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SYSTEMATIC LITERATURE ON THE EFFECTIVENESS OF GOVERNMENT PUBLIC RELATIONS: THE PUBLIC PERSPECTIVE

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ABSTRACT

Government Public Relations Practitioner should make sure people agree on government-run services and help people communicate what they want from the government. Plus, Government Public Relations Practitioner is also important to ensure people are continuously aware of the government's concerns, challenges and actions. However, most of Malaysians still don't know much about the existence of Government Public Relations in every government sectors. One of the questions that need to be addressed is how to measure the public perspective towards the practice of Government Public Relations. Therefore, this research will analyze the public perspective towards the practice of Government Public Relations and the use of social media by them. There were 14 journals were chosen after reaching full requirements of the criteria. Results showed that Government Public Relations are receiving negative perspective from public because not a necessary in an organization, lack of knowledge and not fully utilized social media. However, they see the use of social media can enhance and restore public trust towards Government Public Relations.

Keywords: Perspective, Government Public Relations, the use of social media.

INTRODUCTION

The practice of public relations is a must in Malaysia. According to Mohd Hamdan Adnan (2008), the Government Public Relations Practioner is very important to ensure that the people are constantly informed on the issues, problems and actions taken by government. Government Public Relations Practioner should ensure that the people agree on programs run by the government and help people express what they want from the government.

Based on history, the concept of communication with the public or (public relations) are from the United States in which to expand its influence and power to other countries. Based on James Grunig and Todd Hunt (1984) in his popular article titled Managing Public Relations (1984) states that public relations is "managing communications between organizations with the public". We can see the practice of public relations in government sector are expanding right now. Public relations in Malaysia is now seen as a component of management as well as strategic partners in the management to achieve the goal of the developed nation (Syed Arabi Idid).

According to Baskin, Aronoff and Lattomore (1997): " The main role of the Government Public Relations Practioner is to assist the government in defining and achieving its goal and programs, improving its service and sensitivity and providing the people with enough information to be able to govern independently. It includes promoting cooperation and confidence between people and the government.

"Now, the Government Public Relations Practioner can't longer be considered as a framer of positive image or information source or spokesperson or government mouth." It also becomes the "ear" and "eyes" of the government and able to advise on public opinion." (Mohd Hamdan Adnan, 2010). Government Public Relations Practioner should act as individuals who are responsible for managing perceptions and increasing the image of the government in the eyes of the people. In fact, Government Public Relations Practioner should promote the policies, programs and activities that the government will undertake through publicity planning and strategic to get support from Malaysians.

Therefore, the Government Public Relations Practioner is a communications specialist working with the government at all levels as staff, consultant or advisers. A weak Government Public Relations Practioner will make the government's efforts to reach the people's appreciation and support wasted. More badly, the Government Public Relations Practioner efforts will be labelled as propaganda that bring negative connotations.

RESEARCH METHODOLOGY

The study covers articles on the subject conducted in the Internet between 2009 until 2019 , such as Google Scholar searched for keywords like Government Public Relations, public perspectives and the use of social media. The keywords were entered in both the Malay and English languages. Only journal contributions were included.

In a first step, records identified through the database search were selected if their titles matched the topic of interest. In a second step, the references of selected records, as well as of meta-analyses and reviews on the topic were searched for further records. The third step consisted of screening the abstracts of the selected records and excluding them if they did not meet the selection criteria. Finally, the full-text articles were assessed for eligibility (Ridzuan, Ridzuan and Ridzuan, 2018). The articles were included in the review only if they corresponded to the following selection criteria which are:

A) The study explained about the public perspective towards the practice of Government Public Relations
B) The study explained about the use of social media by Government Public Relations.
C) The study had an experimental, a statistics and research finding.
D) The study was published in a peer-reviewed journal.

Authors(Year)	Journal	Method	Causes	Past Year Findings
Leanne Glenny (2008)	Journal of Communication Management	Conducted in-depth interviews with public servants, political staffers, journalists and interest group representatives	a)Public servants b)Political staffers c)Journalists d)Interest group representatives	Findings shows the variety of views regarding the role communication does and should play within government. Plus, A lack of knowledge and use of public relations principles appears to be limiting the understanding of the role and purpose of government communication in Australia.
Graeme David Sterne (2017)	Journal of Communication Management	Conducted interview sessions with 30 editors, news managers, business editors and senior news reporters from a full range of New Zealand's radio, television, print and online media . Plus, non-mainstream media also involved in this interview.	a)Media perceptions	Findings shows that media perceptions of public relations in New Zealand are largely negative. The relationship has four faces which are sworn enemies; traditional rivals; close collaboration; and being (not connecting) in another place.
HyehyunHong (2013)	Government websites and social media's influence on government-public relationships.	By distributing survey to more than 2000 American citizens	a)Public trust in government b)Government-public relationship	The result showed that a positive relationship between online experience and public trust in government. Plus, experiences with online information systems and social media have been related to greater government trust at the local and state

				levels, whereas those with transactional web services have shown greater faith in the federal government
Mohd Hamdan Bin Haji Adnan. (2016)	Malaysian Journal of Communication	The study conducted by using public opinion survey and the random sampling technique. There were 600 Respondents located in and around Kota Kinabalu were selected. A structured questionnaire was prepared and pilot tested to ensure the clarity of the questions	a)Public Opinion	The study showed that the respondents themselves had affected, either positively or negatively, their view of the government depending on the content. Furthermore, the study found that the effect was very moderate with approximately half of the respondents declared positive and the rest not so positive and some negative
Jongsoo Park & Kwangrae Cho (2009)	Declining Relational Trust between Government and Publics, and Potential Prospects of Social Media in the Government Public Relations	By raising questions such as What is the functions of the blogger in government public relations using social media? How does the network of blogs influence on public relations? How does social media contribute to sustain public trust in government?	a)Public trust in government	The study showed that social media got abilities to enhance and restore public trust in government. Social media may contribute to fix the flaws of communication system of traditional public relations which mainly depends on mass media

MACARIO G GAYETA (2016)	Government Public Relations And Media Consumption at Local Government Units IN Batangas City, Philipines	Conducting the study by having interview sessions with local government officials from a highly urbanized city of Batangas	a)Government Officials	The result of the study showed that the local government units utilized the social media such as Twitter, Facebook, Instagram and etc to get feedback on the quality of service rendered in reaching out the constituents
OMOTOSO FEMI PRAISE (2013)	Public Relations Practice in Selected Local Government in South Nigeria	The study conducted by having interview and distributing questionnaires. Senior members of staff from the nine local government councils were interviewed. One thousand, two hundred and eighty three (1,283) copies of the questionnaire were administered both to local government council staff and the public in these areas.	a)Staff from local Government Councils	Results revealed that public relations departments are called public affairs department in these local government. The analysis also showed that public relations activities in local government were viewed as not attentive to people's situation and not involved in crisis management. Invariably, not many local government councils have used public relations to control the local government's image in South-South Nigeria.
Sayuqy Lukman (2015)	Government Officials' Perceptions of Public Relations in Indonesia	Research conducted by selecting 30 people in the middle to top management in variety government office. They were interviewed about how they	a)People in top management's perception	Result have shown that most of the respondents gave bad comments towards PR as a profession. For example, they said that PR not involved in meeting, PR too noosy especially about office

		evaluate Public Relations Officer.		information, PR not a must in every office and etc.
Trie Damayanti, Susie Perbawasari (2013)	Student's Perceptions About Strategic Position of Public Relations Professionals	This research conducted by using qualitative analysis. Respondents were taken from the third, fifth, and seventh semester.There were 6 respondents in total. The samples were carried out purposively.	a)Student's Perception	Result showed that : 1)Students evaluate PR as a decision-maker in a company as the rumour the closer a person to a leader the more strategic position to be. 2)Students see PR studies needs more lecture materials and aplicative skill. 3) Students experience and interpret the ability to comprehend lecture materials plus a foreign language, and computers learn the same skills as in the reality where computer skills and learning foreign languages are items that make people more qualified than others
Graeme David Sterne (2008)	Journal of Communication Management	Senior management from 28 of New Zealand's top 200 companies participated in this study by answering questionnaire and having interview sessions to	a)Senior Management's Perception	The study found that the CEOs had a poor public relations view. They tended to consider PR as an important part of doing business. CEOs also saw reputation management as being better

		explore definitions of PR and its place in their organisations.		achieved on their own rather than as a consultant – except in a crisis
Missy Graham, M.A. Elizabeth Johnson Avery (2013)	Government Public Relations and Social Media: An Analysis of the Perceptions and Trends of Social Media Use at the Local Government Level	This study conducted by collecting data from 463 local government officials from municipalities across the United States	a)Local government officials b)Use of social media	Results showed that Government Public Relations still not fully utilized social media, with about 70% overall use. Facebook and Twitter were the only most commonly used tools.
Sergio Picazo-Vela, Isis Gutiérrez-Martínez, Luis F. Luna-Reyes (2012)	Understanding Risks, Benefits, and Strategic Alternatives of Social Media Applications in the Public Sector	This study conducted by presenting perceptions of risks, benefits and strategic guidelines about social media applications gathered from 250 public servants from Central Mexico	a)Public Servant's Perception	1)Participation in social media will improved communication and citizen participation, transfer of best practices among government agencies and more transparency. 2)The implementation of social media highlights the importance of updating laws and regulations, and promoting changes in government culture and organizational practices.

| Caroline J. Tolbert, Karen Mossberger (May. 2006) | Journal of Public Administration Review | By Using two-stage models to analyze recent Pew survey data which are relationship between e-government use, attitudes about e-government, and trust in government | a)e-government b)citizen trust | The evidence suggests that e-government can increase process-based trust by improving interactions with citizens and perceptions of responsiveness. |
| Mukhtar El-Kasim, Syed Arabi Idid (2017) | Malaysian Journal of Communication | Technology Acceptance Model (TAM) was been the theoretical guide of this study. Then, this study conducted by collecting data were collected from 513 public relations practitioners in Nigeria through a systematic random sampling. | a)Use of social media | The result showed - the higher the social media use the higher the trust between organizations and their publics - The higher the social media use the higher the commitment on maintaining mutual relationships between organizations and their publics - The higher the social media use the higher the satisfaction on the relationship between organizations and their publics. |

Table 1.

CONCLUSION

As we all know, social media is one of the platforms that really useful for our government to share the latest information and policy of government. This is in line with what has been said by Sergio Picazo-Vela (2012). Based on Sergio Picazo-Vela (2012) , Social media such as blogs, microblogs or electronic social networks can transform the ways in which we relate to other people and organizations. However, Government Public Relations failed to use social media wisely. This is in line with what has been said by Maddies Davies. According to

Maddies Davies, when social media is becoming increasingly popular, public accounts such as those belonging to companies and government officials need to work to maintain active profiles.

Government Public Relations need to realize that social media helps to fix government's image by portraying good image of government. According to Ros , when governments don't engage in social media, they simply cede power and influence. Then, Government Public Relations need to updated the social media frequently. This is exactly what has been said by Neil Patel. Based on Neil Patel, if you post too infrequently, your audience will forget that you exist and you will quickly fade into the deep dark recesses of their minds.

Apart from that, most of citizens satisfied with the with the services provided by the Government Public Relations through social media. It definitely will give good image and reputation to government. Then, public agreed that poor service performance in social media contribute to bad reputation of the image of government. This is in line with what has been said by Becher. Based on Becher, the main currency for the government is not power, as it is for the politician, or wealth, as it is for the businessman, but reputation. It is because they believed that the usage of e-government such as Myeg, Project Monitoring System (SSP II), Electronics Services (E-Services) and etc will increase the public trust towards government.

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