

The implementation of government relations of Mizan Publishing House

Khoiruddin Muchtar¹, Achmad Taufan Permana², Rustono Farady Marta³

^{1,2}Faculty of Dakwah and Communication, UIN Sunan Gunung Djati, Bandung, Indonesia

³Faculty of Social and Political Sciences, Universitas Satya Negara Indonesia, Jakarta, Indonesia

Submitted: 1 July 2023, **Revised:** 21 January 2024, **Accepted:** 22 January 2024, **Published:** 12 February 2024

ABSTRACT

Background: This study examines Government Relations through Little Writers Conference (KPCI) activities carried out by Marketing Communication Mizan Publishing House to establish good relations with the government, namely the Ministry of Education and Culture of the Republic of Indonesia. This research is motivated by the role of the government, which currently influences the flow of national-scale bureaucracy, especially in organizing activity; the government has broad access to publications as a whole. So in an institution or agency, it is necessary to have good relations with the government so that the government can open broad access to programs that the company will carry out. **Purpose:** The purpose of this research this is, to know the strategy and what move traveled Mizan which performs activities in government relation with Ministry of Education and Culture of the Republic of Indonesia the work of conference little writer Indonesia. **Methods:** This research used a qualitative approach. The methods used in this research is a case study. Data collection techniques in this research by means of observation participation, the literature study, and depth interview with informants that had been determined. **Results:** the study, showed that the implementation of Government Relations conducted Marketing Communication Mizan Publishing House consist of two elements which is the formulation of strategy and the implementation of measures. In formulating a strategy, Mizan make creative idea packed through persuasive communication so as to produce the collaboration of program with Ministry of Education and Culture of the Republic of Indonesia. **Implementation:** Mizan make an audience as the first step and manage his communication formal and nonformal as Implementing the next step. **Conclusions:** Mizan Government Relations is carried out with a strategy of packaging creative ideas, thereby generating trust from other institutions

Keywords: Implementation; government relation; strategy; creative idea; mizan publishing house

To cite this article (APA Style):

Muchtar, K., Permana, A.T., & Marta, R.F. (2024). The implementation of government relations of Mizan Publishing House. *PRofesi Humas*. 8(2), 276-295. <https://doi.org/10.24198/prh.v8i2.47984>

Correspondence: Dr. Khoiruddin Muchtar, M.Si, UIN Sunan Gunung Djati, Jl. Panyawungan-Kp. Kara No. 3, Cileunyi Wetan, Kec. Cileunyi, Kab. Bandung, Jawa Barat 40622, *E-mail:* khoiruddin@uinsgd.ac.id

INTRODUCTION

The development of public relations in the world occurs when there is a connection between companies and their consumers, regardless of their internal or external involvement in the company. The government is one of the outside parties involved in public relations; it oversees business operations and fosters interaction in all cases. The public or audience is defined as a certain group of people who have a direct correlation with the company (Yusriyah et al., 2020). In other words, the term “public” refers to a group of individuals who directly communicate internally or externally to the company.

The audience of public relations includes communities, employees, management, suppliers, investors, distributors, consumers, governments, and mass media. Direct handling of external public relations issues is more challenging since they fall outside the purview of the company’s management. Therefore, understanding the complexity and stability of the workplace environment is crucial for public relations staff. Two aspects of public relations give an illustration that public relations looks not only inwards, but also on the outwards (Marta et al., 2020).

One external example of public relations that is significant to a company’s lifecycle is the

government. To keep the lines of communication open with the government, an organization has to manage every governmental issue, including governmental relations. This specialized public relation segment allows the organization to directly remain in touch with the government (Santoso & Wardani, 2021).

Another public relations development that is equally correlated with the government is the external companies involved in the community’s issues. This is due to the dynamic trust that exists between the government and the organizers (Samiaji et al., 2022). This shift can be managed through proper communication management with the government so both instances can benefit from each other’s collaboration. Government officials are no longer seen as rivals by businesspeople, but rather as partners in their endeavors as a shared interest (Murfianti et al., 2020).

An organization has to maintain a positive reputation accomplished through external support from the government, which facilitates the approval process for corporate activity. Gaining the trust of the government requires building its support (Sari et al., 2021). The collaboration between the government and the organization would be implemented properly in the long run once the company has received its support. This collaboration relies on how public relations are capable of managing governmental

relations. It also involves communicating the company's vision and mission to the government in order to build relationship with them (Habiba Makarim et al., 2020).

Approach is defined as a method of delivering message about the company's profile or issue to the government. Since almost every business instance is being managed by the government, fostering positive ties with them is necessary to create a collaborative business environment. As one of the book publishers in Indonesia, Mizan Publishing House maintains this governmental relations as publications are also involved with the government (Anggarini, 2020). Establishing governmental partnership is significant for Mizan Publishing House as they will be correlated with publishing educational books, which is consistent with Indonesia's governmental vision.

Mizan Publishing House hosted KPCI, a special event aimed at developing a fresh artistic talent for Indonesia's adolescents. The theme of this event is "Anak Juara", which suggests that each and every participant is a champion. The theme encourages teenagers to share their creative works at the Indonesian Little Writer Conference (Fadilla & Sukmono, 2021). The conference took place from November 8–11, 2016, for its ninth (9th) iteration. In partnership with the Indonesian government, Mizan Publishing House invited teenagers

from different elementary schools to join the competitions, such as poetry, storytelling, short stories, and poems (Marta et al., 2022). The distinction between this program and other programs is that the KPCI included a new agenda called "The Conference", which gives participants the opportunity to voice their opinions about how art is developed in families, schools, publishing houses, and government settings. Following that, each of the relevant institutes received a direct copy of all the criticisms and suggestions. In brief, the artwork establishes a direct line of communication between the participant's aspirations and the government.

This event creates a positive business environment for Mizan Publishing House. As one of the book publishers in Indonesia, Mizan Publishing House managed to use Governmental Relations to gain the Ministry's support to conduct Indonesian Little Writer Conference. Since the government's approval is necessary for the other business institutes in Indonesia to function properly, managing government relations becomes crucial. Governmental relations is also utilized to uphold the government's and the company's favorable public image (Effendy et al., 2021). It functions as the company's external stakeholder controller.

Organization's reputation is extremely

important for every company, as it influences how the public views the business, whether favorably or unfavorably. Along with developing the company's corporate identity and reputation, public relations is also responsible for guiding people's perceptions of the organization. One area of expertise for public relations is government relations; in this case, the Ministry of Education and Culture of Indonesia is the focus of the role (Sya & Marta, 2019).

A number of studies have been conducted on government relations. Wungkana examined how Austasia Group managed to create a governmental relations in Indonesia (Wungkana, 2007). This study demonstrates how Austasia Group implemented its relationship messaging to the government by carefully planning, obtaining information, and assessing any initiatives that Austasia Group carried out with government assistance. Feng (2022) studied how government relations is important to create a sustainability in company projects (Feng et al., 2022). The research posited that different relationship with the government can affect project sustainability and plays a major role in mediating several projects in China. The results emphasized the importance of long-term government relations in order to maintain the life cycle of a project.

Government relations not only discusses the relationship between the company and the

government, but also examines the interaction between the government and the international instances. This is in line with Taskiran (2022)'s study regarding how Turkey's government manages their interaction with the United Nation to maintain its sustainability in terms of eradicating hunger and poverty and improving quality of life and education in Turkey's community (Taskiran, 2022).

New literacy media is also needed by the government to have harmonious relations so that it can gain sympathy, trust, teamwork and support for the implementation of government policies (Afrilia et al., 2023).

Allen, supported this concept by highlighting government relationships in Britain to create a sustainability in Britain Muslim Communities. The substantial shift in the Neoliberal paradigm necessitates an ideological transformation on the part of the British government in order to represent Britain and alleviate the stigma associated with Islamophobia, counterextremism, and child sex trafficking (Allen, 2022).

Drawing from the previous studies, the researchers identified that the study on government relations implementing relationship management theory has not been discussed. By using the theory as the foundation for the investigation, this study clarified how Mizan Publishing House develops its partnership with

Indonesia's Ministry of Education and Culture. Public relations explain the management function evaluated by the public. The evaluation relies on the management's policy, the planning, and execution of the programs to reach an understanding and support from the public (Blankenship, 2016). Public relations in Indonesia pays attention to collaboration between the company and the community to reach a benefit in both sides. Assessing the effectiveness of public relations involves four aspects, i.e., understanding, cooperation, benefits, and satisfaction (Dostal, 2020). Public relations is an internal or external planned communication to reach a specific target based on mutual understanding.

The concept of public relations is associated with creating an explanation through knowledge. The knowledge disseminated through programs and activities by the institution creates an infrastructure change to the people (Azzahrani, 2019). Public relations also maintains a positive relationship to people to create a business environment. All public relations communications are planned, carried out, and responded by the target audience; hence, feedback from those in the company's immediate vicinity provides the basis of mutual understanding (Setiawan et al., 2021).

Public relations is considered as a part of the organization to create, maintain, and

guide the interaction between an organization and the target audience. Additionally, public relations maintain communication with all internal stakeholders of the organization in every segment, from senior executives to the employees (Pratiwi & Haninda, 2021). The basis of public relations is creating and guiding an interaction. A positive relationship leads to higher-quality and more effective work, which benefits the organization and all of its members in turn (Rice & Atkin, 2017). Public relations is considered functioning when the organization manages to plan and implement a coherent program which is distinctive to other organization programs.

The function of public relations is to sustain and manage communication with the audience to achieve certain goals of the organization. To establish a positive link between the two instances, the company and the audience must communicate in both directions (Yusuf & Susanto, 2021). Another function of public relations is to spread knowledges by the organization and distributing the public's aspiration in each other's way. These instance of communication will serve as an interactive relationship between the company and the public (Romero-Abrio et al., 2019). Public relations guides every harmonious interaction between organization and their audience to prevent psychological challenges caused by

either party's involvement.

Relationship management theory posits how an organization manages their interaction to the consumers. Managing relationship is aimed at enhancing consumer's loyalty and satisfaction to the organization in long term basis (Khan et al., 2022). Relationship management theory explores the public relation's performance through stakeholder engagement and developing relationship to internal and external audience. The public relation's performance is involved in corporate citizenship, consumer's satisfaction and engagement, as well as creating sustainability with the stakeholders alike (Ji et al., 2022).

Relationship management theory focuses on the interaction process between the organization and external/internal parties. This context is defined as an existential statement within the organization and the key players in the business (Dong & Morehouse, 2022). Relationship management theory will affect the change of economy, social, culture, and politics within the organization. The concept of this theory is the core of public relations since managing relationship will greatly influence changes within the public relations. The change involves the structures of message and its distribution method used by public relations members (Chatterjee et al., 2021).

Relationship management theory has

four aspects, i.e., developing and representing the core roles of public relations, identifying components that form a relationship between the company and the audience, measuring the relationship between the two parties, and constructing public's interactions to the organization (Jan et al., 2017). Examining public relations' capability to establish and maintain relationships with the public is relevant to the research on the idea. It will pose as a guide for the authors to identify the strategies used by Mizan Publishing House in line with governmental relations program. This study explained the role of public relations to propose communication strategy and creating a harmonious relationship to the external party, in this case the Ministry of Education and Culture of Indonesia. Mutual benefits are possible to achieve as long as the company successfully implements the public relations communication strategy.

Impression Management Theory engages in an interaction where an individual or group attempts to maintain their image to others, usually on a large scale. Impression management will explore the enforcement and the effects of the communication strategy implementation through the audience (Whelan, 2021).

In this retrospect, the individual or group will construct their positive image to the audience and instill the belief that a person

or group is beneficial to society. The practice of impression management also expurgates negative images by the audience should it exists by any means.

Managing images of an individual or group comes not only with the communicant's compliance with the communication strategy, but also how the communicator manages their own information in public. The continuous process of managing image will assist the client to avoid negative impressions and keeps their positive interpretations by the audience (Perkiss et al., 2021) producing chocolate comes with some sticky social, environmental and economic problems. This paper focuses on the issues of child labour, forced child labour and unsustainable farming practice within the chocolate industry, and specifically on the discourse about Nestl\u00e9's Ivory Coast cocoa supply chain. We analyse corporate disclosures, related counter accounts and subsequent responses in new and old media as a dynamic communication process. A mobilising of Goffman's (1959).

According to impression management theory, there are two functions that communicators play. The learner plays a role as a performer and the supervisor plays a role as an audience to the learner's performance. This communication role is designated into two spaces, namely front stage and backstage. Front

stage will be the space where the communication strategy usually occurs, whereas the back stage will support the front stages' strategy during its performance behind the scenes (Huffman et al., 2021).

RESEARCH METHOD

The study applied qualitative research with constructivism paradigm to explore how knowledge is capable of constructing the reality. The study is based on governmental relations implemented by Mizan Publishing House to illustrate how the public relations of the company can construct a relationship with the government of Indonesia using several programs (Marta, 2018). The researcher conducted an in depth interview towards selected informants who were involved in the development of governmental relation programs by Mizan Publishing House.

The constructivism paradigm identified the birth of knowledge based on life experience and rational subjects on the research combined. The study was conducted to create a concept within governmental relations by Mizan Publishing House which has implemented a good relationship with the government through several communication strategies. In order to conceptualize the structure of government relations, the authors conducted several interviews with Mizan Publishing House staffs, especially members of the communication

strategist team.

The research implemented study case in order to explore the programs executed by Mizan Publishing House in building relationship with the Ministry of Education and Culture of Indonesia. The study case examined how the Indonesian Little Writer Conference may continue to foster publisher-government connections by holding educational programs. The data were collected in the form of documentations, interviews, focused discussion, and observations that were written in a transcript. Photos and videos will pose as an alternative to collect observation data (Harry et al., 2022).

There are primary data and secondary data. The selection of informants for this study is based on the following criteria. First, the informant is the Head of Communication Division of Mizan Publishing House. An individual who maintains direct communication with the Ministry of Education and Culture of the Republic of Indonesia and Mizan is considered an informant.

Second, the informant is the public relations or marketing communication staff at Mizan Publishing House since the informants are people who directly involved in the Indonesian Little Writers Conference (KPCI) activities. Third, the informants perform good behaviour and communication, have good credibility, and

are trustworthy. Fourth, the informants are staff member with at least a year of experience in marketing communications or public relations. One year of work experience is considered sufficient to gain understanding of their issues and to provide reliable data.

The data were divided into two sections. The primary data consist of interviews with selected informants using purposive sampling. The purposive sampling is aimed at identifying sourcepeople under certain research criteria. The researchers conducted an in depth interview with the head of communication division, staff of public relations, and staff of marketing communication of Mizan Publishing House through this sampling (Diamastuti et al., 2020). The secondary data include observation data based on the in depth interviews and literature reviews. The secondary data will be used to test the novelty of the study.

Triangulation was used to identify the validity and reliability of the interview data. Triangulation crosschecks and compares interview transcripts to identify the validity and novelty of the research data. Data reduction is conducted to discuss and present the research data, as well as coming up with a conclusion based on the study (Salim et al., 2022). Data analysis was carried out interactively and continuously throughout the research stage until no more new data was identified.

RESULTS AND DISCUSSION

The data demonstrates how Mizan Publishing House, one of the publishing houses of literary novels, has built its relationship with Indonesia's government. Mizan Publishing House employed its formulated strategy to carry out their governmental ties. During this relationship management, the corporation encountered a few obstacles, but it overcame them with relative ease. The researchers then elaborated the data by interviewing and observing internal staff members of Mizan Publishing House.

All enterprises need to build a positive relation with the government, for it will allow the company to engage in their daily activities without any interference. This is where the communication division of the company plays their role as the mediator between the company's directors to the government. This role is held by Marketing Communication Division in Mizan Publishing House. It was identified that there are eight attributes that influence government-public relations, some of which are; politics, focus on public services, legal constraints, extreme media and public scrutiny (Liu & Horsley, 2007).

Marketing communication division connects and guides every relationship with

clients and external parties, that includes the government themselves. Their role is proven as one of the most important ones in the publishing business. The role is also described in their job desk such as lobbying government's affairs, engaging audiences as well as following up the results and price negotiation with external parties for community events such as KPCI. The Governmental Relations activity is one form of Public Relations to specifically target governments in terms of connectivity. This activity aims to facilitate licensing in carrying out company operations and formulate solutions to problems faced by the company. Being cognizant of Indonesia's political landscape, Mizan Publishing House takes advantage of this knowledge to direct their interactions with the Ministry of Education and Culture. As the consequence, Mizan Publishing House is able to secure government support for neighborhood activities (Table 1).

Events hosted by Mizan Publishing House will receive feedback and perspectives from the participants and audiences towards the Ministry of Education and Culture. Therefore, Mizan Publishing House would benefit for more access with numerous events with the support of the government. This works both ways where negative perspective to the government would lead to catastrophic relationship by Mizan Publishing House. Every company has

Table 1 Government Relation Activities According to The Target

No	Public Relations Activities	Target
1	Monitor Government Policy: • Submitting Proposals to the Government • Contacting and lobbying NGOs	Central Government
2	Lobbying political parties and community leaders	Political Parties and Community Figures
3	Monitoring and lobbying for government regulations at the provincial level down	Provincial Government, district and sub-district government

Source: White and Mazur, 1995

their own strategies to build their relationships with the government. The public relations division will formulate a plan and manage their roadmap to construct a relationship foundation before reaching a positive connectivity (Fitri & Sulaeman, 2021).

Communication strategy consists of formulation and implementation of ideas purposed for the client's benefits. Companies are required to construct at least a strategy to engage with their consumers. Strategy will also plan and manage the company to reach its objectives (Kristanti & Marta, 2021). Strategy will identify the roadmaps to reach specific objectives and how to tactically implement them.

Based on the interview towards several informants, the authors identified that a good relationship with the Ministry of Education and Culture is the key structure of Mizan Publishing House's communication strategy to conduct

the Indonesian Little Writer Conference. This conference consists of several phases of construction. The foundation begins at the role of Marketing communication team to explore historical backgrounds of Governmental Relationships. This includes identifying which sections of the government that the company must approach and how the company approaches the governmental section securely to increase the chance of being accepted within the government's agenda. This principle is considered as a relationship type of public relations which implements the company's relationship with the government to be a strong point of implementing Indonesian Little Writer Conference (Mehrad et al., 2020).

The background of the event is also considered by the marketing communication team, as it provides an important step of Mizan Publishing House's acceptance by the government. The team had identified the

problems and the history within the construction of KPCI to convince the government the importance of writing and reading to provide a better quality for Indonesia's generations (Aichner et al., 2021).

Marketing communication team's roles in Mizan Publishing House are generally similar to those of public relation officers. Only the naming format—which complies with the demand of the company—distinguishes the two. As explained by relationship Management Theory, that the focus of the company's approach to the government is the *relationship* type. Therefore, the marketing communication division are to engage and maintain their relationship with the Ministry of Education and Culture of Indonesia.

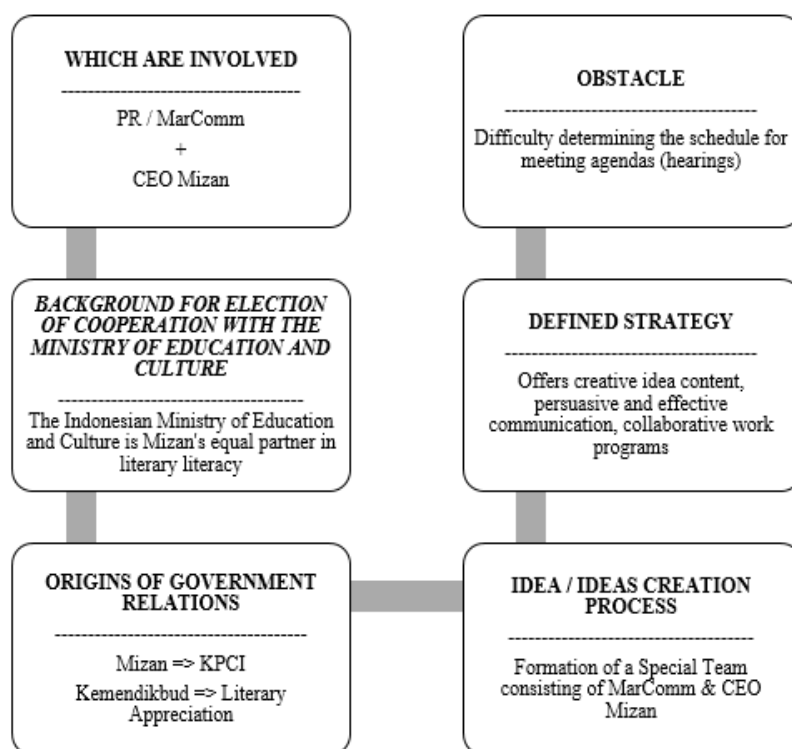
Mizan Publishing House is able to work with the government at Indonesian Little Writer Conference in order to get more young Indonesians to read. The underlying problem is that, as technology advances, the number of readers is steadily declining. The role of marketing communication team comes to fruition at this phase, as both sides were in the similar roadmaps to improve Indonesia's youngster's readership.

One of the governmental relationships implemented by Mizan is to collaborate with the Ministry of Education and Culture, which involves building their positive relationship within the specific section. In its implementation,

Mizan Publishing House is assisted by their CEO in conducting Indonesian Little Writer Conference to make their governmental relationship on point to the target.

Strategical formulation and implementation are based on the marketing communication team of Mizan Publishing House. Several high officers of the company, including the CEO themselves, are involved to give them an equal ground to approach the Ministry of Education and Culture. This is taking account to the fact that Mizan Publishing House would not be able to conduct the conference without the government's approval nor involvement within their ranks.

Creative contents have always been a specialty of Mizan Publishing House. This is also considering the company also operates within the creative economy sector of Indonesia. It is imperative that Mizan Publishing House keeps coming up with fresh concepts for its clients, particularly the Indonesian government. In order to do so, a communication strategy is an ideal instrument to disseminate Mizan Publishing House ideas to other instances. Information sharing, past contacts, and connections have an impact on organizational communication. By building strong ties with the Ministry of Education and Culture, Mizan Publishing House maximizes its communication approach. Even if Mizan



Source: Research Processed Results,

Figure 1 Mizan's strategy scheme in conducting government relations activities

Publishing House encounters various obstacles in the internal operations of the government, the historical links among government officials will enhance the likelihood of its views being approved. The strategical role of marketing communication team of Mizan Publishing House lies within their capabilities to construct an effective strategy to meet the company's vision and mission, as well as their core values. The success of the company is also determined by their competency to fulfill their vision and carry out their missions. This competency will be evaluated on a yearly basis to ensure the company's consistency throughout times. This is in line with Anne Can Der Meiden's Function

of Public Relations, mentioning that Public Relations are to create a public opinion that benefits the image of the company. In Mizan Publishing House's case, the company has their image on point with the government of Indonesia.

Mizan Publishing House's marketing communication division is not only formulating communication strategies, but also managing those plans to keep them in track with the company's vision and mission in the future. In the study, the marketing communication division have proven to be continuously constructing plans for Mizan Publishing House to manage their relationship with Indonesia's Ministry of

Education and Culture instances.

Formulating a strategy is the first step of creating a communication strategy (Figure 1). Therefore, Mizan Publishing House has implemented several phases to execute their governmental relationship program. This assists them in approaching Indonesia's Ministry of Education and Culture in a more effective way.

Executing a strategy would require the entire company's efforts and consistency. Communication strategy should pay attention to SWOT analysis in order to support the communication strategy's effectiveness. This analysis will identify the strength and weakness of the structure, as well as mapping out opportunities and threats presented in the plan.

Mizan Publishing House's plans were executed by their respective public relations officers. These plans were based on their past research related to the SWOT analysis. The analysis' guidance will affect the officers to approach the government more efficiently to benefit the company's requirements. A fast approach would result in quick feedback by the clients, which allows the company to collaborate with them successfully. The success of a communication strategy will be determined on their execution's efficacy and efficiency.

The positive response by Ministry of Education and Culture displays that Mizan Publishing House has succeeded in

approaching the members of the government, which allows a collaboration to occur within their event. This creates a positive environment for Mizan Publishing House to execute their communication strategies. Through the implementation of this creative approach for their clients, Mizan Publishing House has enabled the government to augment the reading habits of Indonesia's younger generation amidst technological advancements. This is stated by the first informant, Mr. Fanfan as the communication manager and public relation officer of Mizan Publishing House.

In order to reach the objectives, the implementation of communication strategy requires several steps. The first step is considered a steppingstone for the company that will be correlated to other phases in the future. In this case, Mizan Publishing House first executed their strategy during the Indonesian Little Writer Conference event since this conference will determine the execution of further events in the future. Both side's participation in the event have resulted in the collaboration between Mizan Publishing House and the government. This collaboration becomes an effective way of both sides to increase readership to younger generations. Mizan Publishing House assists the government as partners to conduct Indonesian Little Writer Conference which allows both sides to contribute based on their member's job

descriptions.

Audience opens various opportunities for Mizan Publishing House to convince the government regarding the event. This is correlated with Cutlip, et al.'s four Steps of Public Relations Process, where Mizan Publishing House has executed the Taking Action and Communicating phase. This is a clear indication about the implementation of their communication strategy which has been planned to execute their communication strategy in the government's ranks.

Image is the most important function for the public relations department, while marketing practitioners consider image to be the most important pragmatic function. A positive image for the government is important, because it will be related to public trust (Ha & Ferguson, 2015).

Mizan Publishing House has maintained a favorable corporate image by always maintaining their professionalism in the lens of the government. In order to sustain their relationship with the government, Mizan Publishing House also uses both formal and informal communication methods, one of which is interpersonal communication. Interpersonal communication allows an in-depth exploration to the client, which is effective to exchange information, behavior, and opinions. A dialogical interaction within interpersonal communication allows the communicator to

identify whether their interaction has been going to a right direction or not.

Partnership would be another form of Mizan Publishing House's governmental relations strategy. This is done in the collaboration with the government to conduct Indonesian Little Writer Conference event to increase the number of readerships to younger generations. Seizing the opportunity to present themselves as equal partners, the government and Mizan Publishing House carry out daily government-business visits. This procedure provides both parties with the ability to investigate each other's data about Indonesian readers, opening up several possibilities for future interactions.

The Mizan Publishing House team approached the government using a human relations strategy. Human relations is an interactive and communicative type of relations to explore their communicants effectively. Human relations involve a variety of motives, which are referred to as "Key Activities". The communicator's motivation consists of economy, psychology, and social factors. Davis posits that human relations are done effectively to fulfill the communicant's needs. Their satisfactory will be the communicator's mission in human relations retrospect.

Mizan Publishing House and the government have a mutually beneficial relationship. Human relations are commonly

used in this relationship to ensure both parties are aware of the advantages of continuing the engagement. The government and Mizan Publishing House have developed a human relationship that takes into account not only certain employees but also all those who labor in the background to create the environment.

Both Mizan Publishing House and the government are in constant communication to develop the implementation of government relations. Persuasive communication is primarily used as the executioner of the communication strategy by the company to construct the partnership with the government. This facilitates both sides to interact one another while also keeping informed of the benefits, such as innovative ideas and the government's support. There are four forms of communication during relationship management, i.e., informative, persuasive, coercive, and human relation. To engage with the government, Mizan Publishing House has been using persuasive and human relation form of relationship communication to engage with the government, which allows the company to introduce themselves and their events to the client. Persuasive communication allows the company to make their event a consideration for the government's support. On the other hand, human relation communication creates an environment for the company to maintain their healthy relationship with the

government.

This strategy is being implemented in a tupoxy design, with the government and Mizan Publishing House sharing the same amount of portion and job. This is aimed at preventing any envious feelings on either side of the relation. The government plays as the administrative role, supporting the implementation of program. Mizan Publishing House plays as the conceptor and the executor of Indonesian Little Writer Conference. The government's rigid and formal working procedures are hindering their ability to participate in the event, but Mizan Publishing House's inventiveness enables the government to conceptualize the event's contents and their engagement in it, both formally and informally.

Despite the sophisticated plan to construct and keeping their relationship, Mizan Publishing House's communication strategy has its drawbacks, one of which is coordination. When the main source of communication is not identified correctly, it might cause confusion to both parties. Additionally, there was insufficient people and material resources to enable Mizan Publishing House and Indonesia's Ministry of Education and Culture to work together effectively.

CONCLUSION

The research showed that the governmental

relationship plan by Mizan Publishing House involves two aspects, i.e., the construction of communication strategy and its implementations to the government. The results displayed that the two aspects of the plan is aimed at building a healthy relationship to the government, specifically, the staffs of Ministry of Education and Culture. The proof of this relationship is displayed at the Indonesian Little Writer Conference.

The strategy formulation process by Mizan Publishing House begins with numerating their public relations officers, which are known as marketing communication team. This sector is assigned to come up with ideas that allows the company to approach the government more effectively. The team is also responsible for considering several drawbacks that should be expected during the process of governmental relationship. The strategy by Mizan Publishing House's marketing communication sector would be implemented through governmental relationship through persuasive communication to offer an effective communication, proposing creative ideas, as well as positioning the company as an equal partner to the government.

Mizan Publishing House has implemented their previous strategy through different steps, such as an audience to the government. This process relies on an effective communication that has been used to maintain their harmonic

relationship. Mizan Publishing House has been attempting to keep their professionalism as one of the beneficial companies to the government. The government relationship by Mizan Publishing House is purposed to forge a partnership with the Ministry of Education and Culture through the Indonesian Little Writer Conference as well as through several visits to the government. These events has caused both sides to respond positively and creates a harmonious relationship.

The the results of this study allow the researchers to make following recommendations; future research is expected to deepen the concepts of government relations. Applying more than two complementary theories is expected to produce better results. Future researchers should be able to expand their knowledge by looking at the field from a different angle and by observing advancements in public relations in order to make government relations more dynamic and engaging.

As a private enterprise, Mizan ought to keep positive ties with the government, involving not only the Ministry of Education and Culture but also other ministries. The Republic of Indonesia's Ministry of Education and Culture and Mizan have forged a productive partnership. However, in order to create more harmonious connections, a greater variety of government relations practices should be used

throughout time.

Author Contributions: Conceptualization, K.M and R.F.M.; methodology, K.M.; software, A.T.P.; validation, K.M., A.T.P. and R.F.M.; formal analysis, K.M.; investigation, A.T.P.; resources, R.F.M.; data curation, K.M.; writing—original draft preparation, R.F.M.; writing—review and editing, R.F.M.; visualization, K.M.; supervision, K.M.; project administration, R.F.M.; funding acquisition, A.T.P. All authors have read and agreed to the published version of the manuscript.”

Acknowledgments: I would like to thank to the editor and Reviewer

Data Availability Statement: Not applicable

Conflicts of Interest: There is no potential for conflict in this study.

Funding: This research received no external funding

REFERENCES

- Afrilia, A. M., Rhizky, D. P., Putri, W. E., & Ratnasari, E. (2023). The digital competence of government public relations officer in Magelang City. *PRofesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 7(2), 215. <https://doi.org/10.24198/prh.v7i2.43146>
- Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). Twenty-five years of social media: A review of social media applications and definitions from 1994 to 2019. *Cyberpsychology, Behavior, and Social Networking*, 24(4), 215–222. <https://doi.org/10.1089/cyber.2020.0134>
- Allen, C. (2022). The neoliberalisation of formal governmental relations with Britain’s Muslim communities. *British Politics*, 17(2), 232–249. <https://doi.org/10.1057/s41293-020-00145-5>
- Anggarini, S. (2020). Fenomena dalam berita covid-19. *Jurnal Audience*, 3(2), 224–249. <https://doi.org/10.33633/ja.v3i2.3628>
- Azzahrani, M. (2019). Strategi komunikasi pemasaran kementerian pariwisata indonesia dalam pesona Indonesia melalui Youtube. *Jurnal Manajemen Komunikasi*. <https://doi.org/10.24198/jmk.v2i2.12925>
- Blankenship, J. C. (2016). Losing their “mojo”? Mobile journalism and the deprofessionalization of television news work. *Journalism Practice*, 10(8), 1055–1071. <https://doi.org/10.1080/17512786.2015.1063080>
- Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). The effect of AI-based CRM on organization performance and competitive advantage: An empirical analysis in the B2B context. *Industrial Marketing Management*, 97, 205–219. <https://doi.org/10.1016/j.indmarman.2021.07.013>
- Dong, C., & Morehouse, J. (2022). Toward a caring government: Advancing ethical government public relations with a care-based relationship cultivation model. *Journal of Public Relations Research*, 34(5), 179–207. <https://doi.org/10.1080/1062726X.2022.2119978>
- Dostal, J. M. (2020). Governing under pressure: German policy making during the coronavirus crisis. *Political Quarterly*, 91(3), 542–552. <https://doi.org/10.1111/1467-923X.12865>
- Effendy, C., Vera, R. V. M. de, Asfar, D. A., Syahrani, A., & GS, A. D. (2021). Being survivors: therapeutic communication for people living with HIV/AIDS (plwha). *Jurnal Studi Komunikasi*, 5(3), 584–599.
- Fadilla, Q. Y., & Sukmono, F. G. (2021). Transformation of print media in the digital era: media convergence of Kedaulatan

- Rakyat. *International Journal of Communication and Society*, 3(1), 27–38. <https://doi.org/https://doi.org/10.31763/ijcs.v3i1.165>
- Feng, G., Hao, S., & Li, X. (2022). Project sustainability and public-private partnership: The role of government relation orientation and project governance. *Sustainability*, 14(8), 4724. <https://doi.org/10.3390/su14084724>
- Fitri, R. A., & Sulaeman, E. (2021). Pengaruh kredibilitas endorser agnes monica, brand awareness dan perceived quality terhadap keputusan pembelian produk tolak angin cair. *JIMEA Jurnal Ilmiah Manajemen Ekonomi Dan Akurnal Ilmiah Manajemen Ekonomi Dan Akuntansi*, 5(2), 15–32.
- Ha, J. H., & Ferguson, M. A. (2015). Perception discrepancy of public relations functions and conflict among disciplines: South korean public relations versus marketing professionals. *Journal of Public Relations Research*, 27(1), 1–21. <https://doi.org/https://doi.org/10.1080/1062726X.2014.924838>
- Habiba Makarim, N., Dimyati, D., Zukhruf Kurniullah, A., Utara Malaysia, U., Sintok, U., & Darul Aman, K. (2020). The use of instgram account in constructing the concept of beauty: A case on “UNPAD GEULIS.” *Aspiration Journal*, 1(1), 73–94.
- Huffman, B. M., Hafferty, F. W., Bhagra, A., Leasure, E. L., Santivasi, W. L., & Sawatsky, A. P. (2021). Resident impression management within feedback conversations: A qualitative study. *Medical Education*, 55(2), 266–274. <https://doi.org/10.1111/medu.14360>
- Jan, M., Soomro, S. A., & Ahmad, N. (2017). Impact of social media on self-esteem. *European Scientific Journal, ESJ*, 13(23), 329. <https://doi.org/10.19044/esj.2017.v13n23p329>
- Ji, Y. G., Tao, W., & Rim, H. (2022). Theoretical insights of csr research in communication from 1980 to 2018: A bibliometric network analysis. *Journal of Business Ethics*, 177(2), 327–349. <https://doi.org/10.1007/s10551-021-04748-w>
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2022). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. *Journal of Relationship Marketing*, 21(1), 1–26. <https://doi.org/10.1080/15332667.2020.1840904>
- Kristanti, E., & Marta, R. F. (2021). Persuasive and educative advertising content of quick response code Indonesian standard in pandemic era. *Jurnal Ilmu Sosial Dan Humaniora*, 10(2), 301. <https://doi.org/10.23887/jish-undiksha.v10i2.34474>
- Liu, B. F., & Horsley, J. S. (2007). The government communication decision wheel: Toward a public relations model for the public sector. *Journal of Public Relations Research*, 19(4). <https://doi.org/https://doi.org/10.1080/10627260701402473>
- Marta, R. F., Fernando, J., & Kurniawati, L. S. M. W. (2020). Tinjauan peran komunikasi keluarga pada kinerja public relations melalui konten laman resmi media daring kpppa. *Jurnal Komunikasi Pembangunan*, 18(01), 30–42. <https://doi.org/10.46937/18202028620>
- Marta, R. F., Kurniawati, L. S. M. W., Harry, H., Salim, M., & Andung, P. A. (2022). Transfer of knowledge and scientific publication literacy for young lecturer by pojok dialektika. *Abdimas Galuh*, 4(1), 310. <https://doi.org/10.25157/ag.v4i1.7128>

- Mehrad, J., Eftekhari, Z., & Goltaji, M. (2020). Vaccinating users against the hypodermic needle theory of social media: Libraries and improving media literacy. *International Journal of Information Science and Management*, 18(1), 17–24.
- Murfianti, F., Marta, R. F., & Rahyudi, I. (2020). Confronting media prosumer people with manipulated political memes in Indonesia's post truth era. *European Journal of Molecular and Clinical Medicine*, 7(1), 3772–3783.
- Perkiss, S., Bernardi, C., Dumay, J., & Haslam, J. (2021). A sticky chocolate problem: Impression management and counter accounts in the shaping of corporate image. *Critical Perspectives on Accounting*, 81, 102229. <https://doi.org/10.1016/j.cpa.2020.102229>
- Pratiwi, P. Y., & Haninda, A. R. (2021). Strategi manajemen krisis publik relations dalam mengembalikan kepercayaan karyawan. *Inter Script: Journal of Creative Communication*, 3(1). <https://doi.org/http://dx.doi.org/10.33376/is.v3i1.801>
- Rice, R. E., & Atkin, C. K. (2017). Public communication campaigns. In *Public Communication Campaigns*. <https://doi.org/10.4135/9781544308449>
- Romero-Abrio, A., Martínez-Ferrer, B., Musitu-Ferrer, D., León-Moreno, C., Villarreal-González, M. E., & Callejas-Jerónimo, J. E. (2019). Family communication problems, psychosocial adjustment and cyberbullying. *International Journal of Environmental Research and Public Health*, 16(13), 2417. <https://doi.org/10.3390/ijerph16132417>
- Samiaji, A., Bahruddin, M., Harry, H., & Hidayat, E. (2022). Nation branding construction and public diplomacy from @america in muslim community of Indonesia. *Medium Jurnal Ilmiah Fakultas Ilmu Komunikasi*, 9(1), 276–290. [https://doi.org/https://doi.org/10.25299/medium.2021.vol9\(2\).8836](https://doi.org/https://doi.org/10.25299/medium.2021.vol9(2).8836)
- Santoso, D., & Wardani, A. D. K. (2021). A critical discourse analysis on Jokowi and Prabowo's tweets during 2019 presidential election. *International Journal of Communication and Society*, 3(2), 130–139. <https://doi.org/http://dx.doi.org/10.31763/ijcs.v3i2.379>
- Sari, N., Marta, R. F., Angreani, N., Harry, H., & Perkasa, M. I. A. (2021). Menakar loyalitas konsumen berdasarkan persepsi nilai dan kepercayaan merek geprek bensu. *Soetomo Communication and Humanities*, 2(2).
- Setiawan, J. H., Caroline, C., & Muharman, D. (2021). Content analysis of reader comments about covid-19 on media aggregator line today. *ASPIRATION Journal*, 2(1), 51–70.
- Sya, M., & Marta, R. F. (2019). Alignment frame construction by three online newspapers on the slogan of Bangka Belitung Islands. *Jurnal Studi Komunikasi*, 3(November), 332–354. <https://doi.org/10.25139/jsk.3i3.1701>
- Taskiran, H. B. (2022). Municipalities and sustainability practices in the context of governmental public relations: A study on metropolitan municipalities in Turkey. *TURKIYE ILETISIM ARASTIRMALARI DERGISI-TURKISH REVIEW OF COMMUNICATION STUDIES*, 39. <https://doi.org/10.17829/turcom.1017789>
- Whelan, J. (2021). Specters of goffman: Impression management in the irish welfare space. *Journal of Applied Social Science*, 15(1), 47–65. <https://doi.org/10.1177/1936724420983578>
- Wungkana, Y. L. (2007). *Strategi government relations austasia group dalam membina*

- hubungan baik dengan direktorat jenderal peternakan departemen pertanian.* Universitas Mercu Buana.
- Yusriyah, K., Fatoni, A., & Mansyur, M. A. (2020). Communication networks analysis on information dissemination of the moving of capital city from Jakarta to East Kalimantan. *ASPIRATION Journal*.
- Yusuf, R., & Susanto, H. (2021). The effect of terrorism reporting in mass media on the perception of Makassar community. *Medium Jurnal Ilmiah Fakultas Ilmu Komunikasi*, 9(1), 16–31. [https://doi.org/https://doi.org/10.25299/medium.2021.vol9\(1\).7442](https://doi.org/https://doi.org/10.25299/medium.2021.vol9(1).7442)