

The Role of Protocols in Facilitating the Activities of Regional Heads Secretariat at the Central Buton District

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ABSTRACT

This research analyzes the role of the protocol department in facilitating the activities of regional heads in Central Buton District, as well as identifying the factors that hinder its effectiveness. The research method employed is descriptive qualitative, detailing findings through interviews, observations, and document analysis. The results indicate that the protocol department of the Central Buton District Secretariat has not fully played its expected role in facilitating the activities of the regent. While the protocol department is able to maintain the government's image by placing the regent appropriately at events held within the internal environment, it faces challenges in positioning the regent favorably at events organized by other regional governments. The subpar performance of the protocol department is also evident in the frequent tardiness of the regent to event venues or other meetings, causing delays in the commencement of activities. These delays are attributed to the regent's busy schedule, which the protocol department has not effectively managed. Furthermore, the constraints faced by the protocol department in facilitating the activities of regional heads in Central Buton District include: lack of employee compliance with work discipline, unhealthy competition among employees, inadequate evaluation systems, and lenient sanctions against offenders.

Keywords: Protocols, Activities Regional, Central Buton

I. INTRODUCTION

The Central Buton District Secretariat serves as the administrative center of the district government, responsible for coordinating, managing, and implementing administrative activities to support the

performance of the Regional Head. In this context, protocol plays a crucial role in facilitating the activities of the Regional Head and regulating various aspects of communication, order, and official events within the environment[1].

Protocol assists in facilitating meetings and official visits of the Regional Head with local, national, and international stakeholders[2]. This includes logistical preparations, scheduling, and procedures for these events to ensure their smoothness and success[3].

Additionally, protocol is involved in planning and coordinating important events such as state ceremonies, commemorations of significant days, or other protocol-related events involving the participation of the Regional Head. This includes determining guest lists, spatial arrangements, and overall event management [4].

In terms of official communication, protocol acts as a filter and regulator for messages issued by the Regional Head or their secretariat [5]. Protocol ensures that these messages are conveyed appropriately, in line with the ethics and procedures applicable in the administrative and political spheres [6]. Protocol also handles various aspects of order and ethics in various situations, including protocol management when the Regional Head conducts working visits, meets with the community, or interacts with other public officials [7]. This includes determining the order of honors, the use of honor symbols, and other protocols [8].

Furthermore, protocol ensures that all documents and decisions issued by the Regional Head or their secretariat comply with the legal and administrative procedures in place[9]. This includes handling official correspondence, decision validation, and arranging important meetings [10].

Moreover, protocol assists in facilitating the relationship between the Regional Head and the mass media, as well as regulating coverage and press conferences involving the Regional Head [11]. Protocol plays a vital role in maintaining good relations between the local government and the mass media and ensuring that the information conveyed aligns with the established communication policies and strategies [12].

Lastly, protocol is responsible for organizing other protocol-related ceremonies, such as honoring state officials or diplomatic visits [13]. This includes

handling seating arrangements, honoring important guests, and other aspects related to protocol activities [14]. Thus, protocol plays an indispensable role in facilitating the activities of the Regional Head and maintaining the credibility and authority of the local government institution.

II. METHODS AND MATERIAL

This research adopts a qualitative approach aimed at gaining a profound understanding of complex phenomena, particularly in the realm of social and human behavior. This method facilitates in-depth exploration of the subjective perspectives of participants or informants. The strengths of qualitative research include flexibility in data collection through in-depth interviews, participant observation, and document analysis, all of which allow researchers to understand the social context and phenomena under study. A holistic approach and the ability to develop grounded theory are also important aspects of qualitative research.

The research participants were selected using purposive sampling technique, involving officials and personnel such as the Head of the Section of BPPHLHK (Natural Resources Conservation Center) in Sulawesi Region, Head of the Environmental and Forestry Law Enforcement Post in Kendari, as well as other relevant parties directly involved in policy implementation. Additionally, primary data were obtained through in-depth interviews, while secondary data originated from various documentation such as letters, reports, and regulations related to forest protection policies in North Konawe District.

The research instrument used is internally subjective, with the researcher as the main instrument conducting in-depth interviews. The data collection process involves interviews and document analysis, while data analysis is conducted using a qualitative descriptive approach involving data reduction, data presentation, and drawing conclusions or verification. It is expected that the findings of this research will provide a deeper

understanding of the implementation of forest protection policies in the region..

III. RESULTS AND DISCUSSION

A. Description of Research Objects

This research was conducted in Central Buton District, located in Southeast Sulawesi Province, which was established on January 2, 2007, through Law Number 13 of 2007. The capital of this district is Mawasangka, and its area covers a total area of 5,101.76 km² with 13 sub-districts. This district has diverse ecosystems, including tropical rainforests, mangrove forests, and mountain forests, which play a key role in maintaining environmental balance and biodiversity. The economy of Central Buton heavily relies on natural resources, especially agriculture, fisheries, and forestry.

B. The role of the Protocol Section in supporting the smooth running of the Regent's agenda in Central Buton Regency

The role of the protocol department in supporting the smooth running of the Regent's agenda in Central Buton District is crucial to ensure that every activity undertaken by the Regent proceeds smoothly, orderly, and in accordance with applicable regulations [15]. Here are several roles of the protocol department in supporting the smooth running of the Regent's agenda: **Event Preparation:** The protocol department is responsible for planning and organizing everything related to events attended by the Regent. This includes scheduling, issuing invitations, arranging venues, and coordinating all other logistical needs.

Coordination with Stakeholders: Protocols communicate with all relevant parties, both internally within the government such as the Regent's staff and related departments, and externally such as private entities, other government institutions, and the general public. This coordination is crucial to ensure that all parties involved in the event are prepared and understand their roles.

Arrangement of Guests and Dignitaries: The protocol department is responsible for arranging the attendance of invited guests and dignitaries to the event. This includes arranging accommodation, transportation, and welcoming guests upon their arrival.

Documentation and Information Provision: Protocols must also ensure that all necessary documentation for the event is available, such as event programs, speeches, and other presentation materials. They should also be prepared to provide necessary information to attending guests and media.

Handling Etiquette and Protocol: The protocol department must ensure that all aspects of etiquette and protocol are observed during the event. This includes the protocol for welcoming dignitaries, seating arrangements, and honoring other official protocols.

Preparation of Reports and Evaluation: After the event, the protocol department is usually responsible for compiling a report on the event's implementation and conducting an evaluation of all related aspects. This will help in planning future events and improving the protocol system.

By fulfilling these roles effectively, the protocol department can ensure that the Regent's agenda in Central Buton District runs smoothly and efficiently, leaving a positive impression on guests and the public.

C. Expectations, Norms, Behavioral Forms, Evaluation and Sanctions

The protocol department plays a crucial role in supporting the smooth running of the Regent's agenda in Central Buton District. Expectations for the protocol department are that they carry out their duties and responsibilities with dedication, professionalism, and efficiency, while serving as effective liaisons between the Regent, guests, and the community [16]. The norms governing them include integrity, adherence to procedures, respect for hierarchy and protocol, as well as hospitality in serving guests and the community. Expected behaviors include clear and effective

communication, good teamwork, and the ability to adapt to changing situations [17]. Regular evaluations of the protocol department's performance are necessary to ensure that they continue to meet expectations, norms, and desired behaviors. Sanctions can be applied in case of norm violations or failures to meet expectations, with sanctions commensurate with the severity of the violation, ranging from warnings to dismissal if necessary [18]. By fulfilling their roles according to expectations, norms, and desired behaviors, as well as through evaluations and the appropriate application of sanctions, the protocol department can continue to support the Regent's agenda effectively.

Expectations: The expectation for the protocol department is that they execute their duties and responsibilities with dedication, professionalism, and efficiency. The local government and community hope that the protocol department can effectively bridge the gap between the Regent, guests, and the community in executing governmental agendas.

Norms: The norms governing the protocol department include integrity, adherence to procedures, respect for hierarchy and protocol, as well as hospitality and humility in serving guests and the community. They are expected to maintain high standards in performing their tasks.

Behavioral Manifestation: The expected behavior from the protocol department includes clear and effective communication, good teamwork, readiness to address challenges that may arise, and the ability to adapt to changing situations. They are also expected to have good interpersonal skills to treat all parties with respect.

Evaluation: Regular evaluations of the protocol department's performance are necessary to ensure that they continue to meet expectations, norms, and desired behaviors. These evaluations can be conducted through feedback from the Regent, guests, and the community involved in events organized by the protocol department. Additionally, internal evaluations are needed to assess process effectiveness

and identify areas for improvement.

Sanctions: Sanctions can be imposed if the protocol department violates norms or fails to meet established expectations. These sanctions can include written warnings, demotions, or even dismissal if the violations are serious and cannot be rectified. Sanctions should be applied fairly and proportionately according to the severity of the violation.

By adhering to expectations, norms, and desired behaviors, as well as through evaluations and the application of appropriate sanctions, the protocol department can continue to support the smooth running of the Regent's agenda in Central Buton District effectively.

IV. CONCLUSION

The protocol and leadership communication department at the Central Buton District Secretariat has not been able to perform optimally as expected to facilitate the activities of the Regent. Although capable of ensuring the Regent's placement according to their position within the internal environment, they face difficulties in placing the Regent appropriately in external environments. The protocol department demonstrates poor performance, particularly evident in the inconsistency of the Regent's arrival time at events. The Regent's tardiness is often caused by the dense schedule and other important agendas that must also be attended to promptly and maximally.

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