

**MOTIVE OF PUBLIC RELATION OF THE SECRETARIAT GENERAL
THE HOUSE OF REPRESENTATIVE (DPR) IN THE IMPLEMENTATION
OF THE YOUTH PARLIAMENT ACTIVITIES AMONG SMA/SMK/MA
STUDENTS 2017**

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ABSTRACT

The Indonesian house of representatives (DPR RI) trying to contribute through youth parliament 2017 to achieve improvement, arrangement, and management of politics system of Indonesia. Although, politics education and democracy in youth parliament activities is not the main motive. The aim of this study is to identify the implementation of the youth parliament activities and to analyze the motive of the implementation of the youth parliament activities among SMA/SMK/MA students 2017. The theory that is used to analyze the activities is three motives theory by David Mc Clelland. Those are motives for achievement, affiliation and powerful. The analysis is done using qualitative method through interview for all who is in the activities of youth parliament 2017 (nine people as the sources) and through document study. The result shows that the activities of youth parliament 2017 is an annual activities that is performed by the house of representatives through the Public Relation of The Secretariat General for politic education to 136 teenagers from 34 province. The organize motive is a achievement motive that the house of representatives is trying to catch the achievement of an increase trust from the participants of youth parliament 2017. The affiliation motive is about the participants who build their love to the House of Representatives by giving honesty of information and comfortless in activities. The powerful motive is done by the process of image establishment that produce suitable reputation for public relations of DPR RI against the institution of DPR RI.

Keywords: Business sustainability, fish processor, group dynamics

INTRODUCTION

The low quantity of youth joining in political dan demonstration becomes a big concern for political institution in Indonesia. This factor has affected the need of awareness to rebuild the interest of youth in political and demonstration through education. Focusing on students as beginner voters who have the right to participate in election. This also has given a big chance to political party. During election, beginner voters play crucial role in gaining vote both in senate. Wether they are educated or non-educated, both have the same right during the election. The number of beginner voters is high based on the latest election in 2014. Total 14 million beginner voters age 17-20 years old out of 190 million voters have participated in 2014 election. (www.kpu.go.id accessed on August 16 2018).

The data shown above becomes a key point to define the political target to be able to ingratiate youth's attention. This could be done by building good communication between the political party and youth. Their apathetic behavior toward political and demonstration still becomes main obstacle due to the several facts, such as: mostly teenagers are in figuring out theirselves phase, less knowledge of politic and only become followers. They tend to be imitator rather than pioneer. As stated by Almond: 'This can be called as parochial politic. Furthermore, he mentioned that this political situation has several characteristics. First, low participation level and just focus on its leader. Second, no specific role in the society. Third, role of the leader plays important aspect in economic, politic, and religious. These are the effects of less knowledge toward political and low education level. (Almond and Verba as cited from Surto, 2005).

Based on the issue above, the parliament in coloboration with humman affairs targeted the students to be educated in order to increase their comprehension toward political and democracy. This has purpose so that students would have interest to participate in politcal and democracy in Indonesia. Their political awareness could be built through political education. Most of the students had never been involved in political event and had less knowledge toward political concept. One of the efforts to educate youth is by creating 'A youth parliament' held by parliament and human affairs. This has become an important step to educate youth about political concept as well as the rights and obligations of parliament. Kartono (1996) stated that political education is an systematic effort to create a responsible voter to achieve political goals.

Youth parliament 2017 is one of parliament responsibity as a member of InterParliamentary Union (IPU) which has to hold several activities focusing on youth. By creating this activity, youth is trained and be prepared to be one of the parliament in the fututre. This activity is done by inviting senior high school students who represent their province from all Indonesia provinces. They would be given enough political knowledge through materials and simulation.

This activity is one of the parliament concern toward political education and democracy. Youth must have positive input once they have participated such activity. This situation is based on three social motives theory (David C. McClelland:1976). There are 3 aspects which are applied: Achievement Motive (nAch): motives to get achievements, Affiliation Motive (nAff): motive to build friendship and Power Motive (nPow): motive to rule. This research will be done in order to identify the implementation of youth parliament activity and study the motives of parliament and human affairs in holding youth parliament for students in 2017.

METHODOLOGY

This study uses descriptive qualitative with interpretative approach. Qualitative method is used to understand the research object in depth. Intrepretative approach will be applied to find the description of the study which is done based on respondents experiences. Data will be collected through in-depth interview with respondent and literature study.

Respondents will be choosen based on data needen. Respondents will be a resourchesfull person who have a lot of data about the research object. Respondents will be divided into two types: primary and secondary respondents. Primary respondents are the main source for this study since they will be interviewed directly. Meanwhile, indirect interview will be conducted for primary respondents. Eventhough, they are not directly interviewed but their responds will be benefical for the research. Primary respondents consist of four person from human affairs, three participants of youth parliament 2017 and two politic communication experts. Secondary respondents will be consisted of two parliament members.

Data analysis will be started by collecting data from in-depth interview. Then, data reduction will be applied so that the researcher willll get clearer data based on motives of creating youth parliament. The reducted data will give explanation about respondents answers and its conclusion by displaying data in descriptive analysis. After displaying the data, the research question could be answed and concluded.

RESULTS AND DISCUSSION

Youth parliament activity 2017

Youth parliament 2017 is an annual activity which held by the parliament in colaboration with human affairs. This is a public relations activity formed as political and democracy eduaction for senior high school students. According to the humman affairs (2017), as the third biggest democracy country in the world, Indonesia needs to give political and democracy education to the youth as early as possible. The limitless of political education for youth and the imblance of political informations from the media are the causes of political disoreintation.

Human affairs hold the responsibility to implement the activity whose process undergoes several steps in creating the ideas as well as the concepts matched with the goals. Coordination with several different organisations is done to produce the activity concepts as planned. In this implementation, the ideas arranged are projected as interesting as possible. As stated by the head of human affairs department, Tri Hastuti:

“The ideas come from our department but we do receive ideas from outside. For instance, there is a researcher whose background is communication so that he is concerned with this issues. He is Mr. Budiman, he always get actively involved in our activities. Moreover, he is the personal advisor for PDIP. Researcher also welcome to share their ideas”.

Youth parliament 2017 in its implementation gives knowledge of the parliament function in senate, budgeting and supervising. The theme of youth parliament 2017 is “The Role of Parliament in saving Youth from Drugs” with sub-theme “Designing Drugs Constitutions”. The theme is different each year in purpose of adapting the recent issues.

The implementation of youth parliament 2017 will give enormous impact for senior high students. They were able to witness and understand the responsibility, function and authority of parliament. Besides, the students are hoped would participate actively in supervising the parliament as it is mentioned in the goal of human affairs department. To socialize the role and function of parliament to the youth, give understanding to the youth about democracy process in Indonesia through simulation activity.

“As the head of parliament, I am very proud of your participation in this activity and representing Indonesian high school students. You are the next generation who have competed to be selected. I hope all of you who join this year activity will be the next successor of us. With this precious experiences, you are hoped to become the ambassador of parliament and give the right informations about us for others”. (Fadli Zon, the vice chairman of parliament in the opening ceremony of youth parliament 2017).

The members of youth parliament 2017 come from 34 provinces all over Indonesia. There are 6.686 registers from senior high school, vocational high school and Islamic high school in Indonesia. The participants were selected by sending an essay entitled “The Role of Parliament in Saving the Youth from Drugs”. The selection process is determined by the parliament in collaboration with students affair of Universitas Indonesia. Four representatives from each provinces were selected so that there were 136 participant of youth parliament 2017 in total.

Youth parliament 2017 was held at the parliament homestay, Cikopo, Puncak, West Java from September 11 to September 15 2017. This activity was lasted for five days which was started by giving several materials, such as: the danger of drugs for youth, revision of drugs constitution, the role of parliament in eradicating international crime, role, function and authority of the parliament, and the mechanism of constructing constitution. Moreover, simulation and practises were done in as well. The participants could experience the real plenary session which held in plenary building of the parliament.



Picture 1: The participants of youth parliament 2017

Communication is one of the important aspects of youth parliament 2017. As stated by Roben (2008), communication is a behavior activity which conveys meaning about thoughts or feelings. It means that, human affairs department is the one who convey the meaning about their department to the participants. Moreover, accordingto Kincaid (cited by Hasan, 2008) communication is a sharing, exchange and use informations together. Related to this issue, it can be said that youth parliament is a communication process since human affairs department deliver several informations related to its department, such as: delivering the danger of drugs, mechanism of plenary session and the most important material is description of the role, function and aouthority of the parliament.

This activity is a political communication which held by human affairs department to the representatives of senior high students from 34 provinces. According to Surbakti (2010), youth parliament 2017 contains of political information about the role, function and task of parliament, election and democracy which was delivered to the participant as the ambassador of parliament. The political information then will be published to the people and the parliament will receive positive judgement from people as the feedback.

By the implementation of youth parliament 2017 is hoped that this will give maximum result as the goal planned. Program evaluation year by year is an important part of new innovations born. As stated by Wilcox (cited by Soleh and Elvinaro, 2017), public relation must has 8 planning aspects to achieve the desire program, such as: situation, public purpose, strategy, tactic, schedule, budgeting and evaluation.

Referring to what was said by Wilcox, it can be seen that the activities that have been going on for 10 years have in fact not undergone concept changes, ideally both concepts and themes must be innovated according to the needs of the participants. But the reality is that only parts of the theme experience changes that are adapted to the topics of discussion that are being hotly discussed in the community.

Evaluating of activities that have never been carried out indicate any intervention from parties in the upper class. Considering that the 2017 Youth Parliament activities are also part of institutional activities that must get approval from the leadership of the House of Representatives in their implementation. The weak aspect of evaluation in the activities of the Parliament of adolescents from year to year can even be said to have entered the 10th year. However, this activity continues to be carried out on the grounds that this activity is the main activity that must be carried out by the General Representative of the Republic of Indonesia General Secretariat to realize the goals of its public relations. Furthermore, this activity is projected in the practice of socializing politics which is packed in the form of political education and democracy in the 2017 Parliamentary activities.

Motive for Organizing Youth Parliament Activities 2017

Indicator of a person's motives or organization in carrying out classified actions based on Trichotomy of Needs David McClelland. There are 3 things, namely Achievement Motive (nAch) (motive for achievement), AffiliationMotive (nAff) (motive for friendship), Power Motive (nPow) (motive for power) that underlies someone's skill in this case is a communicator when putting himself in the person want to be influenced. What underlying motives in his mission affect these other people.

Achievement Motive (nAch)

The General Secretary of the Indonesian House of Representatives tried to pursue achievements by increasing their sensitivity to the problems currently experienced by the DPR. The decline in the level of public trust in the House of Representatives is part of the problem which is also a public relations homework to be able to restore public confidence in the DPR.

The sensitivity of the Public Relations of the General Secretariat of the Republic of Indonesia to the problems that befell the House of Representatives made the emergence of an impetus or motive that made him hold the 2017 youth parliamentary activities. Described by the public relations director general of the Indonesian House of Representatives, Dewi Maheswari Pramesti that:

"Yes, having to prepare the younger generation for preparation means that what the media says is negative, not all of them blame a lot, right, it also means that in terms of quality, members of the House of Representatives are not suitable or inappropriate if we allow future generations to know nothing. arrived to become a member of Parliament just know a little about the members of Parliament we will not have a better DPR member, if we prepare the younger generation well and better in politics yes we also cannot antipathy with politics actually learn with politics know politics long ago you become wiser in plunging into politics so it's not disobedience."

Public Relations of the DPR RI Secretariat General feels that this section is part of the responsibility of public relations that must be carried out to be able to demonstrate his achievements as a Public Relations of a Political institution. The realization of the motives underlying the General Secretariat of the Republic of Indonesia Parliament in carrying out its duties is a form of achievement which of course will get recognition from its political institutions as a form of optimal performance. This is implemented through the 2017 Youth Parliament activity which is an urgency so that this activity becomes something that must be implemented.

As a form of achievement, the emergence of awareness is that the DPR is not an institution that is as widely expected by the public today as in the news media. In practice this activity is very open to information. Various materials provided based on the appropriateness of the theme openly may be responded to by the youth parliament participants. This is similar to that conveyed by Ibu Tuti that in doing wishimage, teenagers are a very effective mediator in building the House of Representatives wishimage as explained by Tri Hastuti, Head of Public Relations of the Indonesian House of Representatives General Secretariat:

"Really give their awareness and he will give understanding to his friends, who we know

is not like that. I myself know it turns out to be a difficult member. It turns out that the member is not just sleeping, the weight is his job. He replaced it as our mouthpiece in his area. In our opinion, with him talking to his close friends, to his classmates, there is more socialization."

This achievement later became part of the implementation of this activity. Considering that the existence of public relations remains to be recognized as a supporting part of the system in the DPR RI institution. But in this case the General Secretariat Public Relations still tries to show its identity to be able to carry out the public relations function which has a positive impact on the institution through the 2017 youth parliamentary activities.

Affiliation Motive (nAff)

Motives to be friendly, the motives of a person / organization to always want to connect with others. In building relationships with other people based on friendship and openness, and cooperation. This attitude is someone who has an affiliate motive and usually always anticipates feelings and judgments from others. It can be said as one of the motives behind the implementation of the 2017 Youth Parliament activities. Given that the DPR RI does not get full trust in the hearts of the Indonesian people. As well as the many accusations about the bad actions of the House of Representatives received by the public through media coverage of the performance of the Indonesian Parliament. Based on this, there needs to be an approach and process of building a harmonious relationship between the community which in this case is the 2017 youth parliamentary participants with representative institutions. As said by Ahmad Budiman, PPPDI Researcher and Adolescent Parliamentary Advisor 2017:

"I want to instill a youth parliament when it is built with a sense of love, so the philosophy of love is a philosophy that raises awareness, there are still people who have love but are not aware and he is aware that the girl is beautiful. visually, I want to build that love in children, creating a sense of love that is gradual and relates to youth parliamentary activities."

In practice, the realization of the love of the House of Representatives of the Republic of Indonesia by the parliamentary participants has not yet been realized. According to ZoelArief Iskandar (Chair of the 2017 Youth Parliamentary Office) in the presentation as follows:

"To be honest, actually, love is also our mechanism of evaluation as long as we are still constrained. So the size of the person is love, don't understand, that's true if there is honesty there is a mechanism that becomes homework for us to do the stage up to the level of achievement evaluation. If that is the beginning, it is a goal, of course it must be."

If you want to be good after the action, after planning, action with parliament, what kind of evaluation of the youth parliamentary process will be carried out after the activity evaluation ".

The love that wants to be built is of course that in the end raises the effort of the PR RI Secretariat General to be able to formulate activities that can have an impact on increasing the sense of love of the community which in this case is the 2017 teenage parliament participants. DPR RI is a form of motif. Of course this is another motive behind the basic motive behind the implementation of this activity, namely the motive of providing political education and democracy in accordance with the concept of the 2017 Youth Parliament which was revealed in the implementation guidelines.

Power Motive (nPow)

The motive of a person to rule by needing this power without coercion to regulate and inspire others. According to Mc. Celland (1976) assumes that individuals are closely related to a person to achieve a leadership position. This is very close to all forms of actions taken by members of the Indonesian Parliament who are politicians. The main objectives of the strategies that are carried out are definitely related to power or political position so that it needs a strategy to direct other people who become their political constituents to be able to support these actors to continue to seek power and even maintain the power that has been achieved.

The General Secretariat of the Republic of Indonesia General Secretariat as the organizer of youth parliamentary activities is of course a part that helps the DPR to be able to carry out its institutional activities in the political field. In his case, the Indonesian House of Representatives is one of the political institutions that have bad reports in the eyes of the public with media coverage that is considered unbalanced. Of course this is a threat to the legislative members who sit in the DPR RI chair for the loss of reputation which has an impact on the loss of power. Based on this, it can be said that one of the things that is an indicator of the implementation of the 2017 youth parliamentary activities is the realization of changes in the image of the Indonesian Parliament which has been considered bad by the public.

Public relations in government has the essence of the goal to shape, improve, and maintain a positive image and good reputation in order to obtain favorable public opinion and gain public sympathy. Images are created through activities and long-term programs related to their duties in political institutions. As said by Ahmad Budiman, PPPDI Researcher and Adolescent Parliamentary Advisor 2017:

"However, the image is the result of work but at the same time the expected goal. So the

image in various literary concepts is done systematically, planned and then measured how the results are, then the results of the work are formed and the assessment results in an image assessment. But he is also the starting point for referring to the next work / target. that's what I said when the image was already there. For the next interest is for the sake of political education, it's already a political area."

On the motive of the DPR to restore the image, the DPR can be said to be successful in restoring its image, especially for youth parliamentarians. The House of Representatives received support from participants of the youth parliament on institutional image of the House as stated by Edo Fernando (Youth Parliamentary Activity Participants 2017) *before getting to know the House of Representatives of the Republic of Indonesia: , just make up for all the budget, sleep in meetings.* The same thing was also conveyed by Eugene Brigita Lauw (Participant of 2017 Youth Parliament Activities):

"Previously I thought some DPR members reflected some things that were not good like sleeping during a trial etc. but when I had followed parja I understood why it happened with the length of the trial to be followed and the duration. As well as I understand how actually a regulation is made. Previously, the image of dpr in my eyes was the same as the image of the House of Representatives in the eyes of the public, which judged that "how can a dpr sleep in the middle of a meeting" surely a meeting can be completed which is sure to compile a law is a very difficult task and where during the meeting, all the thoughts in the room must be integrated at all is not an easy thing especially when the limited opportunity to speak is also very difficult member of the Indonesian Parliament".

The purpose of the DPR RI public relations in carrying out the motive of persuading because it can change the views of the youth participants who had seen the DPR RI badly but after attending the youth parliament changed the wishimage that was built by the DPR RI PR regarding the DPR RI. So it is clear that public relations of the House of Representatives serves to build the Republic of Indonesia's wishimage among the public through adolescents. With the existence of the Youth Parliament, public relations of the House of Representatives of the Republic of Indonesia also functioned in constructing their thoughts related to the image of members of the House of Representatives. With this new image, teenagers are expected to be mediators between the DPR and the community. They as ambassadors of parliament are expected to be able to change the size of the DPR RI to the surrounding environment, friends and family. This is similar to what Soleh and Elvinaro (2007) say that wishimage is an image of hope or image that is desired when a management or organization wants to achieve certain achievements. This image is applied to the public before obtaining complete information.

CONCLUSION

1. The 2017 Youth Parliament Activities are annual activities carried out by the House of Representatives of the Republic of Indonesia through the field of Public Relations and News of the General Secretariat. The 2017 Youth Parliament Activities are held at the House of Representatives of the Republic of Indonesia Cikopo, Puncak, West Java from 11-15 September 2017. Participants in the 2017 Youth Parliament come from 34 provinces in Indonesia with a system of 4 representatives per province, resulting in a total of 136 2017 Youth Parliament participants. This activity is a public relations activity that is packaged in the form of political education and democracy to high school / vocational high school / MA students.
2. Based on three motives theory by McClelland, it is stated that motive for achievement where the house of representatives try to catch several achievements in order to get the trust of youth parliamentary 2017 participants who are all beginner voters. Motives of friendship, here the participants are hoped to be able to build love towards the parliament by giving clear informations and comfortability during the activity. Motives of rule, where their strategy to guide others into a mass or a political constituency to be able to support these actors to continue to seek power and even maintain the power that has been achieved through the process of image formation to produce a reputation that is in accordance with the wishes of the House of Representatives Public Relations of the House of Representatives.

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