

ROLE OF BTL, E.P MEDIA OFFICER TO PROMOTE INSTITUTIONAL ACTIVITIES OF BEE TIMOR-LESTE, *EMPRESA PÚBLICA* (BTL, E.P)

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Abstract: Based on observations, there is no one who has researched in the area to explain about the Role of BTL, E.P Media Officer to promote institutional activities of Bee Timor-Leste, *Empresa Pública* (BTL, E.P). The research was carried out with the aim of trying to find out the role of Media Officer BTL, E.P in promoting the institutional activities of Bee Timor-Leste, *Empresa Pública* (BTL, E.P). The method that the researcher uses in this monograph is the qualitative descriptive method. Descriptive qualitative method is a guide that is applied to data collection, through interviews, documentation and observation. The interview involves four key informants who are at the research site and gave their response regarding the role of Media Officer BTL, EP in promoting the institutional activity of Bee Timor-Leste, *Empresa Pública* (BTL, E.P). The research result indicates that the role of Media Officer BTL, E.P carries out its activity to promote the institutional activity of Bee Timor-Leste, *Empresa Pública* (BTL, E.P) with responsibility. Therefore, as a basis for the Media Officer service, it promotes and contributes information that reflects the institutional activities of Bee Timor-Leste, *Empresa Pública* (BTL, E.P) in raising awareness and contributes to improving society's knowledge of BTL,E.P through intent to award, tenderization, news, advertising, vacancies, and public announcements.

Keywords: Role, Media Officer, Promotes, activities

1. Introduction

The media plays an important role in people's daily lives and can facilitate everyone to access any information that happens every day in society. The presence of the media is an important pillar in various areas so, through the presence of the media can contribute information about the situation in the country and abroad to society quickly.

The role of the media is very important, because the media acts as eyes, ears, and mouth, to provide information to everyone. Through the publication of news broadcast by the media, the role of the media is important, in order to share information to the public. In addition, all institutions have begun to establish media within the institution called Media Officer.

The role of the Media Officer is very important in an institution, because he is strongly responsible for the media area that an institution creates. This is to disseminate the information of the institution to the public, so that the public can know about the issues that the institution carries out. The Media Officer himself also has an important role in communicating with the mass media.

On 25 September 2020 (Series I, No. 39 A) of the Jornal da República published the approval of decree-Law No. 41/2020, through the National Parliament (PN), decided to establish the institution of the Public Water Company of Timor-Leste (BTL,EP), to fight for the development of clean water in Timor-Leste. Thus, it can ensure that development activities run effectively, efficiently, dynamically according to the defined goals.

Based on the reality that many people do not know about the services of BTL, EP. Therefore, public institutions such as government that are divided into many directions need the existence of Media Officer, so, can transform information relevant to the activities of the institution, because the role of the Media Officer is an important source to transmit various information to the public. It is very important to promote the services of BTL, EP. in Timor-Leste. The role of the Media Officer is to conduct socialization and promote through the media. Therefore, it is necessary to work together with all public and private media that exist in this country to be able to transmit the information that the institution BTL, E.P carry out in the field. Also in society, so it can transmit to society and raise awareness about the services of BTL, E.P.

State institutions such as Bee Timor-Leste, *Empresa Pública* (BTL, E.P), also have a department established called Media Officer. Meanwhile, the directorate has a very important role in the institution, to perform the duties of Media Officer to offer information about any activities that the institution carries out to expand to society. Thus, you can know how the process of BTL, E.P works.

This is the reason why the author will look at the work of Media Officer, in the state institution Bee Timor-Leste (BTL, E.P). Because through the work of Media Officer, is how to promote all activities and programs. which the institution conducts.

The Media Officer will play an important role in the public how to monitor in society so as to transmit information through the media with the progress of the institution, to promote the services of the institution. How societies can learn more about BTL,E.P's services in the country.

Related to the work of the BTL, E.P institution, most of the activities of the many bodies that exist within the institution, always involve Media Officer personnel. Thus, it is possible to cover the activity to transmit information to the public. Because Media Officer, his duty is to be the door for everyone to know the function of the institution BTL, E.P and its existence.

The process to promote the activities of the BTL, E.P institution to the public is the Media Officer personnel, will accompany all employees who carry out their activities everywhere. Thus, coverage can be done such as taking pictures to collect information from all sides about the activities that the institution carries out to promote back to society.

Most of this information, Media Officer, will be published through the institution's Website, Bulletin, Facebook Page, and Brochure so that everyone can access it at any time. Meanwhile, through the Media Officer service, can help society about the service of Bee Timor-Leste, *Empresa Publica* (BTL, E.P). The process to promote the activities of the BTL, E.P institution to the public is the Media Officer personnel, will accompany all employees who carry out their activities everywhere. Thus, coverage can be done such as taking pictures to collect information from all sides about the activities that the institution carries out to promote back to society.

Related to the above background, the author formulates the problem area is "How is the role of the Media Officer in BTL, E.P to promote the services of the Timor-Leste Water Institution, Public Company (BTL, E.P)?"

The objective of this research is to know better about "The Role of Media Officer (Media Officer) BTL, E.P to Promote the Services of Timor-Leste Water Institution (BTL, E.P)".

2. Literature Review

Role

Role is a dynamic aspect of position, namely a person who exercises his rights and obligations. This means that if a person exercises rights and obligations according to his position or job,

then he has carried out a role", (Masduki, 2021:13). According to Betrand, "a role is a pattern of behavior expected of someone who holds a certain status or position" (Soleman, 2006:13). According to Edward L Bernays, there are also three roles of PR in an organization. First, providing information to the public. Second, persuading the public to change attitudes and actions. Third, trying to present the organization's attitude to the public and vice versa, (Ruslan, 2006; 18).

Media officer

Media relations, as an effort to establish understanding and good relations with the mass media in order to achieve maximum and balanced organizational publications, (Wardhani 2008:9). Media Relations is responsible for managing the entire company's social media. Relates to the communication media to do publicity or respond to media interest towards the organization, (Iriantara & Surachman, 2006:13). According to Reck public relations is first, the continuation of the process of making wisdom, service, and action for the best interests of an individual or group so that the individual or institution gains the trust and goodwill (goodwill) of the public, (Ardianto, 2011:11).

Promotes

The word promote comes from the verb promote in its meaning to take someone to a higher position and to give information about something of great quality or value, Dictionary of the National Institute of Linguistics", (INL, 2005:520). Promotion is the process of communicating, while the purpose of promotion is to help a program achieve the following goals, (Puspitarini, 2019:5). Promote is to announce and spread information about something's good quality or value, (Correia, 2005:338).

Activities

According to Franz Von work is 'planned activity'. Whereas Hegel adds that "the essence of work is human consciousness", (Anogara 2009:12). Working as an activity that produces something of value to others, and in its performance, (Yaktiningsasi, 1994). Wiltshire (2016) defines work/occupation as a dynamic concept with various synonyms and definitions.

a) work refers to the importance of an activity, the time, and energy spent, as well as the rewards obtained, b) a job constitutes a particular set of skills and competencies that must be constantly improved over time, c) employment is a way of maintaining one's position rather than simply making a living d) an occupation is a 'social activity' in which individuals or groups place effort during a given time and space, sometimes with the expectation of monetary reward (or in some other form), or with no expectation of return, but with a sense of obligation to others. They must be affiliated with formal work organization.

Tables and Figures

Total employees of the institution Bee Timor-Leste, Empresa Publica (BTL, E.P) National and eleven (11) municipalities amounted to 361 composed of 297 male with a percentage of 82% and 64 female with a percentage of 18%, which is mentioned in the table 1 and diagram 1

Table 1 Total Employees of BTL,E.P

No.	Total Employees of BTL,E.P	Male	Female
01.	Employees	297	64
Total		361	

Sources: Directorates of Administration and Finance of BTL, E.P

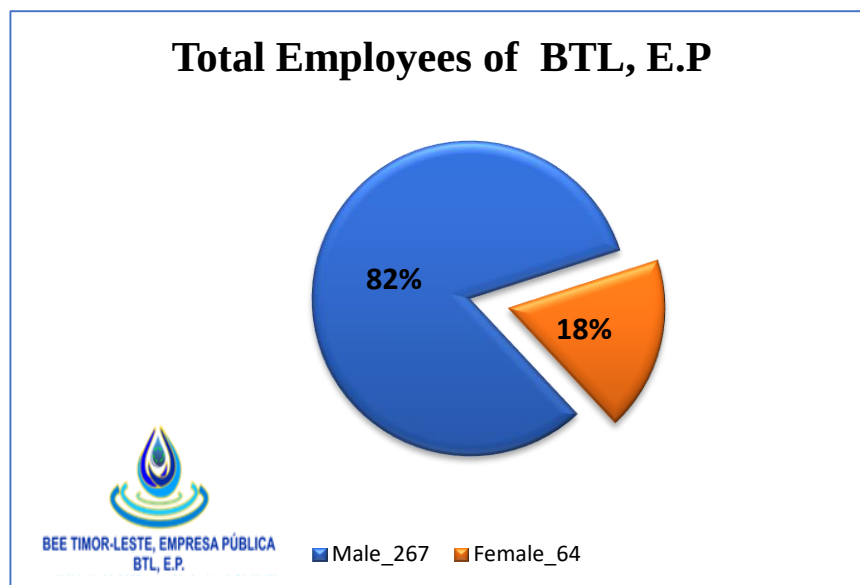


Figure 1: Total percentage employees of BTL,E.P

Sources: Directorates of Administration and Finance of BTL,E.P

3. Method

In this research the author used a descriptive qualitative method. Research method is a very important part of research because it is possible to solve a problem and guarantee the success of a research activity, (Surahmad, 1990:131). Hasan (2002:22), descriptive method is basically theory seeking, not theory testing. The research site was conducted at the Bee Timor-Leste Institution, *Empresa Publica* (BTL, E.P), Avenue 20 de Maio Caicoli, Dili, Timor-Leste. The research period was conducted for three months from December 2023 to March 2024. Data sources come from the Principal of Bee Timor-Leste Institution, executive president of BTL,E.P, second vice president of BTL,E.P and media officer of BTL,E.P. Data collection technique is a technique that will be used to collect data that the researcher uses through interviews, observation, documentation and data analysis techniques to collect data in a scientific and structured systematic. Data analysis technique the author used to analyze research data is using data analysis technique interactive model of scholars Miles and Huberman which is divided into four parts such as, data accumulation, data reduction, data presentation draw conclusions and checking the data, (Herdiansyah, 2010:164). The qualitative data analysis model is as follows as the stage of qualitative data analysis and data collection process, (Miles and Huberman, 1992:15), a) Data accumulation: as the process of data collection in the research site through observation, interview, and documentation and establish a data collection strategy in the process of collecting data later, b) Data presentation: such as describing the structure of

information, and providing various certainties, service links, and activity interests, c) Data reduction: such as the process of selection, concentration, abstraction, data collection, so data reduction begins from the researcher concentrates in the research are, d) Verification and conclusion of data: is the process of collecting research results while verifying that the conclusion is supported by the data that has been collected and analyzed. According to the theory explained above, the author argues that the analysis technique is a process that the researcher uses to accumulate all the data step by step. Thus, it is easy for the researcher to understand so as to interpret the data collected in the field, to increase the data in relation to the title. Focus on important points so that you can verify and draw conclusions and summarize according to data that has been interpreted according to theory to elaborate in a structured way to make good decisions.

4. Result and Discussion

This information and data is the researcher analyzed the data according to theory and divided into subheadings, based on the information and data that the researcher obtained from the research site and from key informants. Therefore, to redevelop information and focus on important points to obtain good research results and solution.

a. Role of Media Officer in BTL Institution, E.P

Role is the duty that each person or institution has to fulfill according to the responsibility for the positions that are being established. Through the responsibility of each person, the task is obtained to comply with the rules that already exist. Linking to the media plays a big and profound role for everyone to access information and everyone can share important information to society to know what information is happening in the country and abroad.

Role Media officer that exists in the institution Bee Timor-Leste, Empresa Pública (BTL, E.P), called (Communication & Public Relation). During this time, he played the role of media officer, his function to promote all activities carried out in the institution of Timor-Leste Water, Public Company (BTL, E.P). Especially the activities involving the executive committee include the activities carried out by the institution BTL, E.P to the public, with an information model so that everyone can access this information through the role of Media Officer. Meanwhile, media officer personnel BTL, E.P, always play a role by participating in all activities that the institution Bee Timor-Leste, Public Company (BTL, E.P), carried out in the capital and municipalities to accumulate all information through interviews, remove photography, videography and writing news for publication. Thus, companies can know the progress of the institution Bee Timor-Leste, Public Company (BTL, EP), and can promote the reputation of the institution in society.

Role media officer, his presence is very important to the institution Bee Timor-Leste, Empresa Pública (BTL, E.P). Because through the role of media officer, his task is to expand all information to societies related to the institution BTL, E.P's service during their mission, the vision of the institution BTL, E.P in society. How BTL, E.P works to fight for the development of clean water in Timor-Leste. Therefore, through the media officer service has a great responsibility to cover all information related to the issue of BTL, E.P services to publish to societies to access this information through the media. Also raise awareness of BTL,E.P service information so as to educate societies in knowledge about BTL,E.P.

The role of the media officer's presence in the institution Bee Timor-Leste, *Empresa Pública* (BTL, E.P), is very important. Because it can influence societies to follow the

education that the institution promotes to educate the public. Also how to avoid illegal actions. Thus, the mission of the institution BTL, E.P that strives to promote accessible water and sanitation services to contribute to economic, social, environmental and technological development.

b. Way to promote the activities of BTL, E.P

In general, the Bee Timor-Leste Institution, *Empresa Pública* (BTL, EP), its main objective is to promote BTL, EP services such as conducting awareness actions to limit illegal practices related to clean water, and expand information BTL, EP services by socializing, information through notices, distribution of brochures, stickers and short advertising videos, which contain information. But this is a way to teach societies to have knowledge about the services of BTL, E.P. Therefore, during the existence of the institution BTL, E.P in society always promote these activities through the publication service of the media officer. As a media full of educational information to educate society so, can know about the services of BT, E.P. Any information that BTL, E.P discloses to the public can promote the services of BTL, E.P institution by raising awareness of information, so that this information, in its effect, both rationally and emotionally. The information that the media officers publish is of an informative, educational character. Therefore, his great contribution to the development mission of BTL, E.P.

Meanwhile, to promote the services of BTL, E.P is how the media officer works hard to publish information that can educate society es with the information of BTL, E.P. Thus, society can also feel the presence of BTL, E.P in society has given results, which everyone wants is the development of clean water in Timor-Leste.

The activities that BTL,E.P staff do promote the main objective is how societies can also learn activities to increase their knowledge about the work of BTL,E.P institution that has been done you are in society to fight for the development of clean water in Timor-Leste. Generally, media officers in the institution of Timor-Leste Water, Public Company (BTL, E.P) usually promote BTL, E.P services by publishing information on the official website of BTL, E.P for societies to access. The media officer is always collecting all this information to publish to society to access.

The way the Bee Timor-Leste Institution, *Empresa Pública* (BTL, E.P), promotes the services of the BTL, E.P institution by publishing information about the activities that BTL, E.P personnel usually carry out in the field and elsewhere. The media officer is always collecting all this information for public access to society.

c. Main Activity Media Officer In BTL, E.P.

Media officer's main activity is to collect all information related to the activities of BTL, E.P to publish to the public through the official pages of BTL,E.P, but in this activity there are many sub-activities. I give the same example, coverage of all activities of BTL, E.P in the national and municipalities carry out production of activities for the publication of information integrity of BTL, E.P. produced the videographs. manage the media of BTL, E.P, cooperate with journalists to support the public information that BTL,E.P carries out and others. Meanwhile, through these ways, the media officer can publish information based on the facts. As a guide to give society's intention to promote and advertise the institution BTL, E.P. To raise their reputation through the media officer's service to expand the mission and vision of the institution BTL, E.P which has been the target to develop clean water in the country. The author analyses that the main activity of the media officer,

during this time the main activity is how the media efforts to collect information on the activities of BTL, E.P, to the public and write news. Include information that can influence society to increase their knowledge about BTL, E.P services that exist in internal law. Reference to each person to fill with self-consciousness to contribute to the development of the country through various sectors.

The main activity of the media officer of BTL, E.P is to disseminate information about BTL, E.P's services to the public. This activity is carried out with various actions such as writing news, notices, announcements (tendering, vacancies), documentary videos, news videos, photographs and advertisements.

Media officer always carries out all his activities by covering all issues in the institution Bee Timor-Leste, Public Company (BTL, E.P). Therefore, the media officer is the eye and ear to bring information between the institution BTL, E.P to societies to be able to contribute to the development process in Timor-Leste and further development in the country itself. Media officer has full power to perform the duties of a journalist within an institution or organization. Because the media officer will guarantee all information to be offered to the public for access. Also, one of the responsibilities of the media officer is how to invite external media so that they can cover all activities in the institution BTL, E.P. Therefore, the means of communication of the media officer service becomes an important factor for all activities carried out in an institution. Public Relations (media officer) always carries out all its activities by covering all issues in the institution Bee Timor-Leste, Public Company (BTL, E.P). Therefore, the media officer is the eye and ear to bring information between the institution BTL, E.P to societies to be able to contribute to the development process in Timor-Leste and further development in the country itself. The author elaborates that the media officer BTL, E.P's products that they do is to promote BTL,E.P's name to the whole society, the products they make are news, advertising, announcements and so on. Because the world is now globalized so many people know information through official online pages.

d. Challenges of Media Officer's Work in the Institution

The challenge that media officers have been facing is that media officers' human resources are not sufficient to perform media duties. Because of the reality that the media's services require sufficient human resources to be able to cover everywhere especially how to participate maximum in the institution's activities because the institution Bee Timor-Leste, *Empresa Publica* (BTL, E.P) as a state institution whose services cover the issue of clean water and sanitation.

BTL, E.P is a large institution and each building in all municipalities needs human resources such as media officers to be closer to the field to be able to quickly collect information that is in the field or municipality so that it can be quickly transmitted to the public. Because water is a basic daily necessity, accurate and up-to-date information is needed for communities to access.

5. Conclusion

The final elaboration of this research is the author draws conclusions based on the title already mentioned. Thus, based on the theories and facts that the author accumulated in the field as well as based on the arguments of scientists. The author will make conclusions and suggestions according to the author's view and observation according to the thought that the author analyzed

the data obtained in the research site so that the results of this research can be obtained 'which the author has identified. a) The role of media officer's presence is very important for the institution Bee Timor-Leste, *Empresa Pública* (BTL, E.P), because through the role of media officer, his task is to expand all information to societies related to the institution BTL, E.P his service during their mission, the vision of the institution of BTL, E.P in society. b) Therefore, through the media officer has a great responsibility to cover all information related to promoting BTL, E.P services to publish to society to access this information through news, announcements and notices. c) The way the Bee Timor-Leste Institution, *Empresa Pública* (BTL, EP) develops clean water and sanitation in the country. Through the media officer publish information about the activities that usually BTL, E.P personnel carry out during this time through the executive committee and employees in the institution BTL, E.P. d) The challenge that the staff of the media officer unit faces in their daily activities is that very limited human resources become an obstacle to the media officer's work during their work in the field. Meanwhile, the BTL, E.P personnel media officer unit to share information about clean water and sanitation as a way for everyone to access information through the media officer's service can cover these activities. Including working together with foreign media such as RTTL, GMN-TV, Halibur News and others, so as to publish the activities of BTL,E.P to further promote the mission and vision of BTL,E.P to contribute to the development of clean water in Timor-Leste. also through working together with external media can expand these information to societies, because when an institution's media alone cannot be maximum to expand information to everyone, so it needs to work hard with all media to further promote the institution of BTL, E.P in society.

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