

IMPLEMENTATION OF PUBLIC COMMUNICATION STRATEGY IN IMPROVING RELATIONS IN THE ORGANIZATIONAL ENVIRONMENT OF KADIN BALI

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The increase in business actors that is happening today provides many significant changes for the community, technological advances not only help business actors in expanding their business but can also simplify the business marketing process anytime and anywhere. The role of business actors in maintaining consistency and increasing innovation in developing businesses can have a positive impact on increasing economic growth. The number of business actors who are active in business and varied in developing the business created, the expansion of the business market will increase. The purpose of this service is carried out by the author to find out the public communication strategy to improve relations in the Balinese Kadin organizational environment. The method that the author uses in this service is the mentoring method in the form of direct participation. Through this service, it is hoped that it can provide benefits, especially in the organizational environment of the Bali Chamber of Commerce in improving their relationships, so that the business development process with business actors can run well.

Keywords: Organisation, Public Communication, Strategy.

INTRODUCTION

The current increase in business actors has brought significant changes to society, especially when facing various obstacles and challenges regarding the current economic crisis. A large number of business actors makes competition in the business world even stronger, this can be seen from the rapidly increasing development of digital business. The competition that occurs makes business actors competitive in achieving their sales targets, the wider the targeted market, the greater the business opportunities obtained.

Technological progress has increased quite highly, and the developments that have occurred can encourage business actors to be more innovative in marketing their business. The advantage of improving technology does not only help business actors expand their business, but can make it easier for business actors to market their business anytime and anywhere. Business actors must also have high sensitivity to technological developments to be able to compete in the business world and to increase business opportunities with other business actors.

The expansion of employment opportunities for the community is quite important in helping to reduce the problems of the economic crisis that occurred. At present people who can increase creativity and have high innovation in developing business in the digital business era are important points in helping to increase active human resources. Problems that still often

occur due to a lack of public interest in developing a business. The courage of business actors in developing business in the global market is very important, to meet business standards that will be widely marketed. Consistency is one of the efforts to help increase business development and is a great opportunity for business expansion in business.

At present the role of business actors in maintaining consistency and increasing innovation in developing business can have a positive impact on increasing economic growth, many business actors are active in doing business and vary in developing the businesses that have been prepared, then the expansion of the business market will experience a high surge.

Reported by the website cnnindonesia.com (CNN Indonesia, 2022) that the development of digitalization is increasing rapidly and requires business actors to have high sensitivity to increasingly strong business competition. Collaboration is carried out between the government and related parties, in a special way in providing the right solution for business people whose business experiences obstacles or problems when the business process is being carried out. Currently, business development in the public environment is starting to slowly increase, this requires high cooperation between the organizational environment and several parties concerned with improving business quality. One government organization that is a place or forum for business actors in developing a business process is the Bali Chamber of Commerce and Industry (KADIN).

The Bali Chamber of Commerce and Industry (KADIN) is an organization that supports business development for businesses ranging from large, to medium to small businesses. In increasing organizational cooperation and building potential and expanding the resulting business market, Kadin Bali must make every effort to assist business actors to penetrate the global market. The purpose of this service is to be able to find out what methods are used by Kadin Bali in improving relations with the business actors concerned.

IMPLEMENTATION METHOD

In this service, the implementation method that the author uses is the preparation stage, the implementation stage, and the evaluation stage.

1. Preparatory stage

The initial activity carried out by the author is to discuss with representatives from Kadin Bali to find out the scope and work system of related agencies, then hold discussions with supervisors regarding issues that will be raised from Kadin Bali.

2. Implementation Stage

The second stage in this service is the implementation stage through the mentoring method, in which the author participates directly in participating in several existing government activities, such as attending a seminar with the Minister of Home Affairs, participating in a series of G20 activities, and accompanying the Chairman of the Bali Chamber of Commerce in several invitations held outside the office.

3. Evaluation Stage

At this stage, it explains about some of the routine work programs carried out by Kadin Bali to find out what obstacles or obstacles have occurred in the work programs being carried out and the activities that have been carried out. The purpose of the evaluation stage is to get a bright spot on the problems that arise either from within the organizational environment or outside the organizational environment.

RESULTS AND DISCUSSION

a. Planning Stage

At this stage, the dedication that the author has carried out at Kadin Bali aims to find out what ways Kadin Bali has done in increasing its cooperation with business actors or several parties concerned. Implementation of activities that the author does through direct participation, both in the office and outside the office. The results of the dedication that has passed the evaluation stage will be concluded into a table to make it easier to understand the implementation of the work program being carried out.

b. Implementation Stage

The results of the implementation of participation that have been carried out can be a reference for several parties concerned and entrepreneurs, of course, in dealing with various situations in the field, to be able to produce an effective performance for business development in the global market. In carrying out direct participation, the author not only observes but also provides directions to those present and takes minutes while the event is in progress.



Figure 1. The Chairman of the Bali Chamber of Commerce and Industry received a visit with the Expert Team from the DPR RI, HIPMI, and several associations

During the visit with the DPR RI Expert Team, HIPMI, and several associations, 15 members attended, including Mr. Made Ariandi as General Chair of the Bali Chamber of Commerce and several of his staff. The visit aimed to discuss the identification of priority industrial development in increasing economic growth to find out the development of business processes that are being carried out and to improve the application of policies that are not by conditions in the field.



Figure 2. Attending one of the series of events for the G20 Presidency, the 2022 Indonesia Digital Financial Economy Festival (FEKDI)



Figure 3. Participating in a monitoring and evaluation meeting held by the Corruption Eradication Committee at the Office of the Inspectorate of the Province of Bali



Figure 4. Conducting routine discussions with Kadin Bali staff in preparing work programs



Figure 5. Conducting a discussion process with the Bali Chamber of Commerce Secretary regarding the series of B20 work programs



Figure 6. Participating in the Synergy Seminar on Growing Together Through the Implementation of K3 Culture in the Company at the Prime Plaza Hotel Sanur



Figure 7. Participating in International Labor Organization activities

c. Evaluation Stage

Table 1. Development of devotion

No	Work Program Name	Activity Results
1	Training for SMEs	Participate in a training program conducted for 2-3 days with full facilities for Kadin Members in improving the quality of good performance.
2	Immediate checking	Participate in checking processes related to businesses being developed by Kadin Bali through both domestic and foreign investments.
3	Health sector programs:	Vaccination programs are held within the Kadin Bali organizational environment, starting from staff to other members, as well as all people who have not received vaccinations.
4	Regular talk show	This is done for entrepreneurs to find out the obstacles and constraints that occur regarding policies that are applied directly to the business they are running so that they can find a bright spot.
5	Holding a series of activities at the Business Forum of Twenty (B20)	The implementation is carried out to encourage the business world to use the B20 Forum as a place to exchange information and technology as well as to increase regional, national and international cooperation.

In the table above it can be seen that the implementation of the work programs carried out and the results of the activities obtained received a lot of support from the parties concerned, not only increasing good cooperation between organizational environments but also providing benefits for writers in understanding the public communication strategy undertaken by Kadin Bali in improving their relations. Another benefit is improving relations with the surrounding community through the vaccination program provided. The author's participation in the activities carried out can help Kadin Bali in facilitating the implementation of several work programs so that they can run smoothly.

CONCLUSION

This service activity is a means of providing an overview of the business processes of an organization that is being carried out in increasing member cooperation or improving relations within the organization and several other parties concerned. Broadly speaking, the implementation of a series of activities that have been carried out by the author, namely, through direct participation in the field in observing the situation and process of an activity or work program carried out by Kadin Bali, to provide high opportunities for improving good relations and cooperation within the organizational environment in Kadin Bali and several related parties.

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