

Analysis of Efforts to Improve the Performance of the Public Relation Division in The National Narcotics Board Bali

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ABSTRACT

This study seeks to determine how the Public Relations Division of The National Narcotics Board (Badan Narkotika Nasional, abbreviated BNN) Bali can improve its performance. In-depth interviews, observation, and documentation are employed as data collection methods. The results of the analysis demonstrate the positive effects of training and development on BNN employees, namely their enhanced ability to work in terms of precision, speed, quality of work results, and discipline. Improving work discipline, which entails imparting knowledge of work discipline to employees during training, so that they develop a work-disciplined attitude following the training. Similarly, the organization will naturally benefit from having competent employees. In this program, all information will be provided to employees; consequently, the knowledge acquired by employees will be superior and flawless, and the performance of employees in the public relations division of BNN will improve significantly.

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1. INTRODUCTION

Human resource efforts can be acquired by enhancing the quality of human resources (Anonymous, n.d.). In the current era of globalization, qualified human resources can be attained through training and development programs that employ technological proficiency and digital leadership. Training and development is a motivator for increasing employee performance so that they can provide the agency with their finest work. Training is the process of forming and equipping employees by enhancing their skills, knowledge, and behavior (Hati and Mayasari, 2019). In this instance, training is intended to improve techniques for performing specific tasks so that they are more detailed and routine. Development is an endeavor to provide employees with improved skills, which will be required in the future (Puspita and Kurniawan, 2021). Old and new employees will receive training and development so that in the future they can meet the demands of the organization and play a role in achieving optimal performance. Employee agencies will be assisted in adjusting themselves beginning with the work environment, aligning capabilities with technological and regulatory advancements. Through program development and training Employees can improve their knowledge, skills, and experience on the job. The best-performing employees will have the opportunity to accomplish a good career path and advance through the career path's stages. Training and development through educational activities, teaching, and training that includes material knowledge, expertise, and abilities. Program development and instruction will provide employees

with an opportunity to socialize in the workplace. In the current era of globalization, every organization can utilize technological proficiency and digital leadership when conducting training and development. Techno skill is a technical skill or the ability to apply knowledge through techniques, logic, procedures, and methods necessary for completing tasks; all of this knowledge can be acquired through program training and development (Dahlia, 2020). Digital leadership is the ability possessed by superiors in an organization to engage and develop all employees, particularly in the use of digital technology, in order to support the flow of activities. As is the case with digital leadership, business leaders will be able to articulate a distinct vision and implement strategies related to the digitization process. The National Narcotics Agency of Bali Province is one of the agencies required to implement program training and development.

The National Narcotics Agency is an organization that implements public service practices in order to provide public services to the public or society. The National Narcotics Agency has an immediate need for public relations division activities; therefore, the Bali Province BNN must prepare dependable resources, specifically by enhancing the character of their current resources. Human resources are a highly influential and essential aspect of all organizational activities, serving as the organization's driving force, as excellent human resources will inevitably result in superior performance. In order for agencies to achieve this objective, quality human resources are required. Considering that the primary objective of the Bali Province BNN is that the public relations division must be able to provide service-oriented information and media use, human resources must have the skills and services necessary to provide accurate information so that people can avoid the dangers of narcotics.

Employee performance will have a significant impact on the future condition of the organization, as subpar employee performance will prevent the organization from growing. This is evident from the absence of training and development in the public relations division of the Bali Province BNN. The Bali Province BNN public relations division does not optimally utilize the available tools to support the information media's requirements.

In addition, the Bali Province BNN public relations department lacks knowledge of news production and dissemination. When researchers conduct initial interviews with one BNN Bali Province employee, Agus Ade Mulyana Krisna, S.Kom., he stated that "there is a lack of training and development, so that staff lacks mastery over the use of tools and the process of making information carried out by the Public Relations Division of the BNN Bali Province." BNN Bali Province also lacks technological training and development, as evidenced by its website, which was last updated in November 2020 and is less active in disseminating information to the public. This, of course, requires digital leadership, namely the attention of field leaders who must be able to provide input in the form of creative ideas to the staff of the Bali Province BNN Public Relations division so that the resulting informational content is more engaging.

Consequently, training and development are essential so that the Bali Province BNN public relations division can enhance its skills and responsibilities at work, thereby enhancing its performance. Before implementing the type of training and development program that will be provided to the public relations division staff, the Bali Province National Narcotics Agency must be able to identify and adjust the needs of the organization, tasks, and employee development, all of which will have a significant impact on the improvement of the public relations division's performance.

2. RESEARCH METHODS

In this investigation, qualitative data types were utilized. According to (Rukin 2019), qualitative research is descriptive in nature and typically employs an inductive method of analysis. Qualitative data may be presented in the form of sentences, words, diagrams, or images. Using this as a guide, researchers employed qualitative and quantitative methods to support this research. All data was gathered through interviews with BNN employees in the Province of Bali. While the data source utilized is the primary data source, specifically interviews with the Public Relations Division of the National Narcotics Agency of the Province of Bali, this information was obtained. Secondary data, on the other hand, are data obtained indirectly from the object of study or from documents that support the research discussion; they are obtained through policy implementation documents.

Utilizing participatory observation, in-depth interviews, and documentation as data collection methods. In this study, the authors selected research informants based on criteria that were consistent with the problems they investigated. The data analysis technique used is inductive qualitative data analysis, which is an analysis based on the obtained data from which a hypothesis is then derived. This research employs a qualitative descriptive method, so it is pertinent that the results of this study be analyzed qualitatively. This qualitative analysis was conducted by conducting a thorough examination of the data collected in the field through interviews, documentation, and observations.

3. RESULTS AND DISCUSSION

Discussion Regarding Training and Development Implementation at BNN Bali Province

Usually, the National Narcotics Agency's administrative office in Lido, Bogor, is responsible for training and development. In this instance, the National Narcotics Agency collaborates with the Human Resources Development Agency (BPSDM) to provide training and development materials to participants. Training and development programs are conducted infrequently, despite their importance, particularly for the Public Relations Division staff of BNN Bali Province. Typically, activities are conducted every two years in accordance with the leadership's sanction and the Central BNN's budget. Staff BNN Bali Province has participated multiple times in training and development from the central National Narcotics Agency, which was conducted for three days in Lido, Bogor in 2018; however, as a result of covid-19, training was shifted to virtual via zoom meeting. In terms of activities training and development, the leadership will select staff members based on their requirements. BNN typically employs on-the-job training to deliver materials to participants in training activities. According to (Soetantri and Sukasah, 2020), on-the-job training involves trainees learning or simulating a job under the supervision of a supervisor. In this case, BNN Bali Province staff imitates and practices the things exemplified by presenters, such as how to report and process good news based on predetermined ethics, such as when conducting press release activities, so that the news and information that will be processed and communicated will be well received by the public.

Using digital technology and social media are not mutually exclusive in terms of news reporting, news processing, and information transmission. Therefore, it is essential to conduct training and development for technological competence. Based on the results of the interviews, it has been determined that the staff of the Bali Province BNN public relations division has received training and development in techno skills that is more focused on the staff. This is because the staff will subsequently process and disseminate information using digital grabs. Based on the theory presented by (Heart and Mayasari, 2019), techno skill can be interpreted as a technical skill or the ability to use knowledge through techniques, reason, procedures, and methods necessary for completing tasks, with all of this knowledge obtainable through training and development programs. Given that in the current era of globalization, all activities rely heavily on social media and technology, especially the public relations division that uses digital technology as a tool to support everyday information, training and development about technological skills are crucial. This is supported by the findings of an interview with a member of the Bali Province BNN public relations staff, I Putu Gede Valery Budi Artawan, who stated, "With training and development, of course, employees have been prepared for all future challenges; we are prepared to be able to adapt quickly, especially in today's digital world." With these activities, it is anticipated that we will be able to provide the best performance for our agencies and grow into more mature employees.

There are several ways to increase technological proficiency:

- 1) Through Instruction
In self-training, employees will be instructed by a subject matter expert. Through this training, BNN Bali Province staff will be able to determine what needs to be developed or maintained so that employees can perform optimally in the future.
- 2) Through Practical Experience in the Workplace
Technological expertise can be developed through technical development. This can be accomplished by BNN staff in order to exercise the material that has been taught during training. The material can also be implemented directly in the workplace, allowing the training

and development of techno skills to have an impact on BNN Bali Province as well as on the understanding of the work process by staff.

Discussion Regarding Enhancing Digital Leadership through Training and Development

According to the theory proposed by (Saputra and Nugroho, 2021), digital leadership is a crucial skill that managers must possess to implement digital transformation. Corporate leaders develop clear and meaningful visions and implement digitalization-related strategies through digital leadership (Wesly et al., 2021). In digital leadership, executives must be able to inspire their teams' creative expression. This is supported by the findings of an interview with Mr. Made Dwi Saputra, Head of the BNN Bali Province Public Relations Division:

"With digital leadership, leaders will definitely lead employees to think critically and be more creative and will encourage employees to be open to each other so that we can exchange ideas about the ideas we have."

Digital Leadership is characterized by the following qualities:

- 1) Characteristics-Digital Business, i.e., a digital leadership must have innovative visionary characteristics, which means that it is not sufficient for the Head of the Bali Province Public Relations division of the BNN to have vision, but they must also be innovative.
- 2) Characteristic-Social Attitude, specifically, a digital leader serves as a motivator and a role model for team members or personnel. In this situation, the Head of the Bali Province BNN must set a positive example for the staff by constantly providing motivation, so that the staff retains their work ethic. Additionally, the head of the Public Relations division must be approachable with his staff so that he can convey ideas and suggestions; this will also contribute to a more relaxed work environment.
- 3) Characteristics-General Mindset, i.e., adaptable to new business models and capable of developing transformation strategies. In this situation, the Head of Public Relations must be able to devise a new strategy so that the information conveyed can garner public interest.

Discussion of Performance Enhancement via Training and Development

According to the theory of Moeheriono (2012:96), performance or performance is the result of work that can be accomplished quantitatively and qualitatively by a person or group of people in an organization, in accordance with their respective authorities and responsibilities, in an effort to achieve the goals of the organization concerned legally, without violating the law, and in accordance with morals and ethics. In order for the agency to enhance the performance of its employees, one of the steps that must be taken is to include staff in training and development activities. This is supported by the theory proposed by (Martini and Dwiarta, 2022), which states that training is a learning process in terms of specific knowledge and expertise that enables an employee to become more skilled and capable of carrying out the assigned responsibilities in accordance with organizational or company standards. In the meantime, theory (Ningrum, Iskandar, and Akbar, 2020) suggests that development or development is an endeavor to provide an employee with future-relevant organizational skills. Consequently, training and development can offer personnel benefits. The public relations division of BNN Bali is taught to be more disciplined and accountable for its work as a result of training and staff development. The staff of the public relations division is provided with information on a variety of topics, including technological proficiency and digital leadership, because the public relations division's work requires technology and innovative thought.

This is corroborated by findings from an interview with I Putu Gede Valery Budi Artiwan of BNN:

"It is anticipated that, as a result of training, the attitude and mentality of employees will be significantly more optimistic than before. This activity will also increase the capabilities of the employees, so that they will be able to complete the duties or work that have been assigned. In this instance, training and development also provide training on the technology and digital tools utilized by the public relations division, as well as on how to process excellent coverage, so that employees can comprehend the work process and be more accountable for their work."

This demonstrates that by conducting training and development, the public relations division's staff can be steered in a more positive direction; by conducting training and development, it will be

clearer which skills need to be enhanced or maintained; and training and development activities can be used as a provision when performing work. Impact obtained by staff the Bali Province BNN public relations division, specifically staff can learn discipline and accountability. In addition, the staff of the Bali Province BNN public relations division will acquire many things, such as the use of technological instruments to support work processes and reporting and processing methods for performance data.

4. CONCLUSION

Based on the results of the discussion regarding training and development in an effort to improve the performance of the public relations division of The National Narcotics Board Bali, it can be concluded that the BNN Bali Province staff participated in training and development using on-the-job training. The participants are in a training and development setting where they are engaging in activities designed to help them learn about the job at hand, or practice doing similar tasks under the watchful eye of a supervisor. In this instance, BNN Bali Province staff imitates and implements the practices exemplified by presenters, such as the use of digital tools and good reporting techniques based on predetermined ethical standards, such as when conducting press release activities.

Training and Development in Techno Skills and Digital Leadership are urgently required by the Bali Province BNN public relations division due to the daily use of digital tools for informational purposes. In order for the provided content to be more engaging and well-received by the community, creative ideas are essential; therefore, the implementation of digital leadership will encourage employees to be more receptive to their leaders in order to foster productive collaboration.

Participation in Training and Development activities can increase employee performance. Training and development can improve the performance of BNN Bali Province employees. In training and development, the public relations division's employees are taught to be more disciplined and accountable for their work, and they are provided with information on new topics, particularly in the fields of techno skill and digital leadership, until they better comprehend the work process.

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