy right - could actually produce something useful for public, or fulfill the right to public information.

Bureaucracy actors say that the implementation objectives of dissemination information are informing, educating, and empowering, however their difficult to measure. While using the results of the achievements of the government's annual target of activities, dissemination has done well. Dissemination of information has reached the administratively target, even the local government considers the primary purpose is the information to public as an effort to fulfill their right to know. The purpose of dissemination in accordance with the target of the government's plan was reached, but in real terms are still less than optimal because of the intensity of dissemination is still lacking. Various dissemination activities deemed to be lacking. Public require face to face dissemination. Dissemination through various mass media also needs to be added such as the addition of billboards, print media circulation internally and improvement and development of new media for the dissemination. Even, in Temanggung districts local governments try to develop the Public Television to expand the dissemination of information. Exposure to the public the information obtained is still lacking. Intensity have become essential in order to achieve the goal of giving dissemination, as disclosed one of the informants that the public will understand because it was given information repeatedly. Therefore, the number of requests the public to increase the amount of intensity activities such dialogue in Surakarta be an indication that the dissemination is still less than optimal and needs to be improved in the intensity.

The community also complained that the dissemination of information from the government sometimes hampered at a lower level because of the lack of specialized staff in the dissemination, or just the information that reached the public only a title and a general overview only. Public said the lack of detailed information is considered a form of lack of government transparency. Most people also agree with their counselor or agency of government information that disseminate to the bottom line and provide insight to public. Implementation of information dissemination is not achieving the desired results because the information is less detailed and less intensity, so the organizing principle also can't be met due to lack transparency. Thus, the purpose of dissemination of the information is not optimal, the principle of management is also not fulfilled, as some stakeholders just do not understand and do not understand the meaning of information dissemination policy.

Achievement of the objectives of a policy would require the synergy of the various actors implementing. Implementation of dissemination information requires collaboration between the tiered levels of government, not only coordination. In some areas of coordination and is hampered due to budget constraints, so that the dissemination of information in the area is also limited. Dualism is also exacerbated by the implementation of the sectoral dissemination

carried out by the technical institutions, such as Agriculture agency that organizes dissemination of agriculture and the like, while GPR or Communication Division also do. This is why dissemination does not run synergy between information management institutions with the technical departments. This fact also indicates that internal coordination is sorely lacking bureaucracy to unify the data in an integrated manner as a matter of dissemination. On the other hand, the implementation of the sectoral dissemination led to the use of the budget not synergistic inefficient. There are need to be refined through the process of integrase activity, so any information dissemination activities are always done together. Collaboration is important to synergize all resources, especially budget allocation, equipment or technical infrastructure and employee joining to make an efficient implementation and synergistic activities.

Dissemination of information is driven by an institution which is driven by human resources executive. In the bureaucratic apparatus was rare for an employee with a *background* appropriate education although the experience was. Quantity of human resources is also not comparable with the workload, so the additional staff necessary but also hit the budget allocation. Therefore, education of employees required to produce employees who are more competent in the field of information, than employees collaboration is necessary to make with other institutions.

In fact the actor dissemination of information is not just the bureaucracy of government, but also the mass media and public information group. Interwoven coordination and collaboration with the private mass media is still going well, so that the dissemination activities on national television, private radio stations and newspapers to run smoothly even if the budget is very limited activity. Coordination and collaboration between actors, the dissemination of resources actually managed to suppress the dissemination of budget-related constraints, because they make sharing and cooperation budget or the human resources. Meanwhile, collaboration and cooperation with the communities that make up the public Information group must be increased, through various activities such as Itinerant Movie, Village News and many more.

The role of media is also largely determines the success of the dissemination of information. In Semarang, Surakarta and Temanggung, the role of media is very important in the dissemination. There, local government empowers internal print media, outdoor media, and in run social media. In other districts public radio station dominantly used, in addition to face-to-face communication. Based on the media used, there are two types of media that support the implementation of the dissemination of information, namely the internal state-run media and the private mass media. Of all the media, it is felt that the institution of local government bureaucracy prefers

the use of online media and internal media.

Although the use of online media is considered to be more efficient and cost effective because it is faster, however the device, the price of the data access are still expensive though competitive, and people's habits is crucial to access to social media and government websites. Public also tend to feel less need internet, educational background were less supportive of the habit of using the Internet, limited time to work and limited telecommunications infrastructure. Public states that for the elderly, children, people with limited education, workers are busy not able to access information through the internet media. Moreover actually internet users are accessing a lot of social media to update data, e-commerce and chat, so it means that they do not access government websites or social media. However the type of content frequently accessed by the public is social media, so it could be an opportunity to disseminate information to the fore. Currently the number of users who access the internet and online media the government was still far from the target. These limitations are also due to factors telecommunications infrastructure. From the ratio of base stations to the existing population, we can't imagine when accessing the Internet via *mobile phone* in rural areas, because they have to scramble to the 4000 - 6000 more people in a BTS connections. The existence of communication infrastructure also affected the price of internet services. A few of BTS make internet price is still quite expensive, geographical condition are also less likely, so there remains a gap dead zone or blank spot to capture the internet signal. This limitation could actually anticipated by the pattern of resource collaboration too, for example from the private mass media newspaper building boards in rural areas, or access to free hotspots to access the media at various points of the city.

People are still expects their dissemination through face to face or directly communication, either by officials or leaders of their own areas. Some people call the extension where strictly necessary and essential for the dissemination of information. Dissemination through face to face tend to be more comfortable, because people feel more secure in dealing directly with the government, or conduct discussions and question and answer session with the apparatus so they can get information directly from the bureaucracy involved. In contrast, if through online sometimes the answer to every question to the community is thrown into another bureaucracy or answered a few days later, not immediately and directly. Face to face is considered as a medium that helps people understand communication in a comprehensive sense, not through words, but also expressions. Dissemination of information through face to face also as a cheaper and easier, because it is not required various other enhancements. Thus Public Information group also promotes the dissemination of face-to-face to main activities. So the dissemination pattern must be increase.

Elite who are driven public information group comes from the educated, boarding school students, or employees supported by other public figures. They consciously seek to disseminate information to the public in accordance with the capabilities and the existing carrying capacity. However their activities do not optimal, because in terms of support of data information the device until the operational funds is limit. Communication infrastructure is not only independently established, so actors from the group information could bring more extensive information through word of mouth conversation, or disseminating information directly face to face to the public.

The information shall be disseminated by the local authorities do not always appear periodically. None of the governments that make scientifically study how the information should be delivered and how many for each location, but only based on intuition apparatus. Consideration of the government for reproducing information based solely on habit, or the budget allocation for each activity plan. Dissemination of information is done bureaucratic government never or rarely reproducing information of the same nature. There might also be related to the audit of the budget, because if the same activity is repeated will be considered inefficient in the use of funds by the auditor. However, the quantity using of mass media by local authorities already comply with regulations at least once a month while using electronic media such as television or radio to dissemination, even though public hard to access. Reproduction of this kind led to the dissemination of information does not match the expectations of society.

Mass media institutions actually consider reproduction of information based on incoming aspirations from public, for example through interactive telephone on radio / television or letters to the editor. Aspiration is followed up by the planning meeting of the editorial staff to then decide how the information is distributed to the public on an ongoing basis. According to the editorial, information related to the lives of people, basic needs, or issues that are hot will always be open to the public, then the reproduction of information will continue to be done by the mass media. Reproduction of information does not convey the same information to an event, but also convey information on the novelty of a similar event. Bureaucratic institution must be innovate to get an aspiration while make a better implementation of dissemination information, include to decide how and what must be reproduce and produce of information for public.

Every local government develops a lot of channel aspiration. Channel aspirations are very diverse, however many people still do not know and are reluctant to use it. Public do not event know how and to whom when requesting information or submit theirs complains. Aspiration and feedback from the community has not channeled properly during this time. It

correlates to why people do not understand the meaning of information dissemination policy, and therefore can't participate in providing input and control the implementation of these policies. This condition make the evaluation of the implementation of information dissemination is still less in line with expectations of society.

Specific evaluation of dissemination activities were never carried out. Evaluation is only carried out routinely by the use of the budget. Specific evaluation service activities only to a request for information, since that report into the arena of Information Commission Award vote against the disclosure of information in every institution of government. However, the number of information requests in dispute is no more than 3 digit numbers that can be said to be very few people who ask for information. On the other side of the trial and direct observation of the sites request information only partially responded. Based on this, it can be said evaluation and monitoring carried out on the implementation of local government information dissemination is only conducted to meet the assessment criteria alone, yet essentially serve the information needs of society.

Seeing the condition of the implementation of the dissemination of such information, it can be said that the implementation is not too optimal for public as a recipient policies while they do not understand the meaning of dissemination. This ignorance makes the purposes and governance of information dissemination is not as expected, despite the collaboration and partnership among the bureaucracy, the media and the elite of public information group has been established. On the other hand bureaucratic structure elements that overlap, reproduction of the information packet that is not supported a comprehensive assessment and evaluation efforts that do not become barriers to implementation.

4   CONCLUSION

Information dissemination policy implementation in Central Java has not run optimally. The emphasis of this dissemination of information during the internal media rely on the government, particularly the internet and social media needs to be balanced with the pattern of dissemination using mass media institutions and information group synergistically, so that the target can be hit the dissemination of information on all levels of society. In addition, to eliminate the limitation of resources and improve the dissemination of information to be optimized, then the sharing of budgets between the provincial government and district / city needs to be done, the collaboration of human resources, technical equipment to the data integration needs to be done, including by the institutions of mass media and information group and the community as the recipient of the policy, thus access to public information becomes

easier and cheaper. In the future there needs to be a study of the dissemination of information using different approach to compare the results of analysis in this study.

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