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Government Public Relations in Enhancing User Satisfaction of the Employment One Data Portal: A Case Study of the Ministry of Manpower of Indonesia

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ABSTRACT

The digital transformation of public services has encouraged government institutions to improve communication strategies and information accessibility through integrated digital platforms. In Indonesia, the Ministry of Manpower has developed the Employment One Data Portal (Portal Satu Data Ketenagakerjaan/SDK) as a strategic initiative to provide accurate, integrated, up-to-date, and accessible employment data for stakeholders. Beyond its function as a data repository, the portal serves as a communication channel connecting government institutions, researchers, employers, labor organizations, educational institutions, and the public. This study aims to analyze the role of Government Public Relations implemented by the Center for Employment Data and Information Technology (Pusdatik) in enhancing user satisfaction with the Employment One Data Portal. The research also examines the development of user satisfaction during the period 2022–2024. A qualitative approach with a constructivist paradigm was employed. Data were collected through in-depth interviews, observations, documentation, and analysis of user satisfaction survey reports. The analytical framework adopts four dimensions of public relations roles: organizational communicator, relationship builder, management support, and positive image builder. The findings indicate that Pusdatik successfully performs public relations functions through effective communication management, stakeholder engagement, dissemination of employment information, provision of data services, and continuous user education. These activities contribute significantly to maintaining high levels of user satisfaction. The satisfaction index remained consistently high, reaching 88.62 in 2022, 88.42 in 2023, and 86.52 in 2024. The study demonstrates that effective government public relations practices support digital service quality, strengthen public trust, and enhance the utilization of employment information systems.

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1. INTRODUCTION

The rapid development of information and communication technology has transformed the way governments deliver public services [1]. The emergence of digital government initiatives has shifted public expectations regarding accessibility, transparency, responsiveness, and accountability in public administration [2], [3]. Citizens increasingly demand government institutions that are capable of providing information quickly, accurately, and efficiently through digital platforms. As a result, government agencies are required not only to improve technological infrastructure but also to strengthen communication strategies that support public engagement and service delivery [4].

Digital transformation has fundamentally altered the nature of communication between governments and stakeholders. Traditional communication channels that relied heavily on face-to-face interactions and printed information have gradually been replaced by digital communication platforms that enable real-time information exchange. Government organizations are therefore challenged to adapt their communication practices to ensure that public information remains accessible, reliable, and understandable [5]. Within this context, government public relations plays a strategic role in bridging institutional objectives and public expectations.

Public relations in government organizations is no longer limited to disseminating information regarding policies and programs. Contemporary public relations practices emphasize two-way communication, stakeholder engagement, relationship management, and reputation building [6], [7]. Government public relations officers are expected to facilitate communication processes that promote public understanding, participation, and trust. The effectiveness of public relations activities is increasingly measured by public perceptions and satisfaction toward government services.

In Indonesia, efforts to improve data governance and information accessibility have been strengthened through the implementation of the One Data Indonesia policy. Presidential Regulation Number 39 of 2019 concerning One Data Indonesia was introduced to improve data quality, interoperability, standardization, and accessibility across government institutions [8]. The policy aims to create a unified ecosystem of government data that supports evidence-based policymaking and public service improvement.

The Ministry of Manpower of the Republic of Indonesia responded to this policy by developing the Employment One Data Portal (Portal Satu Data Ketenagakerjaan/SDK). The portal functions as an integrated platform that provides employment-related information and statistical data [9]. Through this portal, users can access labor market information, employment indicators, workforce statistics, occupational data, labor regulations, and various other resources relevant to employment issues. The portal is designed to support decision-making processes among policymakers while simultaneously meeting the information needs of external stakeholders.

The increasing complexity of labor market dynamics requires reliable and accessible employment information. Government institutions, local governments, researchers, academics, businesses, labor unions, and job seekers depend on employment data to support planning, policy formulation, and decision-making. Consequently, the effectiveness of the Employment One Data Portal depends not only on technological capabilities but also on its ability to satisfy users' information needs.

User satisfaction has become one of the most important indicators of service quality in digital government initiatives. Satisfaction reflects users' perceptions regarding service performance, information quality, ease of access, responsiveness, reliability, and overall experience [9], [10], [11], [12]. A high level of satisfaction indicates that users perceive the service as valuable and

useful. Conversely, dissatisfaction may reduce trust, decrease utilization, and weaken the effectiveness of public service initiatives.

Within the Ministry of Manpower, the Center for Employment Data and Information Technology (Pusdatik) is responsible for managing the Employment One Data Portal. Although Pusdatik is primarily recognized as a technical unit responsible for information systems and data management, its activities also encompass functions commonly associated with government public relations. Through data dissemination, information services, stakeholder engagement, socialization activities, user assistance, and communication management, Pusdatik contributes directly to public perceptions regarding the Employment One Data Portal.

The role of public relations in digital public services has attracted increasing attention among scholars. Previous studies have emphasized that public relations functions contribute significantly to stakeholder trust, institutional legitimacy, and service effectiveness. Digital communication platforms require organizations to adopt communication approaches that prioritize transparency, responsiveness, and stakeholder engagement [13]. Government institutions that effectively integrate communication strategies into digital services are more likely to achieve higher levels of public satisfaction and trust.

Organizational communication theory provides a useful framework for understanding how information flows within and outside organizations [14], [15]. Communication effectiveness influences organizational performance, stakeholder relationships, and service quality. In digital environments, communication effectiveness depends on the ability of institutions to provide accurate information, facilitate interaction, and respond to user needs. Therefore, communication management becomes a critical component of successful digital government initiatives.

The concept of public relations further explains how organizations establish mutually beneficial relationships with stakeholders [16]. Public relations practitioners perform various roles including communication management, relationship building, problem-solving support, and image management. These roles are particularly important in government settings where public trust and accountability are essential organizational objectives. The implementation of public relations functions through digital platforms offers new opportunities for government agencies to strengthen engagement and improve service quality.

In addition to communication and public relations perspectives, user satisfaction theories provide insight into how individuals evaluate service experiences. Satisfaction emerges when service performance meets or exceeds user expectations. In digital government contexts, satisfaction is influenced by factors such as information quality, accessibility, usability, responsiveness, and trustworthiness [17], [18]. Understanding these factors enables organizations to improve service delivery and strengthen stakeholder relationships.

The Employment One Data Portal represents a unique case for examining the intersection between public relations and digital public services. While previous studies have frequently focused on public relations activities in conventional communication contexts, limited research has explored how public relations functions contribute to user satisfaction within government-managed digital information systems. This study therefore addresses an important research gap by investigating how public relations roles are implemented through the management of an integrated employment information platform.

Furthermore, the availability of user satisfaction data from 2022 to 2024 provides an opportunity to evaluate the effectiveness of communication and service strategies over time. Longitudinal satisfaction data can reveal trends in user perceptions and provide evidence regarding the sustainability of service quality improvements. Such evidence is valuable not only for academic discussions

but also for practical policy recommendations.

Based on these considerations, this study seeks to answer the following research question: How does the Center for Employment Data and Information Technology perform public relations functions in enhancing user satisfaction with the Employment One Data Portal? To address this question, the study analyzes public relations activities performed by Pusdatik and evaluates user satisfaction trends during the three-year observation period.

The findings of this study are expected to contribute to the growing literature on government public relations, organizational communication, digital public services, and user satisfaction. In practical terms, the study provides recommendations for government institutions seeking to improve public service quality through integrated communication and information management strategies.

2. RESEARCH METHOD

This study employed a qualitative descriptive approach within a constructivist paradigm. The constructivist perspective was selected because it allows researchers to understand social realities through the experiences, interpretations, and meanings constructed by individuals involved in the management and utilization of the Employment One Data Portal.

Data collection was conducted using multiple techniques, including in-depth interviews, observations, documentation studies, and analysis of user satisfaction survey reports. Interviews were conducted with key informants involved in the management of the Employment One Data Portal as well as stakeholders who utilized the portal's services. Observations focused on communication activities, user interactions, information dissemination practices, and service management processes implemented by Pusdatik.

Documentation analysis included institutional reports, portal management records, communication materials, policy documents, and user satisfaction survey results covering the period from 2022 to 2024. The use of multiple data sources enabled triangulation and enhanced the credibility of the findings.

The analytical framework adopted four dimensions of government public relations roles: organizational communicator, relationship builder, management support, and positive image builder. Data were analyzed through data reduction, data categorization, interpretation, and conclusion drawing. Findings were then compared with existing literature to identify theoretical and practical implications.

Research validity was ensured through source triangulation, method triangulation, prolonged engagement with the research context, and verification of findings with relevant informants. These procedures enhanced the trustworthiness and reliability of the research results.

3. RESULTS AND DISCUSSION

3.1 Public Relations Functions in the Management of the Employment One Data Portal

The findings indicate that the Center for Employment Data and Information Technology (Pusdatik) of the Ministry of Manpower performs functions that extend beyond technical information management. Although institutionally positioned as a data and information management unit, Pusdatik simultaneously carries out strategic communication activities that correspond to the core functions of Government Public Relations. Through the management of the Employment One Data Portal (Portal Satu Data Ketenagakerjaan/SDK), Pusdatik facilitates information dissemination, stakeholder engagement, public education, service provision, and reputation building.

The analysis adopts four dimensions of Government Public Relations roles: Organizational Communicator, Relationship Builder, Management Support, and Good Image

Builder. These dimensions provide a comprehensive framework for understanding how communication activities contribute to user satisfaction and service quality within the Employment One Data Portal.

3.2 Organizational Communicator

The first public relations role identified in this study is that of Organizational Communicator. In government institutions, communication serves as a mechanism through which information, policies, programs, and services are transmitted to stakeholders. Effective communication enables organizations to ensure that information is accurate, understandable, and accessible.

The findings reveal that Pusdatik performs the role of Organizational Communicator through the management of employment information and data dissemination processes. The Employment One Data Portal functions as a communication platform that provides labor market information, employment statistics, workforce indicators, occupational classifications, and labor-related policy information. The portal enables stakeholders to access information without direct physical interaction with government offices.

As an Organizational Communicator, Pusdatik manages the entire information lifecycle, including:

a. Data Planning
b. Data Collection
c. Data Processing
d. Data Analysis
e. Data Presentation
f. Data Dissemination
g. Data Services
h. Data Storage

These activities ensure that information provided through the portal remains accurate, current, and relevant to stakeholder needs.

The findings demonstrate that communication effectiveness is achieved through the integration of technological infrastructure and communication management. Information is not merely uploaded to the portal but is organized in a manner that facilitates understanding and accessibility. This reflects the principles of organizational communication, which emphasize the importance of information flow in supporting organizational objectives and stakeholder engagement.

The role of Organizational Communicator also involves responding to user inquiries and facilitating access to employment information. Portal administrators assist users who require clarification regarding data interpretation, data availability, and portal utilization procedures. Such activities demonstrate that communication is not limited to one-way information dissemination but also involves interactive engagement.

These findings support organizational communication theory, which argues that communication effectiveness contributes significantly to organizational performance and stakeholder satisfaction. Effective communication allows government institutions to reduce information asymmetry, improve transparency, and strengthen stakeholder trust.

3.3 Relationship Builder

The second public relations role identified in this research is Relationship Builder. Relationship management is widely recognized as a fundamental objective of public relations because organizational success depends heavily on the quality of relationships established with stakeholders.

The study found that Pusdatik actively develops relationships with users through various communication activities. Stakeholder engagement is achieved through direct communication, consultation services, technical assistance, socialization programs, workshops, exhibitions, and digital communication channels.

The Employment One Data Portal serves not only as a repository of employment information but also as a platform for interaction between government institutions and stakeholders. Users frequently communicate with portal administrators to request data, seek clarification, provide feedback, and report difficulties encountered while using the system.

The findings indicate that Pusdatik emphasizes responsive communication practices. User inquiries are addressed through communication channels available on the portal, ensuring that stakeholders receive timely assistance. This responsiveness contributes significantly to user satisfaction because stakeholders perceive the institution as accessible and attentive to their needs.

Relationship-building activities are further strengthened through socialization programs conducted by Pusdatik. These programs aim to introduce stakeholders to the features, benefits, and functionalities of the Employment One Data Portal. By increasing stakeholder understanding, socialization activities help reduce barriers to utilization and encourage broader adoption of the portal.

The research also reveals that feedback management plays a critical role in relationship building. User suggestions, complaints, and recommendations are collected and utilized as inputs for service improvement. This practice reflects the principles of two-way symmetrical communication, which emphasize dialogue and mutual understanding between organizations and stakeholders.

The ability to establish positive relationships contributes directly to user satisfaction. Stakeholders who experience responsive services and meaningful engagement are more likely to trust the institution and continue utilizing its services. Consequently, relationship-building activities function as an essential mechanism for sustaining long-term stakeholder support.

3.4 Management Support

The third dimension identified in this study is Management Support. Public relations activities are often viewed as communication-oriented functions; however, they also contribute significantly to organizational management and decision-making processes.

The findings indicate that Pusdatik supports management through the provision of reliable employment information and data services. The Employment One Data Portal supplies information that assists policymakers, government agencies, researchers, academics, and private-sector organizations in making informed decisions.

Through data collection, processing, validation, and dissemination activities, Pusdatik ensures that employment information can be utilized as evidence for policy formulation and program development. This role aligns with contemporary public relations perspectives that emphasize the strategic contribution of communication units to organizational management.

The portal also contributes to organizational accountability. By providing public access to employment information, the Ministry of Manpower demonstrates transparency and openness. Such transparency supports good governance principles and strengthens institutional legitimacy.

The study found that management support activities include:

a. Maintaining data accuracy and consistency.
b. Ensuring data availability.
c. Supporting evidence-based policymaking.
d. Facilitating stakeholder access to information.
e. Enhancing transparency and accountability.

These activities indicate that Pusdatik functions as a strategic partner within the Ministry of Manpower rather than merely as a technical support unit.

The integration of communication and information management enables the institution to identify stakeholder needs, monitor public responses, and improve service delivery. Consequently, management support functions contribute not only to organizational effectiveness but also to public satisfaction.

3.5 Good Image Builder

The fourth public relations role identified in this study is Good Image Builder. Organizational image represents stakeholders' perceptions regarding an institution's credibility, competence, reliability, and trustworthiness.

The findings demonstrate that Pusdatik contributes significantly to the positive image of the Ministry of Manpower through the successful management of the Employment One Data Portal. The availability of accurate, accessible, and reliable employment information strengthens perceptions of professionalism and institutional competence.

Several factors contribute to positive image formation:

a. Transparency

The portal provides public access to employment information that was previously difficult to obtain. Transparency increases public confidence in government institutions and reduces perceptions of information asymmetry.

b. Reliability

Stakeholders perceive the portal as a trusted source of employment information because data are managed systematically and updated regularly.

c. Accessibility

The digital nature of the portal allows stakeholders from various geographical locations to access employment information conveniently and efficiently.

d. Responsiveness

Prompt responses to user inquiries and feedback reinforce perceptions of organizational professionalism and commitment to service quality.

The findings suggest that positive image formation occurs gradually through consistent service delivery and communication practices. Users evaluate institutional credibility based on their experiences with the portal. Positive experiences contribute to favorable perceptions, which subsequently enhance trust and satisfaction.

This finding supports public relations theories that emphasize reputation and image as strategic organizational assets. Institutions that successfully maintain positive stakeholder perceptions are more likely to achieve long-term legitimacy and support.

3.6 User Satisfaction Trends (2022–2024)

One of the most important findings of this study concerns the development of user satisfaction over a three-year period.

Table 1. User Satisfaction Results of the Employment One Data Portal (2022–2024)

Year	Number of Respondents	Satisfaction Score	Satisfaction Index
2022	65	8.86	88.62
2023	95	8.84	88.42
2024	155	8.65	86.52
Total	315	-	-

The data indicate consistently high satisfaction levels throughout the observation period. Although a slight decline in the satisfaction index occurred

between 2022 and 2024, the scores remained within the "satisfied" category.

Several observations can be drawn from these findings.

First, the increasing number of respondents suggests growing utilization of the Employment One Data Portal. The number of users participating in satisfaction surveys increased substantially from 65 respondents in 2022 to 155 respondents in 2024.

Second, satisfaction scores remained above 8.5 on a ten-point scale. This indicates that users generally perceive the portal positively and consider the services useful and reliable.

Third, the relatively stable satisfaction index demonstrates consistency in service quality. Despite increasing user numbers and potentially more complex service demands, the institution maintained a high level of performance.

The findings also reveal that a significant proportion of respondents reported being very satisfied with the portal and expressed willingness to recommend it to colleagues and other stakeholders. Such recommendations reflect positive user experiences and indicate strong levels of trust.

Overall, the satisfaction data suggest that communication effectiveness, stakeholder engagement, information quality, and service responsiveness contribute positively to user perceptions.

3.7 Comparison with Previous Studies

The findings of this study are consistent with previous research emphasizing the importance of communication management in public service delivery.

Studies on government public relations have demonstrated that communication effectiveness contributes significantly to stakeholder trust and organizational reputation [7], [13][12], [17]. Similar to previous findings, this research confirms that transparent information management and responsive communication practices enhance user satisfaction.

Research on digital government services has also emphasized the role of accessibility and information quality in shaping public perceptions. The Employment One Data Portal illustrates how digital platforms can improve service delivery when supported by effective communication strategies.

Furthermore, relationship management theory suggests that stakeholder engagement strengthens organizational legitimacy and trust. The findings of this study support this perspective by demonstrating that communication and feedback mechanisms contribute directly to user satisfaction.

Unlike many previous studies that focus primarily on communication campaigns or media relations, this research highlights the integration of public relations functions within a government-managed digital information system. This perspective expands the understanding of public relations in the context of digital governance.

3.8 Theoretical Implications

This study contributes to the development of public relations and organizational communication literature in several ways.

First, the findings demonstrate that government public relations functions can be effectively implemented through digital information platforms. Public relations activities are no longer confined to media relations and public campaigns but can be integrated into digital service management.

Second, the study supports the argument that organizational communication effectiveness influences user satisfaction in digital government environments. Information quality, accessibility, responsiveness, and stakeholder engagement emerge as critical determinants of satisfaction.

Third, the findings reinforce relationship management theory by demonstrating that communication-based interactions contribute significantly to stakeholder trust and long-term service utilization.

Finally, the study expands understanding of how public relations roles can be operationalized within technical government units that are not traditionally classified as communication departments.

3.9 Practical Implications

Several practical implications emerge from this research.

First, government institutions should recognize communication management as a strategic component of digital public services. Technology alone is insufficient to guarantee user satisfaction without effective communication practices.

Second, stakeholder engagement mechanisms should be continuously strengthened through consultation services, feedback systems, and user education programs.

Third, regular evaluation of user satisfaction should remain a priority. Satisfaction surveys provide valuable information regarding stakeholder needs and service improvement opportunities.

Fourth, institutions should invest in communication capacity-building initiatives for personnel involved in digital service management.

Finally, the successful implementation of the Employment One Data Portal demonstrates that integrating public relations functions into digital governance initiatives can improve service quality, strengthen institutional reputation, and enhance public trust.

The findings ultimately indicate that the success of digital public services depends not only on technological innovation but also on the quality of communication and relationships established between government institutions and stakeholders.

4. CONCLUSION

This study examined the role of Government Public Relations performed by the Center for Employment Data and Information Technology (Pusdatik) of the Ministry of Manpower of the Republic of Indonesia in enhancing user satisfaction with the Employment One Data Portal (Portal Satu Data Ketenagakerjaan/SDK). Using a qualitative approach and supported by user satisfaction data from 2022 to 2024, the study demonstrates that public relations functions are not exclusively performed by institutional communication offices but can also be embedded within digital service management units that interact directly with stakeholders.

The findings reveal that Pusdatik performs four major public relations roles: Organizational Communicator, Relationship Builder, Management Support, and Good Image Builder. These roles collectively contribute to maintaining service quality, strengthening stakeholder engagement, and increasing public trust toward employment information services.

As an Organizational Communicator, Pusdatik successfully manages the entire employment data lifecycle, including planning, collection, processing, analysis, presentation, dissemination, service delivery, and data storage. The Employment One Data Portal functions as a strategic communication platform that enables stakeholders to access reliable employment information efficiently. The findings indicate that effective information management contributes significantly to organizational transparency and public accessibility. In the context of digital governance, communication effectiveness becomes a critical determinant of service quality because users increasingly rely on digital platforms as their primary source of government information.

As a Relationship Builder, Pusdatik actively develops and maintains communication with stakeholders through consultation services, technical assistance, socialization programs, exhibitions, user support services, and feedback mechanisms. The study found that users value responsive

communication and the willingness of portal administrators to address inquiries and concerns. The implementation of two-way communication practices contributes to stronger stakeholder relationships and reinforces trust in government information systems. This finding confirms that relationship management remains a fundamental objective of public relations even within highly digitalized service environments.

The Management Support role is reflected in the strategic contribution of employment data to decision-making processes. Through the provision of accurate and timely information, the Employment One Data Portal supports policymakers, researchers, local governments, businesses, educational institutions, and other stakeholders. The portal not only functions as a public service platform but also serves as a knowledge infrastructure supporting evidence-based policymaking. The integration of communication management and information management enables Pusdatik to support organizational accountability, transparency, and good governance practices.

The Good Image Builder role is evident in the positive perceptions formed by stakeholders regarding the Ministry of Manpower and its digital services. The portal's accessibility, reliability, transparency, and responsiveness contribute to the creation of a favorable institutional image. Users perceive the Employment One Data Portal as a trusted source of employment information, reflecting the successful implementation of public relations principles within digital government services. Positive user experiences generate favorable perceptions that strengthen institutional legitimacy and encourage continued service utilization.

An important finding of this study is the consistently high level of user satisfaction achieved during the observation period. The satisfaction index reached 88.62 in 2022, 88.42 in 2023, and 86.52 in 2024. Although a slight decline occurred in the final year, overall satisfaction remained within a highly positive category. The increasing number of respondents from year to year further suggests growing utilization and acceptance of the Employment One Data Portal. These results indicate that users perceive the portal as useful, reliable, and capable of meeting their information needs.

The findings support contemporary theories of digital government, organizational communication, and public relations, which emphasize the importance of service quality, information quality, system quality, stakeholder engagement, and trust in shaping user satisfaction. Previous studies have consistently shown that digital government initiatives are more likely to succeed when communication practices are integrated into service management processes. Similarly, this research demonstrates that user satisfaction is influenced not only by technological capabilities but also by communication effectiveness, responsiveness, and relationship-building efforts.

From a theoretical perspective, this study contributes to the growing body of literature on Government Public Relations by demonstrating how public relations functions can be operationalized within digital service platforms. The findings extend traditional public relations theories beyond media relations and public campaigns by illustrating their relevance in digital governance contexts. The study also reinforces relationship management theory by highlighting the importance of stakeholder engagement in maintaining satisfaction and trust.

From a practical perspective, the results provide several implications for government institutions seeking to improve digital public services. First, communication management should be integrated into digital service design and implementation. Second, stakeholder engagement mechanisms must be continuously strengthened through user education, consultation services, and feedback systems. Third, institutions should regularly evaluate user satisfaction to identify service improvement opportunities. Finally, government agencies should recognize that public trust is built not only through technological innovation but also through

consistent communication, transparency, and responsiveness.

Overall, the study concludes that the success of the Employment One Data Portal is strongly influenced by the effective implementation of Government Public Relations functions. The integration of communication management, stakeholder engagement, information quality, and service responsiveness has enabled the Ministry of Manpower to maintain high levels of user satisfaction while simultaneously strengthening public trust and institutional reputation. Future research may expand this study by employing quantitative approaches, comparative analyses across government institutions, or longitudinal evaluations of digital public service performance to further enrich the understanding of Government Public Relations in the digital era.

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