

## DELIBERATIVE COMMUNICATION MODEL IN HANDLING “WRONG TYPING” DISCOURSE TO IMPROVE PUBLIC SERVICE QUALITY

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### ABSTRACT

Managing very large, massive information with negative sentiments in virtual space is a challenge for the government in the era of information technology development. The purpose of the study is to describe the deliberative communication model carried out by the Ministry of State Secretariat in dealing with the discourse of typos in Law Number 11 of 2020 concerning Job Creation in order to improve the quality of public services. The researcher uses the constructivist paradigm, with the intrinsic case study method, R. Stake, because the case still has an impact today. The main data is a record of the information management process using digital technology in a virtual room supported by interviews, mass media documentation from the internet, literature studies and books. The data were analyzed by the Miles & Huberman method, which was reduced, displayed and then concluded and the validity of the data was using the triangulation technique of data sources. This study uses Organizational Information Theory, Karl Weick with the concept of deliberative communication offered by Thomas Englund. The results show that the deliberative communication model carried out by the Ministry of State Secretariat is by maximizing digital technology, listening, deliberation, policy, evaluating and continuity. Listening by analyzing the arguments of the virtual community that developed in the mass media, then carrying out internal deliberation by considering the three validity claims (truth, honesty and accuracy). The results of the deliberation are conveyed to the public in the form of a policy to then be evaluated in order to see the shared meaning of the value of the policy itself and this is done continuously. This empirical phenomenon is the deliberative communication model carried out by the Ministry of State Secretariat.

**Keywords:** *deliberative communication, virtual space, public service providers, quality of public service, monitoring and evaluation*

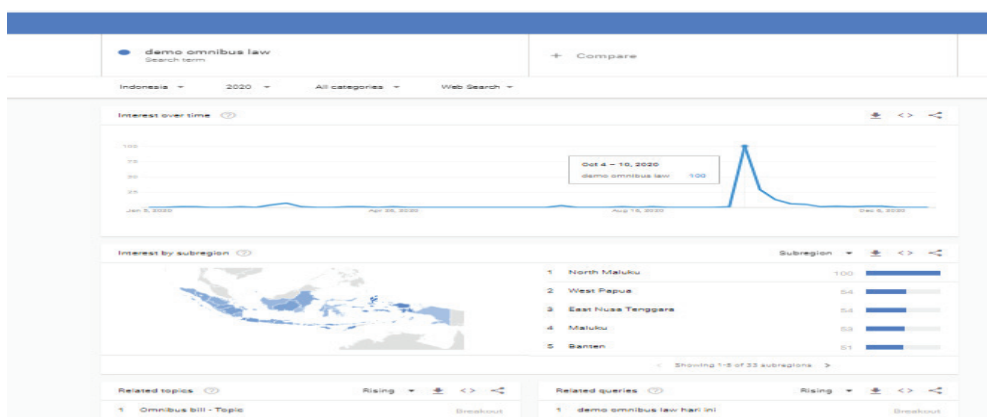
## INTRODUCTION

The incident of a typo in Law Number 11 of 2020 concerning Job Creation after the promulgation of President Jokowi on November 2, 2020 gave its own meaning in the democratic history of Indonesia. Massive public talks about it in various virtual spaces, which can be considered as a form of public concern for the quality of performance services provided by the government and this is certainly not coincidental but a form of public reflection in the frame of democracy.

Freedom to express arguments for every citizen is regulated in the law (Law of the Republic of Indonesia Number 25, 2009 concerning Public Services). It is stated that the public has the right to express aspirations for the performance that has been carried out by state officials, and state administrators are required to respond to them. Public participation who is argumentative in conveying aspirations for the performance of state administrators' products is expected to be able to create an increase in the quality of public services in order to realize a better bureaucratic performance order.

Phenomenon in 2020, based on a survey by APJII/Association of Indonesian Internet Service Providers (APJII, 2020) shows that there is internet user penetration where in 2018, out of 171.17 million people in Indonesia, as many as 164.16 million people use the internet or around 64.8%. Then, in 2019-2020 from 266.91 million people in Indonesia, 196.71 million use internet or 73.7% of the population of Indonesia is connected to the internet. The increase in internet user penetration is inseparable from the global conditions of the world community where the COVID-19 pandemic has changed the interaction process between individuals from face-to-face to virtual/online, resulting in a shift in the way individuals communicate and seek information. However, increasing internet penetration is not necessarily accompanied by an increase in community participation in discursive public services in a social interaction in a virtual space.

On the contrary, the existence of the internet as a medium is used by the media industry in distributing information, and the public can no longer be seen as an audience (consuming information). Internet facilities make them able to jointly build a certain discourse. (Nasrullah, 2012).



**Graph table of public response to typos in the Job Creation Law in virtual space**

Based on Google Trend's monitoring, in November 2020 period showed that 34 provinces were massively discussing typos in the Job Creation Law in virtual spaces,

where the presence of the internet creates a space for the public to present arguments in a virtual space, as shown in the graphic above about typos in the Job Creation Act.

Different views on the existence of typos in the Job Creation Law are one of the characteristics of deliberative communication. To quote the former Minister of State Secretary that the government needs to form a team to study and accommodate the aspirations of dissatisfied people, dialogue with the people as a form of seriousness in improve the quality of services and at the same time a manifestation of the implementation of democracy (Astungkoro et al., 2020).

It is different with the observer of Constitutional Law, Bivitri Susanti that a typo cannot be corrected carelessly, because in law it is not permissible for an article to be executed according to the perception of the applicator of the article, which must be exactly as it is written (Maharani, 2020).

Based on the results of the Kompas Research and Development data survey on the Job Creation Law, 59.7% of respondents thought that the discussion was undemocratic, 20.7% argued that it was democratic, and 19.6 respondents thought they did not know. On the other hand, the community wants a public dialogue, where 39.7% of respondents want a negotiation/dialogue with the government and the DPR, 29% conduct peaceful demonstrations, 14.5% file a lawsuit to the Constitutional Court and 7.8% of respondents can accept the existence of the Job Creation Law. (Maharani, 2020)

The case of typos in the Job Creation Law is interesting to study from the perspective of communication science, because there has been no previous research that has raised this case. Deliberative communication offered by Tomas Englund in *Deliberative Communication: A Pragmatic Proposal* (Englund, 2006) mentioned that one of the characteristics is the existence of different perspectives on certain discourses. Tomas' research focuses on education, namely the process of deliberative communication between teachers and students which is carried out directly / face to face. Meanwhile, in this study, the researcher places the concept of deliberative communication in the context of a virtual space between public service providers and the community.

Therefore, the researcher assumes that this research falls into that category. In this study, the researcher wanted to analyze how the deliberative communication model carried out by the Ministry of State Secretariat in handling the discourse of typos circulating massively in the mass media in order to improve the quality of public services after the enactment of the Job Creation Law Number 11 of 2020 (Indonesia, 2020). This study aims to obtain a deliberative communication model in handling typo discourse in order to improve the quality of public services (Case Study at the Ministry of State Secretariat after the enactment of the Job Creation Law Number 11 of 2020).

Deliberation is taken from the meaning of deliberative, in public context, comes from the Latin word *deliberation*, which means consultation, considering or deliberation (Hardiman, 2009). The word "deliberative" was first developed explicitly in Aristotle's ethics and rhetoric, "what we consider and what we decide is the same, except that what is decided is something that is certain, because that is what has been chosen as a result of deliberation that was decided, and good deliberation is

considered a good thing, because the accuracy of this deliberation is the advantage of deliberative, which allows someone to achieve what is good". (Englund, 2006). Aristotle in deliberative rhetoric (West & Turner, 2017) calls it political rhetoric/political talk. Deliberative rhetoric relates to future goals, i.e. things the audience will think or do in the future as a result of the speaker's efforts and policy is one of the topics he talks about.

## **METHODOLOGY**

This study uses a constructivist paradigm with a qualitative approach, R. Stake's intrinsic case study method, where the researcher wants to understand a particular case, in all aspects of its specificity and simplicity (Denzin & Lincoln, 2009: 301). There are three key informants, two employees from the Intermediate Expert Public Relations Institution, the Public Relations Bureau and one employee from the Assistant Deputy for the Economy, the Deputy for Legislation and Legal Administration of the Ministry of State Secretariat. Sources of data were obtained from interviews (primary) and secondary data is from books, documents, internet and print media. Interviews were conducted in a structured manner through face-to-face and online with zoom and WA media. Data analysis used Miles & Huberman (Denzin & Lincoln, 2009:592) which is divided into three interrelated sub-processes & this process was carried out before the data collection stage, precisely when determining the research design and planning, during the interim data collection and initial analysis process, and after the data collection stage, including data reduction, data display and verification. In this study, the researcher used triangulation techniques with data sources by comparing and checking both the degree of trust in information obtained through different times and in different ways in the qualitative method he did. The result of the expected comparison is in the form of similarities or reasons for differences (Bungin, 2021).

## **RESULTS AND DISCUSSION**

Based on the position (Regulation of the Minister of State Secretary Number 5 of 2020 concerning Organization and Work Procedure of the Ministry of State Secretariat, 2020) the Ministry of State Secretariat (Kemensetneg) is under and responsible to the President. The Ministry of State Secretariat is led by the Minister. The tasks of the Ministry of State Secretariat are to carry out technical and administrative support as well as to analyze government affairs in the field of State Secretariat to assist the President and Vice President in administering state government.

Meanwhile, based on its functions, the Ministry of State Secretariat provides technical support and media administration to the President, preparing initiative permits and finalizing Draft Legislations (RPP), analysis in managing relations with state institutions, community organizations, political organizations, and handling public complaints to the President, Vice President and/or Minister, as well as preparation and analysis of ministerial policy materials.

The initiative permit for the Job Creation Law is coordinated by the Deputy for Legislation and Legal Administration, whose duties include providing technical, administrative, and analytical support in the preparation of initiative permits and the completion of Draft Laws and Regulations and the completion of the Draft Presidential Decree. The implementation of the completion of the analysis of the Job Creation

Law is carried out at the Assistant Deputy for the Economy, namely with the task of preparing initiative permits, analysis, monitoring, and reporting on their completion. In the process of administrative examination, data collection, editorial examination and analysis of the bill there will be two possibilities, no problems were found and problems were found and within 2 (two) days as stated in the SOP of the Minister of State Secretary Number 17 of 2016 concerning service standards for work units within the Ministry of State Secretariat. The purpose of the SOP is to strengthen the system as well as to improve the performance of the analysis and completion of the government's initiative bill in the economy.

On October 14, 2020, the Deputy for Law and Legislation officially received the draft of Job Creation Law in 10 (ten) days after it was ratified by the Government and the DPR (pun/sf, 2020). Hence, the analysis is processed at the Assistant for Economic Affairs. In the analysis process, the analyst conveys that,

"We do have service standards, so if for example the process from the plenary DPR is then submitted to the president, then we do an administrative check, so we really check the draft submitted by the DPR, we check, we reread it from beginning to end, check for errors. Errors, for example, there is a misrepresentation of the article, for example, uppercase and lowercase letters, lack of punctuation, explanations that do not match the body, indeed we carry out administrative checks"

In the event of a typo in the bill, the analyst stated that, 'There are friends who are also affected by covid-19, while people from the Assistant for Economic Affairs are also lacking, so we ask for help from other assistants and there is a difference in the number of pages because if the draft is made The President's letterhead, therefore when it is adjusted to the template it will automatically affect the number of pages, the pages will increase. At that time, we were only given 2 days or 3 days, yes, and yesterday's typo, we actually found more than one, like mispronounced the law, misrepresented the article, we are only human, with limited time, so it was our fault that we were not careful'.

According to the SOP, the Ministry of State Secretariat's job is to carry out administrative analysis, not substance so that he himself is not aware of his exact position, especially articles 5 and 6. The analyst said that according to the SOP, the Ministry of State Secretariat only provides administrative input which is compiled in a matrix, then the matrix will be submitted to the DPR. As for the difference in the number of pages, the analyst said that after the bill was submitted to the Deputy for Public Works, they would then adjust it to the template of the law.

After the typo incident and being widely discussed by the public, it made the informants more thorough in the analysis process. On the other hand, each analyst completed the bill and when it was about to be promulgated and after it was promulgated, for one week the analyst always felt restless, had trouble sleeping.

Meanwhile, in terms of managing media information, these activities are under the coordination of the Public Relations Bureau. Its existence carries out public information management and service activities, monitoring and media analysis related to the activities of the President, Vice President, Ministry of State Secretariat, including disseminating public relations information and reporting on the Ministry of State Secretariat, as well as media monitoring and analysis activities for the massive public discussing the discourse of typos in the Job Creation Law in a virtual space. Based on the results of interviews with Mr. Faisal, Public Relations Bureau, that:

"Media monitoring and analysis activities are in anticipation before the issue explodes into a national discourse, knowing how the public reacts positively or negatively, what are the opinions of the figures, who speaks for and against, such as the current flow, after we get everything then we mix it in a strategic communication to the public and then we disseminate it, so that the public knows how the problem is without us reducing anything, it means that we did not to lie, never lie because we will be pursued continuously".

Meanwhile, based on the results of the Public Relations Bureau's data processing from November 2 to 3, 2020, after the President promulgated the Job Creation Law, various public perspectives were observed regarding typos. Based on the quantity, the number of public who submitted arguments was monitored as presented in the table below.

**Table 1: Monitoring Results of the Public Relations Bureau for Typing Mistakes in Mass Media**

Media Type	Public Response
Twitter, November 3, 2020	#MosiTidakPercaya 557 retweets, 272 quote Tweets, 1.2 K Likes  24,772 thousand netizens have an opinion
Facebook, November 2-3, 2020	375 posts
Online media, November 3, 2020	565 online media reported the issue with a total of 2,825 articles
Print media, November 3, 2020	78 print media reported this with 205 articles

Referring to the results of monitoring and analysis of the Public Relations Bureau, it shows that in the Facebook, the sentiment value is neutral 70%, positive 18.75% and negative 10.94%, while based on the results of Twitter that sentiment is neutral 43.25%, negative 30.18% and positive 26.57%")

Based on the analysis of the Public Relations Bureau team, there are things that must be responded to immediately which require more attention. Ms. Eva says: "with the condition of Facebook sentiment, sentiment is neutral (70%), it is much greater than positive (18.75%), and this is an alarm to take the next steps where it is feared that the issues that develop can get wilder which will be able to affect the public others, as well as on Twitter media where neutral (43%) and negative (30.18%) sentiments are greater than positive (26.57%).

In terms of the characterization of neutral, positive and negative elements, Mr. Faisal says:

"The categorization of positive, neutral and positive values refers to the title of the media itself, where if the title is more supportive of the government then it will have a positive value, whereas if the information is informative then it is in the neutral category and if it does not support the government it will be in the negative category.

Based on the results of the analysis, the Public Relations Bureau team conducted an internal deliberation to discuss the issue, and the result was to recommend to

the highest leadership, the Minister of State Secretary, to conduct a press release to reduce the issue so that it does not grow wild.



**Press release conducted by the Ministry of National Affairs**

The results of the deliberation are issued in written form and informed with a press release, then the information is disseminated through the media channels of the Ministry of State Secretariat. The Ministry of State Secretariat’s channels include Twitter, Instagram, Youtube, Facebook, the Palace Journalists Group and the State Secretariat’s official website. Some of the channels have different numbers of followers, and this is an asset in itself for an organization, especially in the virtual space.

Based on the monitoring results of the Public Relations Bureau on November 3, 2020, after the Minister of State Secretary issued a press release, it can be said that the issue of typos still dominates the news in the media, namely:

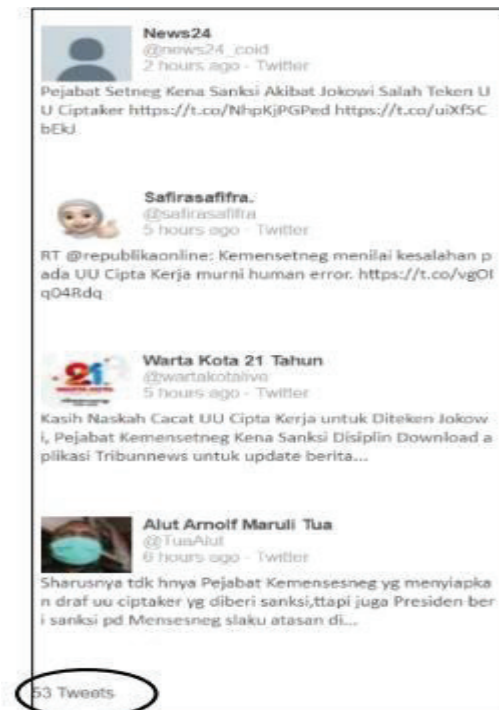
Press releases by Date	Public Responses in Thematic Reports by Percentage
November 3, 2022	Minister of State Secretary Clarification of errors, dominates, by 25% The theme of administrative technical errors, by 23% Followed by the theme of omnibuslaw by 14% and the rest etc
November 4, 2020 Online Media Print media Twitter	Positive sentiment 36.98%, neutral 31.96 and negative Positive sentiment 35, 31%, positive 35,08 and negative 29,61 Sentiment positive 38.3%, neutral 31.84% and negative 29.86% from 12.159 tweets
Recapitulation on the date November 5, 2020	Disciplinary sanctions, became the most news in the mass media, namely by 42% Human error, occupying 20% Don't politicize, by 12% Argument "x" and only 53 people retweeted negative as much as 98%, Sentiment Neutral, as much as 70%, positive 20%

X's argument on Twitter was responded by the Public Relations Bureau as a natural thing in

the context of the freedom to express aspirations, even though it had a negative tone of 98%. This is because only 53 people retweeted it. Thus, from the results of monitoring and analysts, the Public Relations Bureau concluded that press releases are effective, where the public is well informed, resulting in understanding and an impact on the decline of the public. Mr. Eva said that

"The public can receive messages that are stated by the Ministry of State Secretariat. If we apologize and admit the mistake, it is clear that the State Secretariat has a commitment to improve the service'.

Based on the above phenomenon, the researcher can say that the hectic discourse of typos on the Job Creation Law in the mass media does not make the Ministry of State Secretariat ambiguous, this is because so far the information management of the Public Relations Bureau has been monitoring and evaluating - Twitter, Nov 5, 2020



in the mass media as a form of cooperation with providers. Weick sees the organization as a system that takes confusing or ambiguous information from its environment and then assigns it a meaning that makes sense. Karl Weick in Organizational Information Theory (IOP), describes the process by which organizations collect, manage, and use the information they receive (West & Turner, 2017, p.23).

The discourse of typos circulating in the mass media was actually monitored by the Public Relations Bureau, where it started when the hashtag *gejayan* called out in Yogyakarta. It was observed in the media that the public demanded the cancellation of the Job Creation Law, and this became the first concern of the Public Relations Bureau, such as that of Ms. Eva, namely:

'I remember that there was a lot of excitement in 2020, there was the hashtag "*gejayan* calling" so we started monitoring from there, actually, it became our routine monitoring until finally the Job Creation Law was discussed until



the Constitution was finalized, we discussed it continuously, we monitored and analyzed it, and then In fact, what is being monitored and analyzed is more about what the mainstream media talk about, both print, online, electronic and social media related to the issue of the job creation bill.

Alex Sobur, in the encyclopedia of communication (Sobur, 2014) stated that discourse is an object or idea that is discussed openly by the public so that it has an impact on a certain understanding that is widespread. Meanwhile, according to Littlejohn (Littlejohn & Foss, 2016) discourse is understood as a language used to express the purpose or intention behind speech, so that all speech and writing is actually discursive.

With the help of digital technology, the discourse of typos is monitored by the Public Relations Bureau, and then they are able to anticipate it. This needs to be done by an organization, let the issue get wild and out of control. Weick called the situation as equivocality (West & Turner, 2017, p:27). Equivocality refers to the degree of complexity, uncertainty, and difficulty in predicting a message.

Weick says that IOP is a way of explaining how organizations interpret information that is confusing or ambiguous. He emphasizes the way organizations manage information rather than centralizing the organizational structure, three assumptions are human organizations are in the information environment, the information received by organizations is different in its level of equity, and human organizations are involved in information processing to reduce information equity. Here Karl Weick focuses on the process of information equity (West & Turner, 2017).

In the current era of information disclosure, including technological developments, an issue that develops in the community will very easily spread which can be said to be only a matter of seconds. In this study, to respond to the flood of news addressed to the government regarding typos in the Job Creation Law which was massively conveyed by the public, the Public Relations Bureau was able to catch it properly. With the help of digital analysis technology, the amount of information can be processed as the basis for the issuance of press release policies. Research conducted by Valentin et al (Gold et al., 2018) found that the quality of deliberation can be measured objectively with the help of technology, VisArgue. Its existence has the ability to help find consensus including legitimizing the results and they call it a computational argumentation model. This technology can even monitor the argumentation data that develops in the deliberative communication process. VisArgue helps in increasing the effectiveness of large-scale civic engagement in the context of deliberative democracy.

The value of the degree of equality of an issue which later grew because several issues in the Job Creation Law related to one of the needs of workers, in direct contact with the interests of the community for a more prosperous life. Therefore, to overcome the widespread equivocality, the Ministry of State Secretariat issued a press release with the aim that the public is informed and has a shared meaning so that it can be well received by the community.

To mix the value of a message contained in a press release, the Ministry of State Secretariat conducts listening activities. Listen to what people have to say in the virtual space. In the listening process, the Ministry of State Secretariat collaborated with an analysis-based technology provider, Indonesia Indicator. Indonesia Indica-

tor is able to capture enormous information in virtual space as the basis for further analysis of organizational policies. Press releases are made in writing to be further disseminated through the Ministry of State Secretariat's media channels. Mr. Faisal said that the press release activity by distributing it through the Ministry of State Secretariat's channels was more effective than the conventional method they had previously done, that:

"Distributing press releases through media channels is more effective, he added that before the pandemic, press release activities were carried out by inviting journalists and then directly (face to face) conveying information, but since the pandemic the conventional pattern (face to face) was changed to online. This is also to reduce crowds where in November 2020, Covid was high."

The existence of these Kemensetneg canals is as stipulated in the Presidential Instruction (Instruction of the President of the Republic of Indonesia Number 9 of 2015 concerning the Management of Public Communication, 2015).

Year	Account name Social media	Information
2015	Facebook Ministry of State Secretariat of the Republic of Indonesia	The number of followers until December 2021 is 261,471 people
2015	Twitter Ministry of State Secretariat of the Republic of Indonesia	The number of followers until December 2021 is 610,797 people
2016	Youtube Ministry of State Secretariat of the Republic of Indonesia	The number of subscribers (subscribed) until December 2021 is 173,613 people
2017	kemensetneg.ri's Instagram	The number of followers until December 2021 is 565,423 people

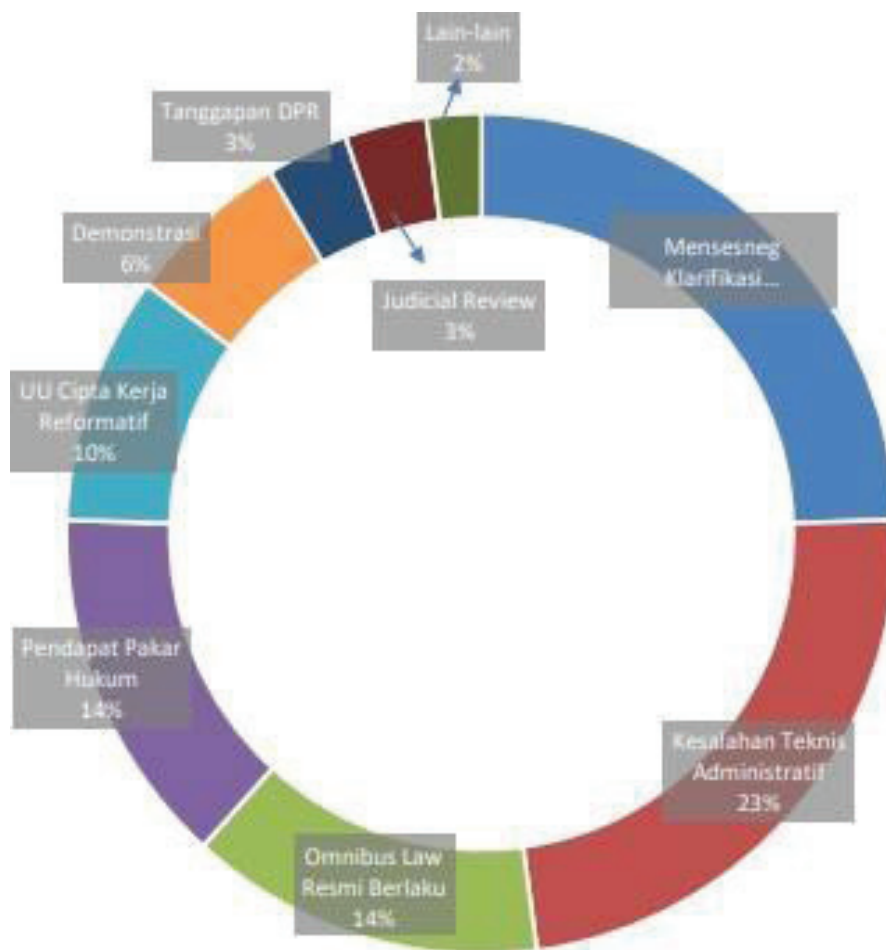
**Kemensetneg media channel data table**

On November 3, 2020, the Minister of State Secretary delivered a press release that,

"Today we found a technical error in writing in Law Number 11 of 2020 concerning Job Creation. However, the error is technical in nature, so it does not affect the implementation of the Job Creation Law. After receiving the Job Creation Law file from the DPR, the Ministry of State Secretariat has done the review and found a number of technical errors. The Ministry of State Secretariat has also submitted to the Secretariat General of the DPR to agree on improvements"

Based on the press release, the Public Relations team provided the analysis results from monitoring in the mass media, namely:

1. In the thematic reports, the issues that developed in the media, that:
2. Minister of State Secretary clarification of mistakes, became the most discussed, which is 25%
3. The theme of administrative technical errors, by 23%
4. Followed by the official omnibus law theme and opinions legal agreement by 14% each, and the rest etc



Based on the results of the evaluation of the first press release, a second press release was issued by Head of Public Relations Bureau,

"Zero mistakes efforts to improve the quality control of the preparation of the bill, errors in Law No. 11 of 2020 concerning Job Creation have been responded quickly with corrective steps: a. conducted an internal inspection and found no intentional element, the error was purely human error, b. impose disciplinary sanctions on officials who are responsible for the process of preparing the draft bill before it is submitted to the President, and c. conduct a review of Service Standards and Standard Operating Procedures (SOP) related to the preparation of the bill to be signed by the President'

Not only stop at the press release, the next step is to evaluate. This evaluation action is carried out on any issues that develop in the mass media, like a typo in the Copyright Act. Evaluation is carried out to assess how effective a press release is in its ability to persuade the public.

Research conducted by Budi showed that effective communication in organizations can improve the quality of public services where there is a common understanding between one individual and another in the technical operations of the organization so that it is expected to improve the quality of public services (Budi, 2012). The context of the quality of public services in this study is the effectiveness of a message. Effective when the community understands where the press release that has been carried out has an impact, mutual understanding.

Habermas (Hardiman, 2009) said that the success of communication depends

on the listener's ability to "accept or reject" the claims of validity, which must be simultaneous. Includes 3 (three) validity claims including truth claims (objective world), honesty claims (subjective world) and accuracy claims (intersubjective world). The listener here is the communicant, in this case the public in a virtual space.

Referring to the message conveyed by the Ministry of State Secretariat in a press release, "a typo in the Job Creation Law Number 11 of 2020 by the Minister of State Secretary and the Head of the Public Relations Bureau, that there are three elements of validity claims from the perspective of Habermas, which are as follows:

1. Claims of Truth (Objective World),

Truth claims are seen from the goods/objects which are in accordance with the actual facts themselves. Here, the Job Creation Law No. 11 of 2020 has been promulgated by the President and there was a typo. Even the Copyright Act can be obtained easily on government websites and the internet, and typos appear in several articles.

2. Honesty Claims (Subjective World),

This claim is also called a normative claim, in the press release message there is an expression of apology and trying to take corrective steps, this typo is an input for us to improve the SOP

3. Accuracy Claims (Intersubjective World),

In this claim, the subjects talk to and understand each other. Here the message in number 4 is indeed correct, in accordance with reality. Due to a typo, corrective steps are taken as intended so that typos do not occur again. From this, people can understand that the government has apologized and has taken corrective steps.

The three validity claims are tested, truth claims (where there is a typo in the Job Creation Law), accuracy claims (sanctioning the leadership responsible for the permission for the Job Creation Law initiative) and honesty claims (apologizing to the public and will improve the administrative SOP for initiative permits). When the public hears the government's argument and accepts it, from the service provider's perspective, it is categorized as effective, as information from informants that messages are considered effective when the public is talking about certain discourses, in this case the Job Creation Law decreases. This can be seen in the results of monitoring carried out by the Public Relations Bureau, where on November 5, 2020, there was a decrease in the discussion of typos in the Job Creation Law.

Hardiansyah said that effective communication is communication that causes certain effects according to the goals they achieve (Hardiansyah, 2015). Meanwhile, Tomas Englund in deliberative communication focuses on pragmatic goals (Englund, 2006), where communication can be understood as an effort to ensure that each individual takes a stand by listening, negotiating, seeking arguments and evaluating, while at the same time there is collective action to find values and norms that everyone can agree on. 'Deliberative' without 'democracy' does not mean that the direction of democracy is neglected, here other formal democratic decision-makers are central, while deliberative does not presuppose it. Deliberative democracy implies in principle that citizens are equal, while deliberative communication in the

classroom is teachers and students, namely individuals with different knowledge and experience as well as differences in authority, formal or real, deliberation with the weak public.

The deliberative communication built by Englund is based on the pragmatic tradition, focusing on communication as a democratic way of life. The long-term goal is to contribute to the formation of values and knowledge directly with the foundation of school democracy. Habermas (Englund, 2006), argues that public discourse is met with favorable responses only in circumstances of broad participation. Englund's research was influenced by Dewey on communication and Habermas on policy realization through the institutionalization of procedures under the name deliberative democracy. In Deweyan's pragmatic theory, Kadlec says that (Caspary, 2008) in power relations Dewey avoids consensus as in Habermasian theory, this is because there is an implicit emphasis on manipulated agreements, thus only benefiting those who are experts in rhetorical manipulation. Dewey is more about creative solutions to specific problems than universal norms.

Based on the results of the study, the deliberative communication model carried out by the Ministry of State Secretariat is interactional, which does not only stop at certain elements but is complementary and has continuity. Interactional communication was developed by Wilbur Schramm (1954),(West & Turner, 2017), where the emphasis is on the two-way communication process from the communicator to the communicant and from the communicant to the communicator. This model also emphasizes feedback/response to messages, both verbal and non-verbal, intentional or unintentional. Feedback is needed to find out whether the message they received and the extent to which the meaning was understood. Feedback occurs after the message is received, not during the message itself, as well as the interactions that are built between the implementers of public services, the Ministry of State Secretariat and the community, the recipients of public services. Both have their respective roles which are carried out together based on their position. The Ministry of State Secretariat and the community can carry out their respective roles where the time of the message delivery process is not carried out simultaneously, but messages that are in the virtual space can be received as long as individuals understand each other.

The press release made by the government is based on the results of hearing the deliberation in a virtual room. The response from the public to the press release will be monitored again and at the same time it will be measured how effectively the message conveyed by the government can have an impact on understanding the community. This continuity continues to be carried out by the Public Relations Bureau as an effort to improve the quality of government policies as well as to find out the aspirations that develop in the community as the basis for the government to make policies. Meanwhile, community participation in virtual space is a form of inclusive, equal aspirations, as well as freedom of expression.

The communication model used by the Ministry of State Secretariat in handling the discourse on typographical errors in the Job Creation Law can be described as follows. Communication model according to Mulyana (Mulyana, 2014:131) is a representation of a phenomenon, whether real or abstract, by highlighting the most important elements of the phenomenon itself. As a tool to explain communication phenomena, the model facilitates the explanation. The model at the same time re-

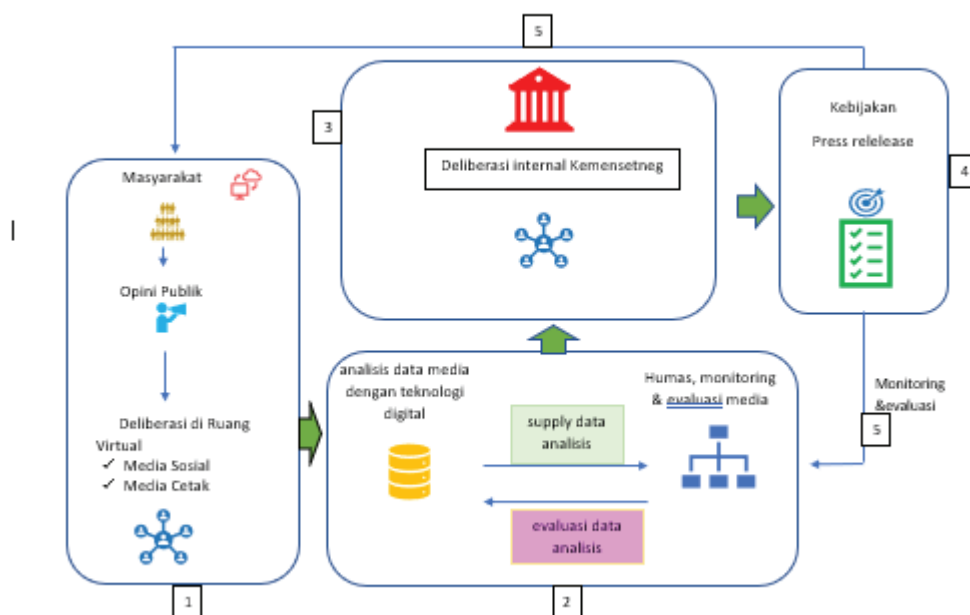
duces the phenomenon of communication, meaning that there are other nuances of communication that may be ignored and not explained by the model.

Where a message, an argument conveyed by the public in the public space within the framework of public opinion is captured in a digital analysis technology. Public opinion according to Anwar Arifin consists of two words, where opinion is taken from the word opinion which means opinion and the word public means general, so public opinion is defined as public opinion.(Arifin, 2010). The data is then processed on a server and then presented to the Ministry of State Secretariat through the Public Relations Bureau in the context of monitoring and evaluation activities.

The data obtained will then be analyzed according to the needs of the organization as a foothold in the deliberation process in order to produce policies that are able to answer the demands of the community's needs in the virtual space. Public space or virtual space is interpreted as something that is public or private, intercultural or cross-language, to a controlled or free public. Camp and Chien said that cyberspace provides facilities for users to find new ways of interacting both in terms of economic, political, social, and so on (Nasrallah, 2012).

In this virtual space, the position of the Ministry of State Secretariat is only to monitor and not enter the space due to maintaining neutrality, to find out objectively what and how the public wants, so that the value of freedom is built for the community to convey their aspirations.

The results of the analysis are presented to the highest management as a basis for input in compiling an effective press release, with elements of claim validity (objective, honest and accurate). After the press release is submitted, it is hoped that it will be able to create an understanding. In order to improve the service quality, the Public Relations Bureau continuously monitors and evaluates the policy.



**Picture of Deliberative Communication Model of the Ministry of State Secretariat Sources processed by researchers 2022**

Based on the description of the deliberative communication model above, the following elements of communication are as follows:

#### 1. Virtual Communicator

There is a lot of typo in the discourse in the virtual space, so the virtual communicators in this model are public service providers, the Ministry of State Secretariat and the virtual community, both of which do not act as communicators at the same time. This is reflected in when the Ministry of State Secretariat through the Minister of State Secretary and the Head of the Public Relations Bureau delivered a press release. Meanwhile, at the same time, each public in the virtual space becomes a communicator, where they are free to convey their ideas about typos. The two virtual communicators have the duality of function as egalitarian virtual communicators, inseparable in activities for the implementation of quality public services.

#### 2. Message

The nature of virtual community messages in terms of typos tends to be messages that are critical of administrative products. Meanwhile, the nature of the message conveyed by the Ministry of State Secretariat is more informative and confirmatory towards public criticism. The message conveyed by the public in the virtual room in terms of "typo" is captured by the Ministry of State Secretariat through digital technology and then analyzed through an internal deliberation process within the Ministry of State Secretariat to then become a policy outcome in the form of a press release. The press release has value (honesty, truth and accuracy), informative and confirmative (quality) messages when there is an understanding between the public. This is evidenced by the results of media monitoring conducted by the Ministry of State Secretariat, especially the Public Relations Bureau.

#### 3. Medium

What is meant by medium is the technology channels used by virtual communities, namely in the form of social media (Twitter, Instagram, Facebook) and online media (online newspapers). Meanwhile, the Kemensetneg medium is in the deliberation process for handling typos using the Kemensetneg account, namely Twitter, Facebook, Instagram, the Ministry of State Secretariat's official website and the journalist's WA group. All of these mediums are monitored by Indonesia Indicator in order to monitor public conversations both in online media and social media for later capture. Indonesian Indicators results are used by the Public Relations Bureau as the basis for the media analysis process. The results of the analysts become material for deliberation information to then do what and how on the developing discourse in order to compile a press release.

The first communicator by the Minister of State Secretary, the message of the press release is as follows:

"After receiving the Job Creation Law from the DPR, the Ministry of State Secretariat has reviewed and found a number of technical errors. The Ministry of State Secretariat has also conveyed to the Secretariat General of the House of Representatives to agree on improvements, technical errors in writing in Law Number 11 of 2020 concerning Job Creation are administrative technical in nature so that they do not affect the implementation of the Job Creation Law, this technical error is a record for us and input to continue to improve quality control to the bill that is about to be promulgated so that technical errors like this do not happen again".

The second communicator by the Head of the Public Relations Bureau, the press release message is as follows:

“The mistake in Law No. 11 of 2020 concerning Job Creation has been responded to with corrective steps, a) conducting an internal inspection and no intentional element was found, the error was purely human error, b) Imposing disciplinary sanctions to the official responsible for the preparation process. RII draft before being submitted to the President, c) reviewing the Standard Operating Procedure (SOP) relating to the preparation of the bill to be signed by the President”

Press releases are delivered to virtual communities through social media channels such as Twitter, Facebook, WA groups, Instagram, the official website of the Ministry of State Secretariat.

#### 4. Effect

The effect in this study is the impact of deliberative communication carried out by the Ministry of State Secretariat, namely the decrease in public comments (virtual society) criticizing administrative (typing) in the Law on Job Creation No. 11 of 2020. This effect is used as an indicator of public services, and this effect is evaluated on an ongoing basis through media monitoring and evaluation.

External deliberation is a virtual community communication process in online and print media who comment on administrative products with typos in the Job Creation Law. In social media and print media, each public is free to express their opinion, including responding to typos.

Internal deliberation is a communication process that occurs within the Ministry of State Secretariat in dealing with typographic discourse. The result of the internal deliberation decision, which is in collaboration with Indonesia Indicator is in the form of a press release and the deliberation process occurs on an ongoing basis. This deliberation communication process becomes a practice in order to improve quality public services.

## CONCLUSION

Deliberative communication is a form of communication carried out by public service providers in order to realize the goal of understanding for the community on certain discourses, namely a typo in the Job Creation Law. The procedure is to maximize the use of digital technology in capturing large amounts of information in order to obtain comprehensive, comprehensive, actual information on certain discourses that roam the virtual space area to be heard, deliberation, issued policies, evaluated, and sustainable.

Continuity in deliberative communication is very much needed to ensure that the community gets an understanding of comprehensive information, this is of course for better and more effective service delivery.

Deliberative communication is the embodiment of democratic values, where state administrators need input, materials from the public deliberation process in a virtual space in the policy-making process. Public involvement in conveying their aspirations is certainly highly expected for the implementation of better administrative service products.

Community involvement in public service issues can strengthen the nationalism



of the entire pluralistic Indonesian society, both in terms of culture, language and religion. Disagreements and differences can be used as a space for each to express their aspirations in order to create understanding, not differences that are favored but vice versa, so that the virtual space will become a means of educating citizens from knowing nothing to knowing and from not understanding to understanding because of the inclusive characteristic of deliberative itself, which is accessible to the public.

The further research is needed regarding whether or not a virtual space exists in the mass media for certain discourses and this deliberative communication model can be used as an alternative in improving the quality of public services for a government or private organization, including political organizations on certain discourses, where of course each phenomenon has its own characteristics.

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