

## Communication strategy and motivation of Indonesia Iprahumas members in producing scientific papers

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### ABSTRACT

**Professional** development must be carried out to increase the value of quality and the professional welfare of functional workers in government institutions. Professional development efforts can be made by writing published scientific papers (KTI). The existence of scientific work becomes essential and is a prerequisite for those who want to improve the hierarchy of ranks and positions in government institutions. Scientific works published in scientific journals on behalf of individuals and groups that discuss social and public relations phenomena can be used as the performance standards barometer for government public relations functional employees to get income incentives. This study aims to identify and explain the instructional communication strategies and motivations of the Iprahumas Training participants in writing scientific papers. The research method used is the form of a survey in the form of a census of all participants of the training in writing scientific papers, namely the public relations institutions who are members of the Indonesian Public Relations Official Association (Iprahumas). The data collection technique was carried out by giving questionnaires to the participants, which were equipped with observation guidelines, interviews, and literature studies. Research shows that the motivation of Iprahumas scientific papers writing training participants is still low, namely 71.4% are unable to write scientific papers. That is because participants have limited knowledge and experience writing scientific papers in scientific journals. The participants tried to be able to implement communication strategies in the form of continuous technical guidance regularly with mentors through the WhatsApp social media group. The study's conclusion showed that the participants' understanding of scientific writing through scientific writing training was still low, which had implications for the participants' motivation to decrease. Only a few participants prepared the type of scientific article writing during the scientific writing workshop.

**Keywords:** Functional position; motivation; publication; public relations official; scientific writing

### *Strategi komunikasi dan motivasi anggota Iprahumas Indonesia dalam membuat karya ilmiah*

### ABSTRAK

**Pengembangan** profesi pada tenaga kerja fungsional di lembaga pemerintahan menjadi suatu keharusan dalam upaya meningkatkan nilai kualitas dan kesejahteraan secara profesional. Upaya pengembangan profesi dapat dilakukan melalui menulis karya tulis ilmiah (KTI) yang terpublikasikan. Keberadaan karya ilmiah menjadi penting dan prasyarat untuk memperbaiki hierarki kepangkatan dan jabatan seseorang di lembaga pemerintahan. Karya ilmiah yang terbit pada jurnal ilmiah atas nama individual maupun kelompok yang membahas seputar fenomena social maupun kehumasan, dapat menjadi barometer standar kinerja pegawai tenaga fungsional humas pemerintahan untuk mendapatkan insentif pendapatan. Penelitian ini memiliki tujuan untuk mengetahui dan menjelaskan mengenai strategi komunikasi instruksional dan motivasi para peserta Diklat Iprahumas dalam menulis karya ilmiah. Metode penelitian yang digunakan adalah survei dalam bentuk sensus kepada seluruh peserta pelatihan penulisan karya ilmiah yaitu para pranata humas yang tergabung dalam organisasi Ikatan Pranata Humas Indonesia (Iprahumas). Adapun teknik pengumpulan data dilakukan dengan cara memberikan kusioner kepada para peserta yang dilengkapi dengan pedoman observasi, wawancara dan studi kepustakaan. Hasil penelitian menunjukkan bahwa motivasi peserta diklat penulisan KTI Iprahumas masih rendah yaitu sebesar 71.4% belum bisa untuk menulis KTI dikarenakan memiliki keterbatasan mengenai pengetahuan dan pengalaman menulis KTI di jurnal ilmiah. Sedangkan para peserta berupaya dapat menerapkan strategi komunikasi dalam bentuk bimbingan teknis berkelanjutan secara berkala dengan mentor melalui group media sosial WhatsApp. Simpulan penelitian menunjukkan bahwa pemahaman peserta mengenai penulisan karya ilmiah melalui diklat penulisan karya ilmiah masih rendah yang berimplikasi pada daya motivasi peserta menjadi berkurang dan sedikitnya peserta yang mempersiapkan jenis tulisan artikel ilmiah disaat workshop karya tulis ilmiah.

**Kata-kata kunci:** Jabatan fungsional; karya tulis ilmiah; motivasi; pranata humas; publikasi

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## INTRODUCTION

In the educational process, learning is the activity that most influences a person's success in achieving something caused by motivational factors (Zain, 2017). Motivational, morale, and strategy factors become indicators for a person to achieve the highest career in his work in an institution, especially those who serve as active personnel. It is revealed in the research results that the main motivations needed by a person to achieve a position in an institution include credit score motivation factors, intrinsic motivation, and extricate motivation (Susilowati, 2007).

The evolution of today's world of work has demanded that every employee improve the quality of their performance. The demand for improving the quality of performance is undeniable and has influenced the mindset and behavior of both government and private employees. Performance is the result of the activity of a person or a group in the organization, which is influenced by various factors to achieve organizational goals (Afkarina, 2018). Various professions are required to be able to contribute and have a positive impact on specific fields. One of the professions affected by efforts to improve quality and institutional performance is the Public Relations Office in government institutions. According to Presidential Decree No. 87 of 1999, the Functional Position of the

Public Relations Official (JFPH) is a functional position for Civil Servants (PNS) who have duties, responsibilities, authorities, and rights based on specific expertise or skills and are independent (Diskominfo Kaltim, 2021). To be able to meet the quality of good performance in a functional position, Public Relations Official employees must meet a credit score as a guideline for assessing the achievement of carried out performance. To fulfill good performance, JFPH must be able to write scientific papers because scientific works can be converted to achieve performance. The better the scientific work is published in national and international reputable scientific journals, the higher the credit score will be. Performance appraisal for functional employees implies that they can get recognition or promotion of functional positions (rank or class) periodically by the government through the credit score assessment team (Syarifuddin, 2021).

Writing is a skill to express ideas, thoughts, and expressions using language as a medium. Writing can also be said as a medium of communication because, with writing as a medium, one can tell stories and share experiences with others. Everyone can do writing activities to fill spare time or indeed a necessity. The skill of writing scientific papers is a means to familiarize employees to develop reasoning power rationally, critically, and

objectively (Heriyudananta, 2021). However, writing scientific papers is different from writing ordinary information. Therefore, public relations employees in government institutions, which are often known as Public Relations Officials, try to be able to publish the results of scientific writings in various scientific journals. Scientific papers are printed or non-printed writing (e-journal) that meet scientific systematics and ethics, made by individuals or groups based on research/study on the subject or development of specific ideas by identifying, describing, analyzing, and providing information. Conclusions or recommendations (Alie, 2015; Umam, Rahmawati, & Fuad, 2018). In producing good scientific papers (KTI) and listening, speaking, and reading skills, the writing factor for public relations institutions is crucial to understand and learn. In reality, many Iprahumas members still need help writing scientific papers. This fact was obtained from observations and interviews with Iprahumas scientific papers writing training participants in 2019.

Meanwhile, another obstacle in obtaining quality scientific writing for writing members was the low motivation of writing participants. It was done because there needed to be more understanding of the participants, who asked many questions about the use of various applications that support the process of forming

good scientific papers, such as the application of citation programs or looking for references. So to geoscientific writing, the participants of the scientific writing training of public relations institutions strive to carry out technical guidance on an ongoing basis.

The previous research result shows that the number of Indonesian publications published in scientific periodicals is still deficient (Marwa & Dinata, 2020). The same can be seen in scientific papers published in scientific journals. The work of Public Relations officials or other functional positions in government institutions still needs to be improved. The data follows what was conveyed by the Chairperson of the Indonesian Public Relations Official (Iprahumas) for 2019-2021. Dyah Rachmawati Sugiyanto stated that one of the obstacles and the lack of publications made by Indonesian Public Relations officials was the limited ability to manage an article with scientific values. This KIT is one of the points required to measure the success of the performance of government agencies (Masiani, 2020).

Organizationally, the Indonesian Public Relations Official Association was established in 2015. The formation was based on the Regulation of the Minister for Administrative Reform and Bureaucratic Reform Number 6 of 2014 concerning the Functional Positions of the Public Relations Official. Its credit score

should have produced various scientific papers, which enlivens the repertoire of developing knowledge in public relations in government institutions. Iprahumas is a partner of the Directorate General of Information and Public Communication, Ministry of Communications and Information Technology (Ministry of Communication and Informatics), as the agency for fostering the Functional Position of Public Relations Officials in Indonesia. Iprahumas conducts various public relations seminars and workshops to improve its members' capabilities. The activities were conducted to increase the capability of Iprahumas members. It was concordant with the findings of research conducted at the Center of Population and Policy Studies (2000). The research showed that the productivity of civil servants (PNS) was still very low, at around 51.40% (Bagia, Yudiaatmaja, & Yulianhini, 2015), and Public Relations Officials must be competitive and equal in order to fulfill the ability to write scientific papers. It is necessary to have harmony between internal and external factors contained in a Public Relations Official. One of the compatibility factors is the motivational power to write, which can be activated through the "touch of scientific stimulation" organized by professional organizations in the form of education and training. According to Siagian, motivation is the driving force that causes a

person to be willing and willing to mobilize his abilities, expertise, skills, energy, and time. Motivation can carry out activities that are his responsibility to achieve the goals and objectives that have been determined (Martha, Diego, & Edlina, 2017). Public Relations Officer who fully carry out the duties, responsibilities, authorities, and rights in providing information and public relations services, both national and regional/local scale information. In order to carry out its duties, the Public Relations Official is guided by the Ministerial Regulation of RB No. 6 of 2014; Public Relations Official is a Civil Servants who are given complete duties, responsibilities, authorities, and rights by the authorized official to carry out the information service and public relations activities. For this reason, Public Relations officials must carry out their functional duties optimally and professionally in the information and communication services field by increasing their competence by obtaining available positions based on credit score.

If handled properly, Permenpan RB No. 6 of 2014 can be an opportunity and a challenge for Public Relations officials to write scientific papers based on routine activities in each of their respective institutions. The presence of this credit number is the gateway to start pursuing a career path in a better direction. The credit score contained in each activity

carried out by the Public Relations Official is achieved in the context of career development (Idris, 2014). Evaluating credit numbers from scientific papers published in scientific journals is the most crucial thing and is considered “prestigious.” The success of achieving credit score assessment from the results of research and practical experience that has been carried out through an effective learning process is an encouragement for Public Relations Official personnel to achieve the best credit score. Research results that are turned into scientific papers are sometimes also inspired by information spread in the mass media and digital media.

The rise of digital information technology and communication media that compete with each other to convey messages as attractive as possible to the public can become a reference source for expressing ideas and solutions to public relations problems in government institutions. The development of science is also supported creatively, skeptically, and open to new scientific contributions. Questioning the contributions that have been made persistently and scientific consensus that applies in the field of public relations are the triggers for the existence of public relations scientific papers to be immediately published in scientific journals. The commitment of government institutions to proper record management (research results)

has increased based on the perspective of the formal dimension (Bawono, Darmagara, & Parikesit, 2022).

To get many ideas on problems in the field of public relations, the Public Relations Official has a strategy with the party, which is used to pursue research and write scientific journals. The organization’s ability to communicate affects its success in achieving its goal; likewise, communication between training participants and scientific writing mentors in the Iprahumas organization. If there is good communication within an organization, then the working relationship (efforts to get credit scores) within the organization can run smoothly so that organizational goals can be achieved and survive. The form of communication supporting Iprahuma’s scientific paper writing training participants to get quality scientific articles is through technical guidance or assistance within a certain period. Technical guidance becomes a means of communication between participants and fellow participants and mentors through the WhatsApp Group (WAG) application for writing scientific articles. The communication factor can be a severe concern for participants and mentors/resources to strengthen each other and improve the content of scientific articles written by the participants. Communication strategies are essential for organizations facing change to avoid uncertainty and resistance



(Gusmarini & Rajiyem, 2022).

For this reason, the authors are interested in knowing and explaining the communication strategies and motivational power of training participants in writing scientific papers for Government Public Relations officials making scientific papers based on the phenomenon of public relations in their respective institutions. Writing training articles for writing scientific papers provides knowledge about what can practically become opportunities and obstacles in writing good scientific papers based on applicable scientific principles.

## RESEARCH METHOD

The research method used is descriptive quantitative research. Simple descriptive research deals with various univariate questions that state the size, shape, distribution, pattern, or existence of a variable in question (Silalahi, 2010). The data collection technique was carried out by distributing questionnaires to 59 participants of the scientific paper writing training held by Iprahumas Indonesia in 2019. The participants came from Iprahumas and non-Iprahumas members from Bandung, Surabaya, Kediri, Pati, and Sulawesi. To obtain more in-depth data, the researcher also conducted observations, interviews, and literature studies regarding efforts to increase the participants'

motivation in writing scientific papers, especially those related to the phenomenon of the world of public relations.

The subject of this research is the Iprahumas Scientific papers Education and Training activities which are carried out for one day of training, 8 hours of training lessons, 45 minutes per hour. The object of the research is the communication strategy and the motivation of participants to participate in the Iprahumas Scientific Papers Training and Education. The subject matter has followed the criteria and can be proven with related documents and schedules arranged by the committee.

Data processing and analysis in this study were carried out by illustrating the process of processing and analyzing data in social research, the workflow, which started from data collection to interpretation (Abidin, 2015). In more detail, the processes in data analysis include Input Data. This stage is to input data based on observations and interviews into a list of data input sheets or directly on a computer application. The contents of the questionnaire scores from the writing training participants were collected and then checked to ensure that the participants were able to fill it out. Furthermore, in the data management process, the data is processed and grouped based on the components of the research object, which will then be visualized in the form of a data distribution table. The

data in question are detailed data directly related to the research object, namely matters related to motivation in writing scientific papers. Meanwhile, non-special data is still managed based on predetermined categories to complement the discussion of research results regarding communication strategies and motivation to write scientific papers.

## RESULTS AND DISCUSSION

Scientific papers by Public Relations officials can present social phenomena, communication, or, more specifically about, public relations to enter the scope of the intended communication scientific journal. Rank and position promotion in a government institution, especially in the profession of Public Relations Official as an available position, is essential to be equipped with scientific papers. The research conducted by the Public Relations Official will be close to the research of academics and other communication science practitioners in Indonesia. The results of previous studies show there are still many justifications or skepticism from Indonesian communication scholars about the development of communication epistemology in Indonesia. The types of scientific publications from 2001-2020 (two decades) have seen an increase in publications that rely on a quantitative approach, but also

the irreplaceable dominance of the qualitative approach trend (Adiprasetyo, 2022).

Qualitative research is still dominated by academics and communication/public relations practitioners to answer problems in the field. The existence of “freedom” in obtaining data and processing it is the basis for this method, often chosen by scholars and practitioners of communication or public relations in order to be able to produce good scientific papers. Public relations functional in government institutions get wider career paths when they publish more scientific papers in scientific journals.

In achieving a career path in public relations at government institutions, there are several levels of Functional Positions for the Public Relations Official. They are 1) Skilled Level Public Relations Officials; Public Relations Officials with technical qualifications or professional support whose duties and functions require mastery of technical knowledge in the field of public relations. The levels of Public Relations Official positions for the professional level consist of: Beginner Implementing Public Relations Official (gol II/a), Implementing Public Relations Official (gol II/b-II/d), Advanced Implementing Public Relations Official A (gol III /a-III/b), and d) Public Relations Official Supervisor (gol III/c-III/d). While the Public Relations Official at the Expert level; Public Relations Official, which

has professional qualifications whose duties and functions require science and technology in the field of public relations. Expert level Public Relations Official positions include: a) First Public Relations Official (gol III/a-III/b), Junior Public Relations Official (gol III/c), and Intermediate Public Relations Official (gol IV/a-IV/ c). Public relations employees with functional status are required to be able to write scientific papers as the primary (mandatory) part of the achievement of credit score assessment in their career path. Therefore, to realize a job's efficiency, effectiveness, and professionalism, it can be assessed through a credit score evaluation mechanism to determine the appropriateness and worthiness of an employee in occupying his position. Public relations, as part of the existing management in government institutions, both structurally and functionally, is required to have the ability to disseminate the results of scientific writing as part of learning and the main concepts for improving an increasingly effective staffing system. Therefore, it is necessary to map out Public Relations Official employees in government institutions as the first step for institutions to carry out branding activities that will be highlighted by the institution in the public eye (Anisa, Dewi, & Hafiar, 2021).

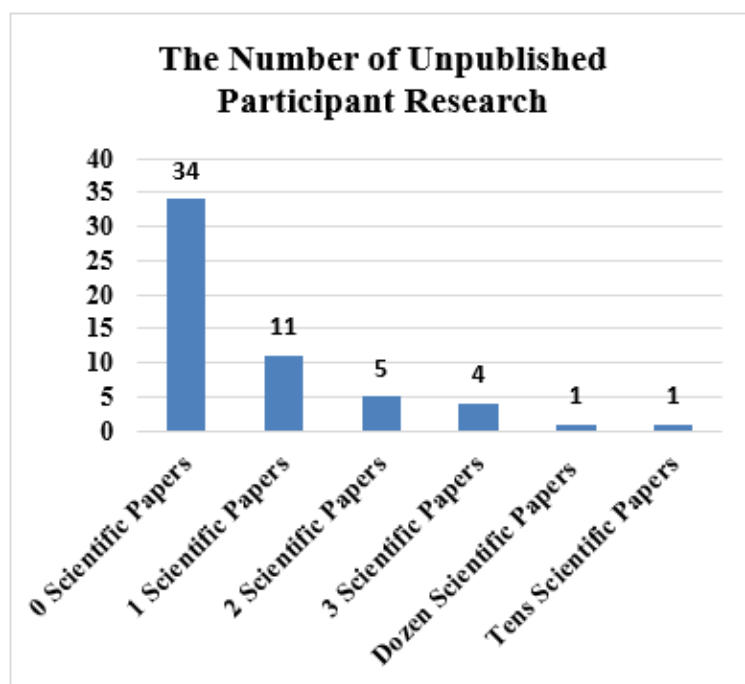
The main task of the Public Relations Official in government institutions is to carry out information and public relations services

as part of the civil service employee, including planning information and public relations services, institutional relations, personnel relations, and developing information and public relations services. This Government Public Relations Personnel (THP) primarily helps government agencies convey information to the public by absorbing public aspirations based on the program of the ministry or institution (Priyatna, Syuderajat, & Koswara, 2020). Public Relations Official is a career position as well as a structural position. If they have achievements, they can be promoted once every two years to a higher level if it meets the requirements of the credit score that has been determined. Also, a DP3 of at least reasonable value in the last 2 (two) years, even their positions, can be raised yearly, and those with exemplary achievements will be given convenience priority.

One way to get an overview of the available positions of government public relations development is from the achievements in writing scientific papers. The following is presented regarding the motivational power of government public relations incorporated in scientific writing training organized by Iprahumas Indonesia with the data in Figure 1.

The training participants must be equipped to compile a quality scientific paper Through scientific writing training activities. They supported by training in tracing a digital-based





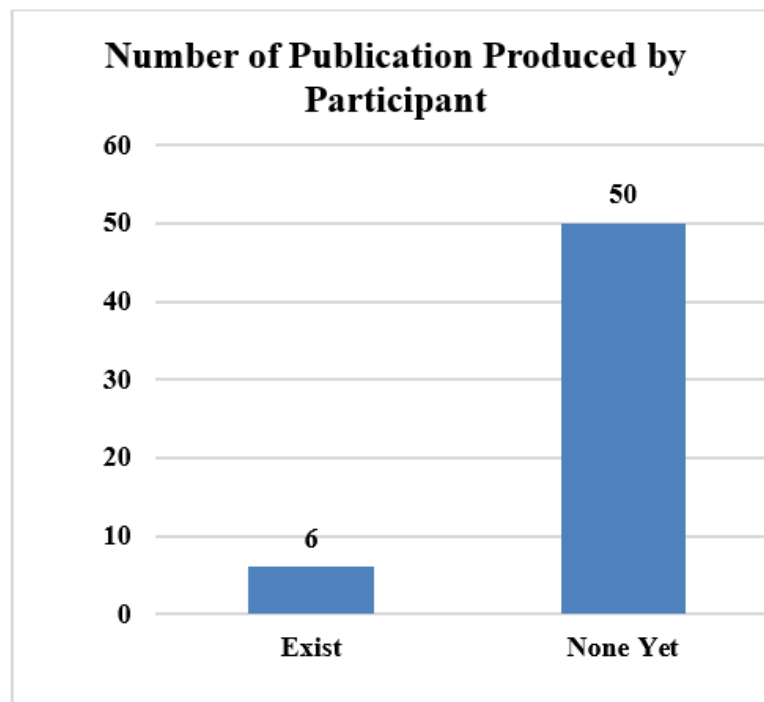
Source: Research Results, 2019

**Figure 1 The number of Unpublished Participants Research.**

scientific paper reference and plagiarism. Figure 1 shows that 34 participants of the scientific writing training (KTI) stated they still needed to get scientific papers. Eleven people have one scientific paper, five have two, four have three, and the rest have dozens of scientific papers. From the data, it can be seen that almost half of the training participants still need to get scientific papers. Meanwhile, scientific papers are a prerequisite to fulfilling the career path of a public relations position, which is converted into a credit score. Dyah, the former chair of Iprahumas Indonesia, said that through training events on writing public relations research proposals and continued scientific writings, they could build collaborations that could strengthen

public relations professional organizations at the national government level.

One of the reasons why the research has yet to be published is due to the limited knowledge of Public Relations Officials who still have thoughts on structural work. The structural work area is optional to get a credit score from the research results. Another reason is that most of the Public Relations Officials members of Iprahumas Indonesia need a communication or public relations education background. It can hinder the creative writing of scientific articles with the phenomenon of public relations. So far, the average Public Relations Official has been transferred from structural employees to functional ones. Psychologically, some THPs



Source: Research Results, 2019

**Figure 2 Number of Publications Produced by Participants**

experienced resistance from public relations and Public Relations Officials who had previously worked in related ministries/institutions. This resistance makes it difficult for THPs to get access and information to carry out their duties optimally (Priyatna et al., 2020). It, of course, will have little effect on the willingness of the Public Relations Official to write scientific papers. Including research results published individually will become a media “capability” of a credible Public Relations Official. It is because they have presented their research results and can be assessed for scientific truth and published in scientific magazines or journals that have gone through a review process (Arta, 2019).

Figure 2 shows that 6 participants of the scientific writing training (KTI) stated that they already had published scientific papers, while the remaining 50 participants still needed to have published scientific papers. Scientific publications act as academics with self-actualization and practitioners in the development of science to be recognized as experts. Public Relations Officials in government institutions with good intellectual abilities tend to have many publications. Producing high-quality scientific publications must be supported by research and quality reference sources. Therefore, Iprahumas seeks to improve scientific publications of Public Relations Officials within their respective

institutions by starting with scientific paper writing training.

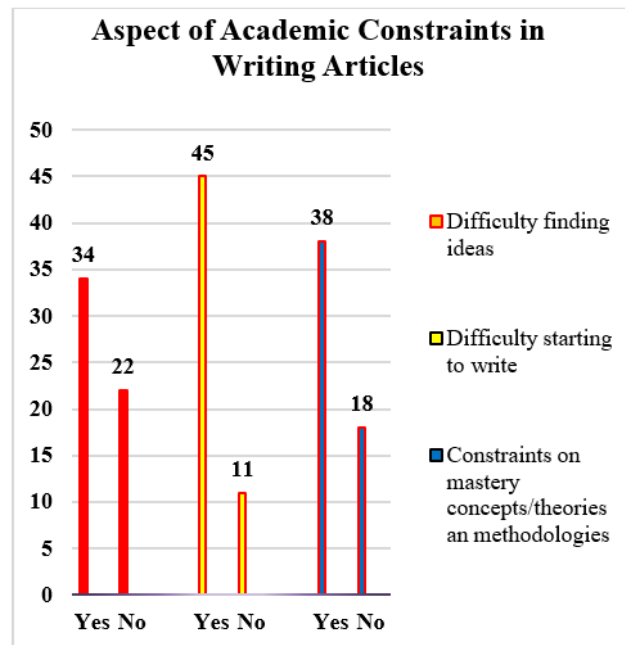
In staff management, there are promotions and positions, which are a form of staffing formation of a government organization, and the formation must be filled. Promotion level based on the credit score that occurs in functional employees can be used to distinguish the duties and salaries received by each employee, the government organization in which they work, and the duties charged to them. The value of these differences can be achieved by diligently publishing scientific writing in national and international scientific journals for employees who have the status of active personnel to get incentives. Increasing income is one factor affecting an organization's human resources. Education and training are needed for Public Relations Officials as management capital must be maintained and developed to obtain resource quality (Alie, 2015).

The publication of an article for the Public Relations Official of the Government has been considered quite tricky homework to be realized by some scientific papers Iprahumas trainees. Tjetje reveals it as a writing trainee for Public Official Relations, who stated: "I have made three scientific papers, but still I find it difficult because to be able to start writing is the main obstacle for me." That can certainly be a problem. In addition to the limited knowledge

about the procedures of writing scientific works and experience in research that is used as scientific writing works, the participants felt it to be challenging.

Therefore, it was found that the main factors of participants' difficulty in finding the main idea of public relations were dominated by the lack of understanding. Most participants needed to be proficient to find the main idea of scientific writing, but the participants' interest and motivation still needed to be improved in the training process. That can be seen when participants are given alternative communication or public relations problems that seem less and less interested in the reading presented. The mentor focuses more on explaining the understanding of the main idea of finding interesting written work with the lecture method. There are still participants who need to pay more attention and concentrate on the given problem. During the training, participants are busy with tasks but need more confidence to involve in the training. They do not dare to ask or answer questions. By familiarizing themselves with good communication skills in the workplace (training), participants will achieve job satisfaction (Hutagalung & Ritonga, 2018).

Figure 3 shows that 34 participants experienced difficulty finding ideas to start writing scientific papers. At the same time, the



Source: Research Results, 2019

**Figure 3 Aspects of Academic Constraints in Writing Scientific Articles**

rest stated that as many as 22 people needed help finding ideas in writing scientific papers. An idea can be information and motivation to carry out an activity, including writing scientific papers. In everyday life, humans carry out communication activities as a form of conveyance of ideas. On the other hand, when carrying out these communication activities, humans use language to support them. Language is a communication tool that has a significant role in human life. People who cannot speak will have difficulty expressing their feelings, ideas, and opinions. Human language can convey thoughts and ideas to others both verbally and in writing. Good ideas will be found in good grammar as well. While the idea of writing can be obtained in various ways, including reading

books, watching television, surfing the internet, traveling, and discussing with peers. Special training is needed to get an idea to get into the research framework. Writing science articles is an essential component of research, but researchers often receive little formal training in science writing (Busse & August, 2020).

Based on the graph in figure 3 above, it is confirmed that the participants are still not fully aware of the benefits of scientific writing based on the idea of “original” communication or public relations phenomena in their respective institutions. Scientific papers training held by Iprahumas is one of the means that can be used to improve the ability of Official Public Relations to prepare scientific papers. Scientific papers training held by Iprahumas is one of the

means that can be used to improve the ability of Official Public Relations to prepare scientific papers. The scientific papers training program will significantly impact exploring the idea of writing if there are sustainability measures with improvements in encouraging participants to write scientific papers (Arthur, 2018).

Through reading activities, we will get ideas and descriptions of writing and add good vocabulary and language so that it can become capital in writing a piece of writing. In addition, it is also necessary to create a mood in supporting writing activities by paying attention to the atmosphere and themes or topics that will be taken following the field. Public Relations Officials can create mind maps in search of inspiration or topics for writing material. After that, the Official Public Relations needs to carry out several stages that must be carried out in writing, namely the pre-writing stage, the writing stage, the revision stage, the editing stage, and the publication stage.

After that, the Official Public Relations needs to carry out several stages that must be carried out in writing, namely the pre-writing stage, the writing stage, the revision stage, the editing stage, and the publication stage. A public relations practitioner must write because almost 70% of public relations communication activities are written (Kriyantono, 2008). The rest stated that as many as 11 people needed help

starting scientific writing papers. Based on the interviews, many participants with functional work groups/ranks have ceased because of the demands required to publish scientific writing in seminars and scientific journals. This condition further strengthens the scientific papers Iprahumas trainees to start writing and is still shrouded in a lack of confidence to appear in scientific forums.

Wati (writing trainee) stated that starting writing must be forced. It is because usually public relations officials are required to be able to write press releases, and writing scientific works can be trained by writing press releases first to arouse the spirit of writing. Whereas in the current era of media convergence, public relations practitioners face several challenges that demand the ability to communicate verbally and in writing to build the brand, image, and reputation of a person, product, or institution. Government agencies use media convergence by making official social media accounts of government agencies that should offer interaction between government agencies and the public, according to Web 2.0, and as a public service space (Puspitasari & Irwansyah, 2022). This condition is also supported by the development of journal publications widely found and produced by higher education institutions and associations. The opportunity to write in scientific journals is very wide open

for public relations practitioners being able to write and publish them. Most trainees have yet to target the publication of scientific writing in books and other innovative works. As science and technology develop, producing scientific writing and publishing is influenced by a system integrated with technology (Syarifuddin, 2021).

The third aspect of academic constraints found in Figure 3 above shows that 38 trainees who wrote scientific works (KTI) stated that they experienced obstacles in mastering the theory/concept and methodology of scientific papers. At the same time, the rest stated that as many as 18 people needed help mastering the theory/concept and methodology of writing scientific papers. As the primary basis for the authors of scientific articles, it can overcome obstacles regarding the theory or concept of scientific papers by skimming and reading a published research starting from the title, abstract, introduction, research methods, results and discussion, and conclusions. Concepts, scientific theories, and methods are the basic principles as a reference for learning from published research results to enrich the ideas of the topic of writing. Thus, mastering the methodology in scientific papers writing is one of the primary keys to scientific publications besides motivation and willingness to write. Increasing one's competence, one of which can be proven through scientific papers (Lidi &

Ningsih, 2018).

Training and mentoring are needed to get mastery of scientific paper's theory/concept. It starts with solidifying the theory and then continuing with the practice of writing scientific papers. Assistance is carried out periodically and limited by using social media and WhatsApp. Based on identifying competencies to write public relations theories and concepts, most Scientific Papers Iprahumas trainees can determine and identify problems correctly. However, some still need help making titles, formulating problems, and determining the framework of problem-solving, which is part of mastering the theory and concept of public relations/communication. Training and mentoring for participants of Iprahumas Scientific Papers related to the preparation of scientific papers need to be carried out on an ongoing basis. It is part of implementing instructional communication strategies so that the competence of Official Public Relations in writing scientific papers can increase the expected. The achievement of Official Public Relations can write scientific papers well, and quality is one of the missions of the Iprahumas work program to increase the professionalism of Official Public Relations in government institutions. As a service institution, government public relations must show that the bureaucracy is responsive and proactive in providing public



services (Iriantara, 2019).

Another third academic aspect, namely regarding the methodological constraints in Figure 3 above, shows that 38 Scientific Papers (KTI) writing training participants stated that they experienced obstacles in mastering the Scientific Papers methodology. At the same time, the rest stated that as many as 18 people were okay with mastering the theory/concept and methodology of writing scientific papers. Almost like the previous analysis, this methodology is an integral part of a series of writing scientific papers. There are quantitative, qualitative, and mixed methods in writing scientific papers. That is, a scientific paper writer is a person who has carried out research both in the field and in theory studies.

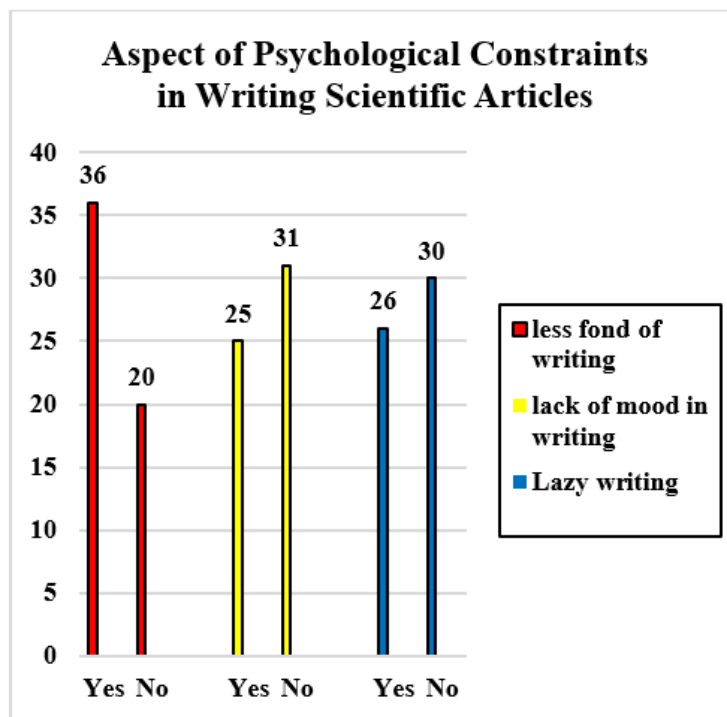
There were still some difficulties when observing and interviewing participants. They need to teach about compiling the order of the writing framework, aspects of content development, grammar, and display in the form of page formats, images, tables, and other standard rules to make the paper an excellent scientific paper, even the selection of research selection methods. It is in line with the questionnaire results, which show that many participants still have not optimally mastered the scientific paper's methodology well. In addition, external and internal factors such as lack of motivation, time constraints, and lack

of assistance in writing scientific papers in the workplace are different problems for Scientific Papers Iprahumas trainees. Even though this is motivation, it can come from individuals internally and externally (Sandi & Nuraeni, 2018).

The quality of scientific papers Iprahumas trainees in the mastery of the methodology is carried out by developing practical topics of public relations problems through writing learning strategies. The learning outcomes of writing scientific papers using an activity-based approach in this field are better than writing or learning using a problem-based derived from concepts or theories.

Figure 4 shows 36 scientific papers (KTI) writing trainees who stated they disliked writing. The rest stated that as many as 20 people liked the writing world. The basis for wanting to write is a desire implemented in motivation. Reading is an important activity for people who know the tradition of writing. So the world of writing must begin with a love of reading, whose impact can provide a stimulus for someone to want to write.

When referring to communication goals, writing is part of an effort to inform, teach, persuade, and entertain the target audience. The information society, especially scientists and public relations practitioners, spread worldwide in this context. According to one participant,



Source: Research Results, 2019

**Figure 4 Aspects of Psychological Constraints in Writing Scientific Articles**

writing requires high seriousness to be high quality. Less fond of writing this. The prototype of the content contained in scientific papers that combines standard scientific writing styles can be started by using systematic mind mapping methods based on the contents of scientific papers.

Figure 4 also shows that as many as 25 scientific papers (KTI) writing trainees expressed a lack of mood in writing. The rest stated that as many as 31 people were not bothered by the mood to write. Figure 4 shows that a lack of mood among participants is still dominant, so writing a scientific paper takes much work. Writing is, in essence, an attempt to express what is seen, experienced, felt, and

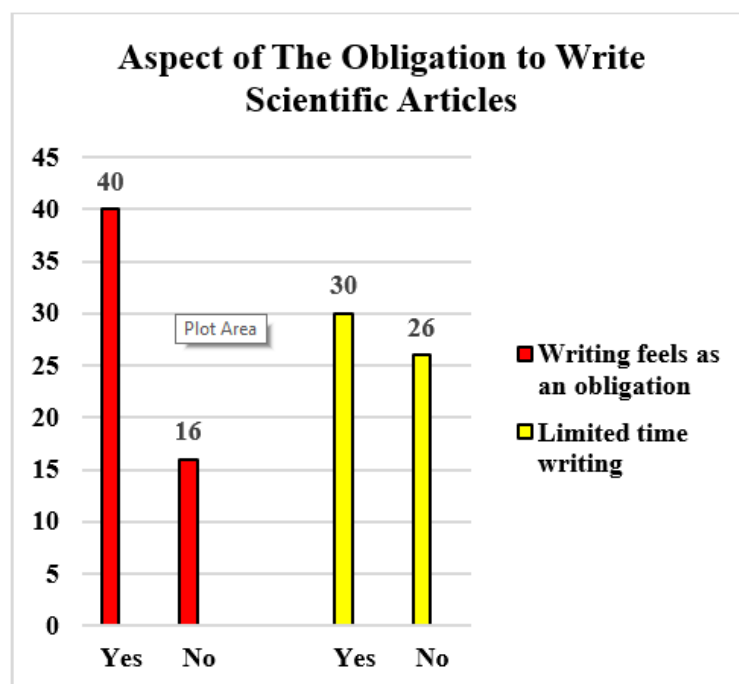
thought in the language of writing (Hakim, 2008).

This mood can be built through training conducted by an organization following the needs of the participants. If it refers to the creative writing process, then the effort to want to write can be made by making a writing model that is broad, light, and simple. For example, starting to make reader letters and diaries in mass media and internet media in the form of blogs. Besides internal efforts, environmental factors are also one of the factors to support the mood ability of participants of the Iprahumas Scientific Papers Training, which can positively influence participants. One is information and communication technology that can be used as

a lighter to “immediately write,” for example, by playing online games first.

Figure 4 above shows 26 scientific papers (KTI) writing trainees stated they felt lazy writing. The rest stated that as many as 30 people did not feel lazy to write. Being lazy is a humane thing for a person. However, if the lazy becomes a disease, it must be treated and even fought. The author’s capital is “sensitivity” and “critical attitude” towards a phenomenon that occurs in his life—moreover, Official Public Relations functions as a five senses institution. Of course, this needs to be the main priority regarding writing because authentic evidence can be accounted for being in written form, including scientific papers made by government public relations practitioners.

The phenomenon of laziness is a classic problem that has just been solved. The criticism is correct; many employees and leaders need more experience and ability in scientific, popular, and scientific-popular writing. Ironically, there are quite a few college lecturers who have virtually no writing experience; in a sense, they write to express their ideas and are consumed by others in the mass media and scientific journals. Difficulty in determining topics/themes and presenting supportive ideas to be developed in the writing of scientific papers is one of the factors of the laziness of the Iprahumas Scientific Papers Training participants to be able to write good and quality scientific papers. Writing is a skill that Official Public Relations must possess because almost



Source: Research Results, 2019

**Figure 5 Aspects of the Obligation to Write Scientific Articles**

90% of public relations activities are writing. Writing is the information needed by the audience because the information is one of the essential factors that influence social change. However, the change will only occur if the action is accompanied, namely how to convey information through communication channels to the audience (Iriantara & Surachman, 2006).

Figure 5 shows that 40 scientific papers (KTI) writing trainees stated that writing is an obligation. At the same time, the rest stated that as many as 16 people did not feel the writing was an obligation. Because it is an obligation, almost half of the participants agreed that writing is part of the obligation of an employee with functional status. Moreover, its functioning relates to public relations tasks. It is where a public relations practitioner is responsible for creating various communication media so that two-way communication is created and maintained. Similarly, in the case of writing scientific papers, the government public relations must make a minimum of 1 (one) scientific paper in a year to increase its capacity and capability as a skilled and expert public relations.

Fraser P. Seitel said that writing is the key to public relations. Even though it is currently a computer era (Kriyantono, 2008), writing skills must be done well and creatively even though the computer era/robotic can already do it. So

that the ability to write efficiently, smoothly, and quickly can be the difference between a public relationship with other experts in a government institution, especially, and some refer to writing as a talent and habit. In the end, writing requires a combination of "learning to write" and "learning about writing." It is undoubtedly reinforced by the trainees, who mentioned that writing is a job that requires a mix of thoughts, feelings, hands, and desires (motivation).

Based on figure 5, the second shows that as many as 30 scientific papers (KTI) writing trainees stated that the writing needed to be done due to time constraints. At the same time, the rest stated that as many as 26 people did not feel restricted by the time when writing scientific papers. Time is a very relative dimension of space. One can interpret the time according to the needs. So this concept of time depends on someone to complete a task or job.

It is related to the time constraints that Iprahumas Scientific Paper writing participants show an almost equal number of those who agree and disagree. It confirms that there are participants who have high enthusiasm to achieve one of the components of credit score assessment through scientific papers. According to one of the participants, they must have a strategy to write scientific papers. That includes being able to write titles relevant to the phenomenon, collect other people's writing that

is in line with the plan of scientific papers, and often take training organized by educational institutions and associations.

Time constraints in writing scientific papers can be encouraged by making timelines and reading author guidelines so that as effective as possible, efforts and writing efforts following scientific principles can be adequately completed. It is supported by the statement that states that the essence of making scientific papers is to assemble a set of knowledge materials that can be transformed into new and meaningful knowledge that is reflected in the form of writing skills and responding to journals with the results of published articles (Mangkoedihardjo, 2009).

The three keys to being a good writer are having an interest, intention, and care. In addition to having to train to solve problems arising in the scientific scene, social problems are faced, also how critical thinking is expected to make a meaningful contribution to the development of science that is not limited by time. Meanwhile, the quality of scientific papers should be proportional to the information literacy ability that can be measured through the update, type, and the number of references used.

## CONCLUSION

The results and discussion show that the trainees writing scientific papers in the

Indonesian Iprahumas organization still need advanced training to improve their knowledge and consistently experience participants in writing and publishing scientific articles. It is regarding the challenges and obstacles in writing scientific papers in the form of academic and psychological barriers. The motivation factor that is relatively evenly distributed among scientific paper writing trainees is that writing scientific papers is an obligation to improve career paths by collecting credit figures from scientific articles published at the local, national, and international levels. Meanwhile, communication strategies to produce good scientific papers can be stimulated by awards for Iprahumas members who produce published writing in the mass media to foster the motivation to write scientific papers.

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