



The role of the secretariat division of the bum public relations forum on the management of the 2023 BUMN public relations forum national deliberation event

Tiara Syifa^{1*}, Anisatul Auliya¹

¹ Public Relations Department, Department of Applied Social Humanities, University of Indonesia, Depok, West Java 16424, Indonesia

*Correspondence: tiarasyifa1992@gmail.com

Received Date: December 29, 2023

Revised Date: January 28, 2024

Accepted Date: February 27, 2024

ABSTRACT

Background: The 2023 FH BUMN National Conference (Munas) is an important event organized by the State-Owned Enterprises Human Capital Forum (FH BUMN) to elect a new Chairman and discuss various strategic agendas. The success of this event is highly dependent on its planning and implementation which involves several important stages, namely pre event, during event, and post event. This study aims to evaluate the planning and execution stages of the event and identify areas for improvement. **Methods:** This study used a descriptive qualitative approach, with analysis of event reports, documentation, and interviews with the organizing committee. The focus of the research lies on identifying the stages of the event consisting of pre event, during event, and post event. In addition, aspects of internal and external coordination with the event organizer (EO) were also analyzed to assess the effectiveness of the implementation. **Findings:** This study found that FH BUMN successfully carried out a series of National Conference activities according to plan. The election of the new Chairperson for the 2023-2025 period through a valid voting process and the participation of members who exceeded the quorum showed the success of the event. Publications through Instagram and X platforms as well as coverage from several media outlets also reinforced the success of the event. However, there were some obstacles in coordination that caused some details of the event to be missed. **Conclusion:** FH BUMN, through its Secretariat Division, managed to plan and execute the 2023 National Conference well, although there is room for improvement especially in terms of coordination with the EO. It is important to prepare an additional standby team to anticipate unexpected situations. **Novelty/Originality of This Study:** This study contributes by providing a comprehensive evaluation of the planning and execution strategies of large organizational events such as FH SOEs, and highlights the importance of improving coordination between organizers and EOs.

KEYWORDS: election of chairman; event organizer; event planning; organizational strategy.

1. Introduction

Event or event is one of the mediums used by agencies in communicating messages with specific goals. There are several event focuses in achieving agency goals, including commercial events, entertainment, seminars, awards, social environment, sports, community, to the event of changing agency administrators, and others. Getz in (Wijaya, Kristanti, Thio and Jokom, 2020) distinguishes events with 4 categories based on size, namely Mega Event, Hallmark Event, Major Event, and minor event. According to Wirata (2018) the types of events are divided into 4 categories, namely Sport Events, Entertainment and Cultural Festivals, Marketing and Promotional Events, and MICE

Cite This Article:

Syifa, T., & Auliya, A. (2024). The role of the secretariat division of the bum public relations forum on the management of the 2023 BUMN public relations forum national deliberation event. *Strengthening Dynamic System e-Government and Public Services*, 1(1), 32-38. <https://doi.org/.....>

Copyright: © 2024 by the authors. This article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).



(Meeting, Incentive, Convention, Exhibition). Each event certainly has different ways of management that adjust to its main objectives. There are agencies that have routine events once a year or two years or even more than that. Events that are held every year will definitely be carried out by adjusting the situation, conditions and needs of the agency.

The SOE Public Relations Forum (FH BUMN) is an institution established by the Ministry of SOEs with the aim of creating qualified and dedicated SOE Public Relations practitioners, as a means of communication, coordination, skill development and consultation in increasing the effectiveness and professionalism of SOE Public Relations personnel. FH BUMN is one of the agencies that often organizes events to achieve agency goals. Among them are BUMN Fest, Ngopi BUMN, PR Competency Certification, and the National Deliberation of the BUMN Public Relations Forum. Overall, the events organized by FH BUMN are directly under the responsibility of the Secretariat Division, which is headed by the Executive Director. One of the FH BUMN events that is the same as other agencies is the National Conference which is routinely held every 2 years. In 2023, FH BUMN held the National Conference of FH BUMN for the 3rd time.

The National Conference is a means for a forum to make decisions based on mutual agreement to formulate organizational policies and directions. FH BUMN held the 2023 FH BUMN National Conference in order to elect a new Chairperson in the management of FH BUMN. The contents of this event are accountability reporting for the previous term of office, evaluation of the overall work program, Plenary Session, and election of the new chairman of FH BUMN. However, every year there will be differences in the series of FH BUMN National Conference Events, for the 2023 FH BUMN National Conference Event, the change is that there is no discussion of the Articles of Association and Bylaws (AD ART) so only the election of the New Chairperson of FH BUMN for the 2023-2025 period and the determination of the format team where the 2021 FH BUMN National Conference Event has discussions related to changes in AD ART. The 2023 FH BUMN National Conference activities have 2 series of activities, namely; 1) The Candidate: a forum for candidates for Chairman to introduce themselves, convey their vision and mission, and conduct campaigns. This activity was carried out online via Zoom which was attended by approximately 105 participants. 2) National Deliberation of the SOE Public Relations Forum: the core of the event, Opening the event with a song performance from the BNI Team Band. Accountability report of the previous term, evaluation of the overall work program, Plenary Session, and election of the new chairman of FH BUMN. In this event there was a Communication Talk session that discussed the world of Public Relations in the future.

The 2023 National Conference of FH BUMN invited officials from the Ministry of BUMN and BUMN companies involved in the field of communication. VIP invited guests are the Head of the Bureau of Public Relations and Facilitation of Strategic Support, SEVP Fixed Assets Management & Procurement BRI, Corporate Secretary BNI, BRI, Pupuk Indonesia, and VP Corcom PLN. Based on the description above, the author is interested in conducting research related to the role of the BUMN FH Secretariat Division in managing the BUMN FH National Conference Event. This research will focus on discussions related to event management strategies.

2. Methods

The purpose of this research is to gain a deeper understanding of the role played by the Secretariat Division of the BUMN Public Relations Forum in the success of the National Deliberation event. Data collection for this study spanned approximately three months, from February to May 2024, allowing ample time to gather relevant information. The research was conducted at the BUMN Public Relations Forum Office, located at the BRI II Building on the 22nd floor, situated at Jl. Jenderal Sudirman Kav. 44-46, Central Jakarta 10210. This setting was chosen due to its significance as the operational hub for the Forum, where key activities related to the National Deliberation event were coordinated. By

focusing on this location, the research aims to capture firsthand insights into the dynamics of the Secretariat Division's contributions to the event.

To achieve the research objectives, a qualitative research method was employed, which is well-suited for exploring complex social phenomena. Johnny Saldana (2011) highlights that qualitative methods encompass various naturalistic research techniques that provide a comprehensive view of social life (Sugiyono, 2022). Data collected for this research includes interviews, field notes, and documents, alongside visual materials such as photographs and artifacts. Additionally, data from the internet and personal human experiences were incorporated into the analysis. This multifaceted approach allows for a rich qualitative analysis, focusing on non-quantitative aspects to understand the significance of the Secretariat Division's role in the successful execution of the National Deliberation event.

The author will make observations at the FH BUMN 2023 National Conference which is located at several points, namely BRI II Building Lt.22 Jl. Jenderal Sudirman Kav. 44-46, Central Jakarta 10210 as the location of the FH BUMN office. BRILIANT Stadium, Fatmawati as the location of the core event, namely the National Conference of FH BUMN 2023. Then at Telkom Landmark Tower, South Jakarta as the location of a series of activities, namely The Candidate. Interviews are conducted with sources who are more expert/experienced in that field. In this study, the author conducted an interview with the Executive Director of FH BUMN, namely Mrs. Fetty Shinta Lestari S.Hum, as the Head of the Secretariat Division as the organizer of the activity. Documentation in the form of a draft of the activities carried out. Documentation was carried out at the 2023 FH BUMN National Conference, starting from before the event, during the event to after the event. Literature study is a data collection method used by understanding and studying theories from various literatures related to the research being conducted (Adlini, Dinda, Yulinda, Chotimah & Merliyana, 2022). Literature studies in this study are through books, journals, and web articles.

3. Results and Discussion

The 2023 National Conference of FH BUMN is being organized by the FH BUMN with direct management by the Secretariat Division. This event is planned to follow a structured series of activities, which will be explained through Goldblatt's Theory (2024). This theoretical framework will serve as a strategic guide for the Secretariat Division in effectively managing the various components of the National Conference. A well-defined plan is crucial for the success of the event, ensuring that all aspects are carefully considered and executed. By employing Goldblatt's Theory, the Secretariat Division aims to create a cohesive and impactful conference experience that meets the expectations of all participants.

Research is a fundamental step in designing any activity, and it plays a vital role in the planning of the National Conference. In this initial phase, the author conducts an in-depth analysis of the previous National Conference held at the Brillian Center in the BRI I building in 2021. This research is essential to identify potential risks and reduce the likelihood of failure in organizing the upcoming event. By understanding the needs, wants, and expectations of the target audience, the Secretariat Division can tailor the conference to better suit participants. This thorough groundwork lays the foundation for a more effective planning process, ensuring that the event aligns with the interests of attendees.

Following the research phase, the concept for the 2023 National Conference begins to take shape, with a collaborative plan that integrates the Batch 7 PR Competency Test Certification event. This integration not only enhances the conference experience but also aligns with the primary objective of increasing competencies within respective fields. The activities planned for the National Conference include the Batch 7 Competency Test Certification, candidate presentations, a core conference agenda, and workshops. At this stage, the event organizer focuses on establishing efficient resource utilization, including time management, venue selection, and pacing of the activities. This meticulous detailing of

the event concept prepares the project for the implementation stage, ensuring that all aspects are ready for execution while acknowledging that this planning phase may require more time than other stages.

Towards the end of the FH BUMN management period 2021-2023, a plan was made to hold a National Conference (Munas) of FH BUMN as a forum for electing a new Chairperson for the 2023-2025 period. In September 2023, the proposal for the National Conference began to be designed and presented to the FH BUMN management for the 2021-2023 period, which was then followed by a discussion about the details of the event. On September 27, 2023, FH BUMN held a meeting with several Event Organizers (EO), and through mutual agreement, MD Media was selected as the EO that would manage the 2023 National Conference event. After the appointment of MD Media, they and the FH BUMN board discussed and refined the concept of the event that had previously been designed. Next, a Zoom meeting was held between FH BUMN and MD Media to present the concept of the 2023 National Conference of FH BUMN. In this meeting, some changes to the original plan were proposed, adjusting to the schedule of VIP guests and participants, as well as the conditions of the FH BUMN organization.

At the second meeting, MD Media presented the final proposal for the 2023 FH SOE National Conference, which included approval of the entire event. From seating arrangements, VIP guests, emcees, moderators, speakers, to refreshments, everything had been thoroughly designed. The purpose of this meeting was to finalize the entire event that had previously been discussed at the first meeting. The event rundown began with participant registration and ended with entertainment and lunch together. Seating arrangements were designed based on level of importance, especially for VIP guests and resource persons. The stage design was adjusted to the size of the venue, following the brief given by FH BUMN to MD Media. The speakers include talk show presenters, entertainment, podcasts, leaders talk, as well as moderators and hosts. In addition, three key visuals have been proposed for the branding of the 2023 FH BUMN National Conference.

The voting mechanism for electing the new Chairman of the FH BUMN will be conducted through a dedicated website designed specifically for this purpose. Representatives of state-owned companies will receive an email blast that includes detailed election procedures, a link to the voting website, and their unique usernames and passwords for logging into the election system. This streamlined approach ensures that all eligible voters have easy access to participate in the election process. In addition, the entrance area of the conference will feature a Wall Magz showcasing key visuals of the event, along with the logos of the event sponsors, to enhance visibility and engagement. The sponsorship aspect will involve sending an event proposal, a letter of support, and a confirmation letter to the Corporate Secretary of each state-owned company, outlining the available sponsorship packages and associated benefits, which will be followed up by the Partnership team to secure commitments.

As the 2023 National Conference of FH BUMN approaches, the SOE Public Relations Forum, in collaboration with MD Media, conducted a comprehensive location survey to ensure a smooth event execution. Initially, the BRILiant Auditorium at BRI Building 1 Lt. 5 was considered as the venue, but after careful consideration and evaluation, the final decision was made to hold the event at BRILiant Stadium in Fatmawati. This change reflects the need for a venue that can accommodate the expected number of attendees and provide adequate facilities. A second survey was also conducted by MD Media to assess the readiness of the chosen location, ensuring that it meets all logistical requirements for the conference. This proactive approach to venue selection underscores the importance of preparation in delivering a successful event.

The division of duties among the event committee was organized according to their specific areas of expertise to ensure efficient management of the conference. The Executive Director oversaw the entire event, coordinating with various stakeholders to confirm their attendance. Meanwhile, the administration and event staff focused on the operational aspects of the National Conference, managing logistics and coordinating with MD Media, which served as the event organizer (EO). The finance team was responsible for managing

sponsorships and overseeing the financial flow for the event, ensuring transparency and accountability. Additionally, interns were assigned to assist in their designated fields under the guidance of their supervisors, facilitating a collaborative work environment.

As the implementation stage began, all previously developed plans were put into action to ensure the event's success. Promotion of the National Conference took place through various social media platforms, including Instagram and X, where posters and video reels were shared to inform the audience about the event and introduce the candidates for the new Chairman of FH BUMN for the 2023-2025 term. A key event, "The Candidate," was held online via Zoom on November 21, 2023, at Telkom Landmark Tower, attracting 105 participants. During this event, three candidates for the Chairmanship were introduced: Okki Rushartomo Budiprabowo from BNI, Andri Hermawan Sasoko from Telkom, and Agustya Hendy Bernadi from BRI. Each candidate had the opportunity to present their vision and mission through videos and engage with participants by answering their questions, creating an interactive and informative experience.

The voting mechanism was carried out one day before the National Conference, where an email blast was sent to 108 members containing the election procedures along with the link and login to access the election website. A dress rehearsal was also conducted the day before the event to ensure all technical preparations went smoothly, including stage setup, sound check, and arrangements for VIP guests. On November 23, 2023, the main event of the 2023 National Conference of FH BUMN was held at BRiliant Stadium with around 200 participants, including VIP guests. The event started with registration of participants, followed by an opening performance by a vocal group from BNI, remarks from representatives of the 2021-2023 FH BUMN board, and the Secretary of the Ministry of SOEs. Certificates of appreciation were awarded to several important individuals from FH BUMN and the Ministry of BUMN.

The main session of the event was the "Communications Talks" filled by Yoris Sebastian, discussing the theme "Local Creativity Global Impact." After that, the plenary session was led by several figures, where the accountability report of the Chairperson of FH BUMN 2021-2023 was presented. The announcement of the e-voting results decided Agustya Hendy Bernadi as the Chairman of FH BUMN for the period 2023-2025 with 51% of the votes. The event was closed with a performance from Night Dream Band and lunch together. In the evaluation of the event, the 2023 FH BUMN National Conference was considered successful in achieving its main goal, namely the election of a new Chairperson. However, one thing that was missed was the symbolic procession of handing over the flag from the previous Chairperson to the elected Chairperson due to miscommunication. In addition to the election of the Chairperson, the event also had a positive impact on the SOE participants through educational sessions and opportunities to strengthen internal communication.

4. Conclusions

Based on the findings of this research, it can be concluded that the FH BUMN, with the Secretariat Division playing a pivotal role, successfully designed and implemented a comprehensive series of activities for the 2023 National Conference of FH BUMN. The planning and execution of the event followed strategic stages, which included pre-event preparations, the event itself, and post-event evaluations, with each phase containing specific sub-tasks aligned with the overall objectives. This effective organization was demonstrated by the successful election of the new General Chairperson of FH BUMN for the 2023-2025 term, which adhered to the established voting protocols. Furthermore, the event saw participation from a quorum of members, and extensive publications were carried out across social media platforms such as Instagram and X, highlighting the conference's reach and engagement. Additionally, media coverage of the activities reflected the success of the promotional strategies employed by the organizing committee.

To enhance the organization of future events, several suggestions can be made for FH BUMN concerning the National Conference. One key recommendation is to improve coordination efforts, both within the internal structure of FH BUMN and with the event organizer (EO) to ensure that every detail of the event is meticulously planned and executed. This increased level of coordination will help prevent any lapses in communication that could lead to critical aspects of the event being overlooked. It is also advisable to establish a contingency team that is prepared to address any unforeseen issues that may arise during the event, ensuring that quick solutions can be implemented without disrupting the overall flow. By taking these steps, FH BUMN can further solidify the effectiveness of their event planning and execution, leading to even greater success in future conferences.

Author Contribution

The author contributed fully to the research.

Funding

This research did not receive funding from anywhere.

Ethical Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

Not applicable.

Conflicts of Interest

The authors declare no conflict of interest.

Open Access

©2024. The author(s). This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit: <http://creativecommons.org/licenses/by/4.0/>

References

- Adlini, M. N., Dinda, A. H., Yulinda, S., Chotomah, O., & Merliyana, S. J. (2022). Metode penelitian kualitatif studi pustaka. *Edumaspul: Jurnal Pendidikan*, 6(1), 974-980. <https://ummaspul.e-journal.id/maspuljr/article/view/3394>
- Sugiyono. (2022). *Metode penelitian kualitatif: Untuk penelitian yang bersifat eksploratif, enterpretif, interaktif dan konstruktif*. Yogyakarta: Alfabeta.
- Wijaya, S., Kristanti, M., Thio, S., & Jokom, R. (2020). *Manajemen event konsep dan aplikasi*. Depok: Rajawali Pers.
- Wirata, N. (2018). *Pengelolaan event*. Depok: Rajawali Pers.

Biographies of Author(s)

Tiara Syifa, Public Relations Department, Department of Applied Social Humanities, University of Indonesia.

- Email: tiarasyifa1992@gmail.com
- ORCID:
- Web of Science ResearcherID:
- Scopus Author ID:
- Homepage:

Anisatul Auliya, Public Relations Department, Department of Applied Social Humanities, University of Indonesia.

- Email: anisatul.auliya@ui.ac.id
- ORCID: <https://orcid.org/0009-0009-0904-4409>
- Web of Science ResearcherID:
- Scopus Author ID:
- Homepage: