

# Government of communication

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## GOVERNMENT COMMUNICATION IN THE IMPLEMENTATION OF INVESTMENT SERVICES IN KUNINGAN DISTRICT OF WEST JAVA PROVINCE

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### Abstract

*The communication process takes place in the administration of government relations, in which the government acts as a communicator to convey information and messages through the communication process of investment services to the community as a communicant, by using a specific communication channel, so that people can receive and understand the message correctly and wherever possible woke feedback.*

*The focus of this research is the Government Communication in the Implementation of Investment Services in Kuningan district of West Java province. The problem posed is to answer the question of how communication of Government investment in improving service quality in Kuningan regency, West Java Province.*

*The method used in this research is descriptive qualitative approach, with data collection is done through documentation. This study focused on the communication of government in carrying out investment services.*

*The results show that communication in service delivery of government investment in Kuningan regency, in practice not achieve optimal results. Problems were encountered due to the quality of the communicators in the process of investment services have not been able to provide effective information services, the process of delivering services to the communicant inaccurate information, communicants are often not able to access full information services, media communication channels that have not been reached, and the communication environment has not effective in communicating.*

**Keywords:** *Government Communications, Investment Services*

### INTRODUCTION

Along with the requirements for government public services reformation and the swift current of globalization that provide the local government both opportunities and challenges to understand the importance of a service quality and its improvement on public services. Through regional autonomy policy has given the local government an opportunity of great authority and stimulates them to promote their local development. In supporting the implantation of the established local administration, then the local government as service providers needs to open and expand a lot of local information access concerning services product offered to the public through a variety of promotions and provided services.

In the perspective of regional development, the economic development sector are often becomes a major priority. The development in economic sectors is a process of change that aims to create a better social and economic life quality continuously from year to year after. So the local development also can be said as a transformation process into a better direction, and for that everyone (public) should be able to feel and enjoy it. As a process of transformation, the development should contain prevail information elements through the process of effective communication. Without communication there can be no information and without information, the transformation was not possible.

The importance of information through communication braid was made by Susanto (1977: 2) that, "90% of human activities has done by



communication so there are process of human adjustment to the situation". The role of communication is very important, because of it public can be influenced or changed his attitude through the shift on the meaning symbols. Thus, it can be said that communication is one of the elements that affect the successful of development implementation in accordance with what has been planned.

Local government is the most obligated and responsible party in shaping the means of communication that can be used to deliver transparent, complete and effective information about established development program to the public. Even a positive and constructive participation of the public to its development programs can be grown through the means of communication. Communication aspect are importance in this globalization era, so one of the government main task in accelerating local development is to provide and deliver information services to the public. Information is a facts or data containing sense or meaning. To be useful for the public the information need to be communicated. The information communicated to another people called a message (Wiryanto, 2004: 31). Messages and information are subjective and have a specific purpose to change others people attitudes, opinions and behavior. Information is never value-free. This means that when the information and the message were not clear, it can be interpreted differently by the receiver.

Information service provision held by an organization including government organization; intend to make people including economic actors/investor accepted, understood and actively participate in implementing the ideas presented by the government. So in an effort to carry out government organization role in the development process, the success rate is largely determined by the quality, transparency and accuracy of open line communication in deliver the message and information to the public. In that connection, Pace and Faules (2002: 24) argues that "because between the communication and organization (including a governmental organization) success are connected to each other", therefore, where there were an

organization there are a communication. In accordance with that Effendy (2010: 100) argues that "In government perfectives, organization is a group of people who meet managing relation system in the government bureaucracy. In this context can be understood that organization as a forum for individuals or groups to take advantage of all the resources and environment.

In order to carry out development as an organization unit so that the public can response its activities programs, the activities program organize by the local government need to be socialized so can give the public an understanding about how important the development , and grown public positive participation on it. Beside of that, the model of communication widely and evenly used in spreading the information to the public, it's not running in one direction but mutually running from all direction. This mean government and the public involved in the communication process of mutual influence, giving and receiving in understanding similarity.

Related with the organization's activities Pace and Faules (2002: 31) points out his views on the communication as "a demonstration and interpretation among the communication units that are part of an organization". Thus when pace outlook applied on the scope of government organization so the communication relation that build and bound on the government services units either informal, formal or external can be used to understand the meaning of communication that exists within government organizations.

the purpose of delivering information and message like this intended as an attempt to build a common understanding or meaning between the government and the public in governmental relations. Thus, the government in carrying out its role an function requires communication, which is an exchange message activity in return tinvestasial between all involved party in regional development efforts including the economic subjects and / or investors. These exchange message activities are intending to make the targeted economic subjects / investors understood, accepted and participate in

implementing the ideas or programs delivered by the government.

So far organizationally the local governments tend to work on the basic organizational structure and their own authority accordant to the rules, so rarely in the regulation and policy as well as other implementing rules creation solely only to increase the revenue, so it tends to weaken the position of the investor as illustrated by the rise of fees and taxes withdrawal or collected by the local officers, officers of NGOs and individual citizens in the region where the company operated.

As an agent of change in interacting or socializing development program (submission of ideas, ideas), the local government tends to run in line and delivered a short, instructive and delivery through formal channels. Related to this, local governments are required a professional and creative capability to provide a qualified and adequate information services, socialize / communicate the content of the service message in accordance with what the community needs, because basically one of the functions of government are providing the information service for the public.

Today's one of the public demands for local governments as well as Kuningan regency government is the ability of local governments through the Integrated Licensing Service Agency (BPPT) to provide better service, in accordance with the growing wishes and aspirations from the public. For the public and / or investors who want to obtain data and information must come to government units which carry out a function in investment service section. Therefore kuningan local government continues to improve public facilities to attract investors to come to invest. Which according to kuningan regent "one of the indication that BPPT has been good, will be seen when there's no longer people complain about licensing". [www.pikiran-rakyat.com](http://www.pikiran-rakyat.com)

On the encountered reality indicates that the investment made by both Foreign Direct Investment (PMA) / Domestic Investment (PMDN) in kuningan District are still low due to lack of data and information on investment opportunities and

companies that exist in society, and mediation for the investment is still weak. In fact there are 7 (seven) investment opportunities in kuningan, start from farming or livestock sector, tourism including culture, entertainment and recreation. Furthermore forestry, mining and quarrying sector also the manufacturing sector and education services.

Look at the phenomenon above, gives a clear illustration that the local government and the public and / or investors have yet to find a common perception or meaning in realizing regional economic development objectives, one of which is to improve the welfare of the community. Miscommunication Symptoms between government services units in the investment section with the public and / or investor has indicated the impact of information crisis, which the delivered information, differently interpreted by the public and / or investors. It certainly gives the impression that between government as a communicator and public and / or investor as communicant has not have a mutual understanding in receiving information.

Necessarily awakened communication in the kuningan local government with the public and/ or investors delivered through various communication media intended to achieve regional economic growth which is to increase society welfare. Therefore, local governments are required to provide qualify and adequate information services, socialize / communicate the content of investment services message in accordance with what public and / or investors needed. Thus proper communication strategy is needed, not only to convey information, but also the information quality that reflected from how many investors whether or not interested with the presence of submitted information.

## IDEA FRAMEWORK

Communication that exists within government organizations are part of the management process that is intended to help reached the organizational goals. Government in the implementation of its functions is always required to build both internally and externally mutual communication interactions with the rest of the



public to build positive relationships and to maintain the realization consistency between organization goals and social environment Expectations around the government organizations. In view of Hasan (2005: 124) noted that the information exchange process between the communicator and the communicant is expected to occur in common meaning.

Organizationally communications relation that occurs in the government bureaucracy with the public is one of the functions inherent in any government system, which is has a similar function running by all the systems in government organizations. The function of government communication is a delivering message process that occurs in each system of government. To ensure a smooth running of achieving goals process, the government management needs to be support by communication or relation system which is related information delivery problems from one party to another.

The effective government communication is one of the delivering messages activities (information) from the government as a communicator to public as a communicant in a governmental relation with using the effective media in order to reach the goals. In order for smooth effective running of the communication process so government *frame of reference* and the governed must be the same. It was intended to awaken their common understanding of the idea, implementation program.

Government communication comprehension is inseparable from the discussion of organizational behavior. Why is that? Because government primary function is to provide services to the public so that in the process it is possible there is deviation behavior (pathology) as inhibitors of government organizational performance itself. When an organization is considered as group of people who interact each others with their own role and status, then communication becomes a function both forming and keeping the organization. Public service is one of the main functions that must be implemented by the government to the public in government relations. Even Ndraha (2000: 85-86) categorizes "service function as a primary function ...

estuary is expanding public access to the performance of the government to support the smooth process of regional development".

According to Willard that quoted by Yuwono (1985: 3) the communication activities undertaken by the government to the people is "an activity to purpose an information understanding that wanted by the sender to the recipient and implemented the wanted behavior". These communications activities are expected to build a feedback from the communicant as wanted by the communicator. Therefore, the communication activity is a form of interaction between the two parties, namely the government (as a communicator) that convey the message and the public (as communicant) message recipient to achieve an understanding of the activities implementation.

Government communication which becomes focus of study in this research can not be separated from the organizational communication which is the basic of the approach, (Sham, 2002: 18). Government communication as a message flow in an interdependent network can take place internally (among of the bureaucracy service unit members) and external (between the government and the public).

In an organization, including government organizations the role of communication and management is very important in supporting the activities of government organizational performance. Through communication skills, management can design appropriate messages and effective in promoting local potential so can affected investor's interest to invest. Communication conditions, especially in the government bureaucracy increasingly showing its presence in various government institutions, so it appears that the principle in government communication activities aimed to transform information from the government to the public. This means that communication activities are generally intended to modify, build, invites to improve people's lives in many dimensions of life, (Hasan, 2009: 33)

An effective government communication relation is highly dependent on many aspects which are covering, the existence of interaction (transaction), the presence of different services, the

existence of a set of rules / policies, the existence of communication climate, the existence of satisfaction, the existence of information, the existence of media / communication channel, and their precision and accuracy of information (Pace and Faules, 2002: 32).

## RESEARCH METHODS

Implementation of a scientific research requires a design that is intended as demands in search of information, data collection and observation were then analyzed, as described by Moleong, (2012: 28) that "The research designs as a plan that investing research in the process of collecting, analyzing and interpreting observation. Therefore, in this research, the writer used descriptive qualitative research approach.

Further according Moleong (2012: 28) that "Qualitative research is research that aims to understand the phenomenon of what is experienced by the subject of the study such behavior, perception, motivation, and other actions in a holistic manner and by way of description in the form of words and language, in a naturally specific context and by utilizing a variety of natural methods." Meanwhile, according to Nazir (2011: 54) descriptive method is "a method in researching the status of human groups, an object, a set of conditions, a system of thought, or a class events at the present time".

In connection with the data source, Arikunto (2011: 114) states: "The source of the data in the study is the subject of where the data can be obtained." Further Arikunto (2011: 107) states that "the source of the data from the study is the source from which the data subject is obtained". For that the data details required includes primary data and secondary data.

Primary data is a data obtained directly in the field through the first observation, watch the attitudes, actions, government in educational services to the community. *Second*, evaluate the government performance in implementing educational services. *Third*, watch the attitudes, actions of government bureaucracy in making decisions relating to the investment service implementation in Kuningan District. And secondary data through the data that has

been processed and published formally obtained from the results of the strategic plan (renstra), regional development programs (Propeda) as well as documentation and official news media.

The data that have been successfully obtained further processed and analyzed on an ongoing basis on the *input*, process and *output*. The collected data are summarized, selected according to the concepts in the study were tested for validity and presented in a descriptive presentation.

## SESSION

Regional autonomy policy has provided great authority opportunities and stimulates Kuningan District Government through the Local Government Unit (SKPD) to promote regional development and improving public economy by exploiting the potential of available resources, in order to increase regional revenue through levies. One type of levy that is organized by the Integrated Licensing Service Agency (BPPT) is the investment services. In that connection Kuningan District Government through the associated service unit with the marketing of investment services such as information about the local area and the potential location of available resources and policies in local development, particularly with regard to local economic development, and providing easiness in an effort creating a promising investment climate.

For that purpose of communication so the role of government communication implemented by the service unit is a service strategy that can be done in an integrated manner, which include activities to disseminate information, influence, and remind the market for the products offered. Communication in this context serves as an activity that is characterized by action, change, exchange and transfer. In other words, that in general the role of communication that takes place in a government organization is a process of delivering a message from government agencies to the public (investors), either directly or through the media provided.

Communication in the investment service at Kuningan regency still looks slow, as a result of the promotion and the use of information media is still

very minimal. In general, product promotion services provided by local government agencies are generally very low, due to budget constraints owned. Usually the product promotion service, only packaged in the form of brochures and bulletin boards so that people can know it.

In order to provide information to public service consumer, then BPPT need to establish effective communication with the public. Communication relationships that take place in governmental organizations environment, not only take place internally, but also externally. Externally, the government communication relation with the public is the messages delivery relating to the government function to the people who do it face to face or through the media.

Related to the above, BPPT Kuningan District has sought to facilitate the establishment of communication links with the public, such as information pamphlets, brochures, and bulletin boards, as well as direct socialization to the public but the intensity is still very minimal. Those above illustration, provide an understanding that the lines of communication in the delivery of information require the valid information which always changes (up to date) at any time. Therefore within the organization communication should be seen as an integral, to create a commitment to what is done by the unit of work in the effectively of government management and efficiently in order to achieve public satisfaction which is very necessary to have a standard operational procedure (SOP).

(SOP) is a guideline or a reference to perform job duties in accordance with the function, and government agency performance assessment tool based on indicators of technical, administrative and procedural in accordance with the working procedures, work procedures and systems of work at respective work units. (SOP) basically is a guideline containing standard operating procedures that exist in an organization used to ensure that each decision, step or action and the use of processing facilities carried out by people within a particular institution. (SOP) Quality became one of the dominant factors beside the other factors in government organizations success. In principle, that

investment services information must be thoroughly given.

The government communication phenomena in improving investment services in kuningan District illustrates that there still lack of innovative and cooperative ability owned by executive officers in order to increase revenue. In addition, human resources personnel who have a background in informatics education, or at least have a knowledge of informatics is very limited, so that a very large dependence on consultants, as well as the slowly change from traditional culture that still use the computer just to type into a modern multimedia computer has made government communication in performing investment services quickly, accurately and transparently is not yet optimal.

The increasing investment services context give an illustration that government communication role will more clearly in dynamic local development change. Therefore, in establishing an effective government communication forward Kuningan district local governments need to pay attention to accuracy and transparency in the communication process, so that the accurate communication can avoid misinterpretations from information delivery errors, through the government communication in promoting investment services, and factors that affect the government communication in improving the quality of investment services.

### **Government Communication in Investment Service Implementation**

Kuningan District Government has given serious attention with various types of services that provides by local governments, including investment services which is characterized by the release of some policy direction that simplify the process of investment management services in kuningan district BPPT. To improve the quality of investment services, conducted through socialization, making brochures and simplify service procedures. Through the provision of information to the public, it's expected to arouse the public to voluntarily take care of the investment services when they want to build. From the description, reflected that the lines of communication in the investment service in



Kuningan District has been done, so its expected to complete each other mutual understanding and equalize the step as an efforts in target and goals achievement.

Associated with the government communication as a government perspective in communication, so understanding the true and proper meaning of communication and government, deviations and distortions as well as anomalies can be minimized in the level of implementation. In relation to the government's strategy to communicate the investment services as described above in advance, any information submitted by the government to other parties intended that both can capture an idea or ideas with precisely the same sense as it is owned by another party.

The accuracy of the communication is very dependent on communicator reliability quality, shown by its ability to reproduce or create a message appropriately. In communication terms of accuracy used to describe suitability level between message created by the sender and receipt reproduction about the sending message. Inaccuracies or differences between the meaning intended by the sender to the recipient interpretation is called distortion (Bajari and Saragih, 2011: 360). It also often happens in an environment of government organizations, as for example, Kuningan district government in an effort to communicate the excellent potential region to attract investment is still less use technology and communication. Though the impact of the use of communications technology for organizations such as increasing the efficiency of operations, supporting strategic initiatives, changing patterns of employment and improve competitiveness.

Lack of cohesion and mutual coordination among each organization structure can inhibit the flow of communication. If during this investment service held by the duties and functions of each organizational structure, then one investigate impact that the information destination is not on target, and the persons or economic subjects or investors in this case will have difficulty in interpreting the contents of the message submitted. However in the organizational structure has been stressed on the

communication network through the relationships between the tasks performed by people in the organization. Implicitly in the structure associated with number questions such as is there a vision, mission, goals, strategies, policies, procedures and rules of the organization. Overall it is a guide that provides information neither to the members of the organization or the public about where the organization is headed, and what to do for the success of the organization.

For government organizations, communications media used in the improvement of investment services are tend to still conventional despite its modern service is also available. Investment services information delivered to the public through socialization into villages or village, creating brochures and placards affixed as a bulletin board. Actually communication strategy in improving the investment or public services has lasted communication system naturally. However, the communication that takes place in the scope of government organizations have not managed properly. Everyday government organizations automatically have running the communication functions according to the function is as a services provider to the community (investors). In this context actually the are communication traffic has been build., both between the government to the public, or otherwise the communication from the public to the government.

Therefore, Kuningan district government needs to be proactive in providing information to use communication strategies through modern communication, because doing the conventional public service as just wait it out, will give disadvantages for both side. For the people whose work culture has been highly awakened certainly are expecting the government to be responsive and transparent in providing services primarily related to the ease of obtaining information on the mechanisms and procedures of government services (investment). As for the local government itself, the creation of a working climate and high working culture can provide benefits for local governments because people are satisfied with the performance of services provided. Thus BPPT need to perform a variety of



strategies to innovate in the area of development through a series of intense communication activities using a variety of modern communication media so that one side can accelerate the delivery and receipted information about the mechanisms and procedures services. While on the other is the commitment of the government to show the performance in providing quality service to the public.

Through regional autonomy policy in which authority belongs to the region, including in the case of investment services, the real role of government in providing better public services are needed by the public. However, as an organization that has the authority tends to be monopolize then the various activities that are often seen by the public as a form of negative behavior that is the arrogance of the bureaucratic apparatus behavior itself.

#### **Factors that Affecting Government Communications in the Implementation of Investment Services**

The main function of the government in its progress is to provide public services, carry out the development and community empowerment. This function of the government in its implementation requires the support and trust from the public. Therefore, in an effort to make a change in the order of a society; the government has always maintained communication with the public. The government is always there for the people and therefore the government needs to establish communication in any development planning so that anything that is done by the government is a reflection of ideas or ideas, by public demands. Thus the government as a communicator and people / society as a communicant there is a shared understanding or similarity of meaning. In that context Hasan (2005: 35) asserts that the communication as a process of ideas transfers in order to join forces so that the interaction between those who communicate reached the achievement of similarity meaning. Government communication core is the delivery of an idea or ideas, programs to the public in an effort to achieve the goal of government services using a variety ways.

Government communication process between the communicator and communicant to be effective it also must consider the elements, such as: Delivery of messages (*message*), media or channel (*channel*), message disturbance (*noise*) and the effect of communication (*response*). Government communication activities can affect attitudes and behavior levels of society or in other words through the efforts of communication can increase community participation. The role of communication in the government investment service are tend to obtain the support of the communicant, then some elements of communication that supports the realization of government communication in improving investment services such as, the quality of the communicator, the information submitted, media and communication channels, communicants, and the atmosphere of communication between the communicator and the communicant, (Yuwono, 1985: 7).

Communicator meant here that government officials in the scope of BPPT which has duties and functions in providing investment services. Organizer behavior, (service official) have a direct impact in the process of investment services. In BPPT there is a pattern of communication, in which messages are delivered to the communicant, is expected to be related in a productive communication process between government actors with public as service recipients. Very often, the failure in establishing communication links, the problem is mostly related to the ability of the government actors involved in the communication process itself.

Local governments have greater authority to regulate, manage and develop a range of potential economic resources area, the designation is for financing local government and community development. To achieve it purpose, in this case the government needs to cooperate with the public improving investment services. Therefore, the government and prepare government administration and product distribution for public equality and fairness. While building extensive networks, perform various communication activities with various stakeholders both internally and externally.

The importance of investment services, where local governments are obliged to build it's area with managing various potential resources, perform a variety co-operation with the various parties to the manage the local economic resources, creating a healthy dynamic working environment on local government organization as well as formulated various policies in order to realize the independence of the region. This was done with reference to the mandate of the Minister of domestic Affairs No. 24 of 2006 on minimum service standards, where local governments are required to simplify the provision of services through a single door, which includes acceleration of the process, the service cost certainty, service procedures clarity and give a widely guarantee for public rights to gain information about the service implementation.

Communicators also must have a character that willing to work in providing care, love and be proud with the job and a responsibility assigned to him, has the most empathetic personality, has a goal and had an interesting way to communicate. Communicator Mental attitude, will affect the public (communicant) in communication, because the mental attitude associated with self-confidence. In forming a good mental attitude in communication, a communicator must be confident. Beside of confidence, a qualify communicators also have to master the message that will be delivered in investment services. A good mental attitude can be formed from the exercise of speech and then communicator's level of knowledge about material and the content of communications that will be delivered.

During this time investment services in kuningan district still partially implemented, as well as concerning with data and facts that contains information service provided. In one side the partial service implementation regarded as good side by the government because each of the service units has specific authority to appropriate tasks and functions within the organization. While on the other side it's considered as a constraint, when the service unit in accordance with the hierarchy structure and authority issued a policy ministry.

Very often people feel difficult to even consider that investment services performed partially was very confusing. The chain of bureaucracy that should shorten the distance service turned into a bureaucracy that has a long chain. As explained by an investment service users to the authors that "bureaucracy investment services promised by the local government in practice often not appropriate, Because the service time, mechanisms and procedures looks like still unchanged. In applying for a license extension for example, many charges to be a burden for the investors. Meanwhile the license completion requires a long time, because the executive officers often delaying the time to complete the service. Though in a regional autonomy era where each region competes in the economic sectors development competition requires speed, clarity and certainty as well as easiness in obtaining the information needed by the public.

Efforts to streamline the increase of investment services to be easily identified and accessible to the interested parties (the public), the use of media or communication channel whether in print or electronic media and visual is a tool that makes it easy for the public to receive or obtain information associated with the investment required. Using appropriate communication media in conveying information to the public, the government expected public can communicate it back. In relation with that according to Robbins (1996: 406), there are some rich media in the ability to handle multiple cues simultaneously and ease the feedback. The use of the media as an effective channel of information would have to pay attention or look at the contents of messages to be delivered. This means the information channel can be determined by looking at the messages to be delivered. When the content of the message to be conveyed is a internal routine message to the organization between leaders and staff, leaders with leaders or leader with community so the channel used such as face to face conversations, over the phone or voice mail becomes important to use. Similarly, when, the contents of the message to be conveyed is a message that is not routine but important and binding on the use of media or communication channels of communication such as

booklets, brochures, running text, and the Internet can also be used.

The importance of communication media for humans, because of the influence of communication through the media is very significant in determining the quality of a society on the information received. Communication that takes place with a continuous and sustainable society will create a more progressive thinking and the corrective action, without haste in deciding something. This means that through the medium of communication, each person will do something with all consideration and decided to look for a source of accurate information. The sophistication of communications media has led to ongoing communication efficiency to improve the productivity of organizations and individuals. Generally message delivery channel or communication media used by the Kuningan district government is a common media such as television and radio, newspapers and informatics media *website*.

Communicators as a disseminator of information to the communicant demanded the ability to mastered communication techniques. Because if communicators do not master the technique of communication or knowledge of the communication the information messages that is important for local investment concerned to hold still in bureaucrats table, and do not spread to the communicant. Therefore, if the communicant already knows the cost of service that must be paid to obtain a service / document services, whether the communicator (field officers) gives a good description of the investment services information, and whether the communicator friendly in providing services, all of it has a direct impact on investment services process to the public. In terms of willingness to provide information, government officials sometimes feel bored because many provisions that must be indicated and accompanied by an explanation create a communicator (implementers) quickly easily bored.

The flow of communication that takes place in the Kuningan district government has not been effective, because of communication barriers experienced by

the officers. When the lines of communication were cut off in the sense of dissatisfaction in the investment services, specifically BPPT not explicitly regulate the complaints mechanism. In other words, there has been no communication complaints channel such as complaint service through the complaint box, and a hotline telephone to the communicant. Though not all license that have been issued is right in the implemented, because it's often happen that the determination of investment amount price not accordance with applicable regulations. Therefore should be a specific part that is assigned to resolve all the problems related to ineffective investment services.

For organizations in government scope efforts to establish an atmosphere of effective communication need to pay attention to two important aspects in communicate namely communicator credibility and communicator appeals. Credibility is very important for a communicator, because the message or information to be presented have truth values in accordance with the facts or reality in the fields so that the communicant believed with the content of messages or information sent. Communicant trust to the message sent was highly correlated with the level of expertise and experience of a communicator. With the information that is reliable in the sense of accurate and appropriate to give effect to the communicant's willingness to make a change in attitude. In other words, more likely and known a communicator by the communicant, more big the communicant tendency to change their believed to the direction that the communicators wanted. In the organizational structure more higher the level of someone authority and his role in organization the higher the level his or her credibility, so that through the authority and the role it can affect the behavior of others.

## CONCLUSION

The role of government communication in improving investment service in Kuningan district government BPPT is not effective, because it deals with the quality and understanding of government officials as communicators in understanding





communication and communication techniques as well as experience in communication, information submitted less careful and precise, channel or media of communication is limited and not covered by the communicant, the information does not meet the characteristics of the communicant and the communication atmosphere are less harmonious.

Factors that affect the government investment communication in improving investment service hosted by kuningan district BPPT covering, communicator quality, submitted information, media channel communication, communicant, and the communication atmosphere, as a stimulus of the changing and the growing on public demand for services performed by government to always be better than the previous state, has not done well. Provision of investment service made by kuningan district BPPT as local working unit (SKPD) tend not effective, particularly those associated with the five elements of the communication.

#### SUGGESTION

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Based on the conclusions of this study, it may be some suggestions as follows:

1. There's Need for applying the elements of operational standards system (SOP), in encouraging the creation of effective government communication relation and a harmony in improving government services (investment) to the public in general.
2. Communication elements is essential applied investment services improvement process, and therefore required the following steps:
  - a. There need for improvement and development of the government communicators quality in conveying the message to the public can be reached through communication education and training of both techniques and functional as well as communication management training in order to minimize the occurrence of errors in communication.
  - b. There need for effective messages delivery from the communicator to the communicant should pay attention to language,

information accuracy and information range access so available easy and understood by the communicant.

- c. There needs for a appropriate communication channel or media by the organizations in the delivering information accurately, quickly, and easily accessible. For the accuracy of the data communication needs to be improved either regularly or periodically so that investor confidence in the information it receives.
- d. There need to establish effective communication relation by providing appropriate information and transparent in accordance with the characteristic communicant.
- e. There need to create an harmonious communication atmosphere between the government and the people (investors) to implement a system of operational standards that support the performance of government services.

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