Islamic Communications Management Communications And Informatics Office In Making Dignified North Sumatra

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Abstract

The research aims to analyze communication and public information planning by Islamic communication principles to create a dignified North Sumatra. How the Communication and Informatics Department organizes the implementation of public communication and information so that it reaches the community to create a dignified North Sumatra. The research approach used is qualitative with descriptive methods. Informants were selected purposively as many as 8 people. Data was collected through observation, interviews, and document study. Next, analyze the data using the Miles and Huberman version of the data analysis technique, the steps are: collecting, reducing, displaying, and drawing conclusions and verification. Research results: first, there are Islamic communication principles that are applied in the planning and implementation of communication and public information at the North Sumatra Diskominfo, namely qawlan laying, qawlan sadīdan, and qawlan balīghan. Second, the method of organizing public communication and information implementers by the North Sumatra Diskominfo is based on the Governor's Regulation, 09/2023 concerning the Composition of OPD and the Governor's Regulation, 28/2023 concerning Tusi, Job Descriptions and Work Procedures for Provincial Regional Apparatus. From this regulation, efforts for synergy and cooperation with the media crew and related stakeholders were developed, including acting as the leading sector and Chair of Bakohumas. Third, there are at least 8 ways to carry out communication and disseminate information to the public in line with the values of Islamic Communication principles/ethics, namely honesty; saying positively; including heart, words, and deeds; supervision; election; interplay; and balance. Fourth, efforts to overcome obstacles are carried out by building and developing partnerships, synergy and collaboration with related parties, the media and other stakeholders. Even though the program can be implemented, it is necessary to strengthen and train human resources and provide priority facilities so that the vision of Dignified North Sumatra can be realized optimally.

I. Introduction

A preliminary study (grand tour) carried out by researchers at the end of May 2022, to be precise on May 31, revealed that the tasks of the Provincial Communication and Information Service, especially those related to the dissemination of information on development activities in North Sumatra, are by the governor's vision to make North Sumatra safe, advanced and with dignity we still have to face negative news. Based on data as of 31 May 2022 obtained from the Public Communications Division of the North Sumatra Province Communications and Information Service, out of 297 news releases in print media, there were still 61 news stories that had negative nuances, 88 neutral news stories and 150 news stories positive. This means that there is still 20.53 percent of coverage of the North Sumatra Governor's programs or activities with negative nuances. Complete data as follows:

Table. 1. Qualification Data for the Number of Print Media News January-May 2022

Periode waktu : 1 Januari 2022 s/d 31 Mei 2022

NO.	NAMA MEDIA SURAT KABAR	JUMLAH BERITA	JENIS BERITA			
			POSITIF	NETRAL	NEGATIF	RILIS
1.	Harian Analisa	65	22	8	2	33
2.	Waspada	98	32	13	4	49
3.	Realitas	76	27	3	5	41
4.	Tribun Medan	56	13	7	11	28
5.	Sinar Indonesia Baru	171	36	28	25	82
6.	Sumut Pos	38	3	7	2	26
7.	Medan Pos	19	5	2	4	8
8.	Mimbar Umum	30	3	10	7	10
9.	Sumut 24	28	8	3	1	16
10.	Perjuangan Baru	12	1	7	0	4
TOTAL NILAI BERITA :		593	150	88	61	297

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Likewise, news via online media about development in North Sumatra with the tagline "North Sumatra with Dignity" is still found to be negative. The following table illustrates it:

Table. 2. Time period: January 1, 2022 to May 31, 2022

Jumlah Media Online	Jumlah Berita	Jenis Berita			
		Positif	Netral	Negatif	Rilis
51	9.933	3.024	2.881	1.431	3.165

Among the online media serving in the Office of the Governor of North Sumatra are metrotvnews.com, tribunnews.com, waria.co.id, antarnews.com, detik.com, pewarta.co,

Medanindopos.com, Mindyakyat.com, Genpi.co, Liputan6.com, tvonenews.com, sumut.Jpnn.com, Medanbisnisdaily.com, Kompas.com, and Analisdaily.com. This online media publishes various news about North Sumatra in general, and the North Sumatra Provincial Government in particular.

Based on the data above, of the 9,933 news stories in online media, there were still 1,431 reports that were negative, namely 14.40 percent, the rest of the online news was classified as positive and neutral. Other data, from the total number of reports, news that was released from the North Sumatra Province Communication and Information Service was 3,165 news or 31.86 percent, the rest was news that was not released from the North Sumatra provincial government.

In a further preliminary study, data was obtained from the North Sumatra Province Communication and Information Service as follows:

Tabel 3. Qualification Data Number of Print Media News July – December 2022

NO.	BULAN	JENIS BERITA			
		POSITIF	NEGATIF	NETRAL	RILIS
1.	JULI	48	11	28	110
2.	AGUSTUS	21	13	20	74
3.	SEPTEMBER	38	15	24	72
4.	OKTOBER	49	25	48	101
5.	NOVEMBER	25	13	41	63
6.	DESEMBER	53	32	70	150
TOTAL :		**234**	**109**	**231**	**570**

Based on the data above, of the 1,494 online news stories released, it turns out that 276 reports were still contradictory (negative) news about the Provincial Government. Compared to the previous semester, the number of negative reports about the Provincial Government has decreased significantly. This is certainly a source of pride for the Provincial Government, especially the Perosu Communications and Information Service as the leading sector in the field of dissemination of Provincial Government development programs. Even though it has experienced a very significant decline, of course this can still be an obstacle in development communication in North Sumatra.

There are still obstacles in communication in the North Sumatra Province Communication

and Information Service which can cause obstacles in achieving the expected goals in relation to the success of achieving the governor's vision of "North Sumatra with Dignity". A problem that often comes to the surface is that information is still being developed that does not match the facts. In various cases, negative things were reported, such as about halal tourism at the Lake Toba tourist attraction, Parapat, and about other things such as pig farming in the Deli Serdang area. Other communication problems are related to cohesion, clashes in the field of communication interests, so that what emerges is the interests of the media reporting. The media's interests are more often than not in line with the government's interests.

Based on temporary investigations, communication management practices for media or press personnel carried out by the North Sumatra Province Communication and Information Service are not yet fully in line with expectations, namely the socialization of the program or vision of the Governor of North Sumatra who wants to make this area dignified. The reality on the ground proves that there is still a high level of negative reporting, which does not support the governor's vision.

In realizing this vision and mission, especially to develop transparency, a beloved government requires an agency that handles it in accordance with Governor's Regulation Number 37 of 2018 concerning the Duties and Functions of Provincial Communication and Information Technology which has been amended by Governor's Regulation Number 12 of 2020 and has been amended by Governor's Regulation Number 09 of 2023 concerning Organizational Structure of the Communication and Informatics Service and Governor Regulation Number 28 of 2023 concerning Duties, Functions, Task Descriptions and Work Procedures for Regional Apparatus of North Sumatra Province, where the North Sumatra Province Diskominfo is the leading sector in the field of communication and information.

Based on this, it is important to explore further regarding the communication management carried out. The need for this study is because the North Sumatra Province Communication and Informatics Service handles this communications sector. Thus, it is very possible that there will be no suitability or harmony in the communication management carried out in order to achieve the vision of a Dignified North Sumatra. In fact, the general public really needs conformity and harmony in communication management so that messages framed with the vision of a Dignified North Sumatra reach the public and are well understood.

In the Islamic conception taught, humans were created as homo socius creatures[1], humans who have relationships with each other,[2] cannot live without the help of other people. This is

[1] Fathor Rachman, "Manajemen Organisasi dan Pengorganisasian dalam Perspektif Al-Qur'an dan Hadith," *Ulumuna: Jurnal Studi Keislaman* 1, no. 2 (2015), http://ejournal.kopertais4.or.id/madura/index.php/ulumuna/article/view/1628.

[2] Rudi Ahmad Suryadi, *Ilmu Pendidikan Islam* (Deepublish, 2018).

where the urgency lies in humans having to communicate and interact with other humans. These two activities are an integral part of human relations studies. Human relations in an organization is a system that involves several people working together to achieve common goals.[3] Human relationships within the organization and outside the organization are the most important part that must be built in order to achieve organizational goals.[4] In fact, the relationships carried out are in line with human relationships by prioritizing honesty and equality. Human relations also do not just pay attention to the understanding of human being, but also involve spiritual aspects by paying attention to character, nature, personality, attitude, behavior, etc., which are psychological aspects found in humans.[5]

2. Research Method

The research approach used is qualitative with descriptive methods.[6] The approach used in this research is a social approach, where the selection is based on the data to be sought, namely about humans who are continuously experiencing development and change all the time. The humans referred to in this research are people who interact with each other in activities related to official duties in government agencies in human resource development, especially public relations and journalistic (press) duties. Understanding and interpreting a natural phenomenon in depth so as to produce a certain meaning is the most important benefit of research using a social science approach. Also, this type of qualitative field research places more emphasis on the process that goes through, not just finding results.

The research was carried out at the North Sumatra Province Communication and Information Service Office, Jalan H.M. Said No. 27 Tel. (061) 4527254 - 4527038 - 45165038. Fax. (061) 4510185, Gaharu, East Medan District, Medan City - 20235. The research was carried out for 12 (twelve) months from April 2023 to March 2024. 8 informants were selected purposively. Data was collected through observation, interviews and document study. Next, the data was analyzed using the Miles and Huberman version of the data analysis technique, the steps are: collects, reduces, displays, and conclusion drawing and verification.

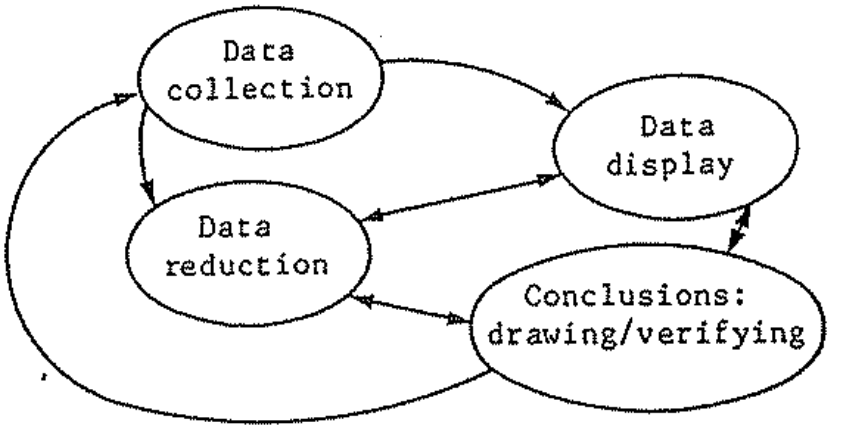
[3] Eri Susan, "Manajemen sumber daya manusia," *Adaara: Jurnal Manajemen Pendidikan Islam* 9, no. 2 (2019): 952–62.

[4] Raihan Fahidatul Ade Saputra, Cahyo Suko Pranoto, dan Hapzi Ali, "Faktor Pengembangan Organisasi Profesional: Leadership/Kepemimpinan, Budaya, Dan Iklim Organisasi (Suatu Kajian Studi Literatur Manajemen Pendidikan Dan Ilmu Sosial)," *Jurnal Manajemen Pendidikan Dan Ilmu Sosial* 2, no. 2 (2021): 629–39.

[5] Cecep Sri Suryana dan Vicky Verry Angga, "Hubungan antar manusia dalam perspektif aliran kebatinan perjalanan," *Nalar: Jurnal Pendidikan dan Kebudayaan* 1, no. 2 (2022): 77–81.

[6] Dr Sugiyono, "Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D," 2013.

Table. 4. Modification of the Miles and Huberman version of the Data Analysis Model



3. Results and Discussion

Communication and Public Information Planning According to Islamic Communication Principles to Create a Dignified North Sumatra.

The results of the research findings illustrate that the communication and public information planning carried out by the North Sumatra Province Communications and Information Service cannot be separated from existing regulations. The highest rules as a reference in carrying out all activities[7] of the North Sumatra Province Diskominfo - even for the entire Diskominfo throughout Indonesia are Based on these rules it is stated that Law Number 17 of 2007 concerning the National Long Term Development Plan (RPJPN) for 2005-2025 mandates 4 (four) stages of implementing the National Medium Term Development Plan (RPJMN). In the Third Phase of the RPJPN, namely 2015-2019, national development is focused on strengthening overall development in various fields by emphasizing achieving economic competitiveness based on the superiority of natural resources and quality human resources, as well as scientific and technological (IPTEK) capabilities. continue to increase. (Ministry of Communication and Information Regulation No. 2 of 2021, 2021).

In the final stage of the RPJPN, namely the 2020-2024 RPJMN in accordance with Presidential Regulation Number 18 of 2020 concerning the National Medium Term Development Plan for 2020-2024 (Presidential Decree No. 18 of 2020), the focus of development is directed at accelerating development in various fields by emphasizing the development of an economic structure which is firmly based on competitive advantage, with the main highlight being the development of quality and competitive human resources (HR). Indonesia has experienced

[7] Effrata Effrata, "Landasan Hukum Pendidikan di Indonesia," *Meretas: Jurnal Ilmu Pendidikan* 8, no. 2 (2021): 113–20.

significant growth in recent years, and is transforming from an upper-middle income developing country to an economy that is inclusive, modern and respected on the international stage. One of the growth factors is rapid industrialization, which is able to encourage national economic growth. (Ministry of Communication and Information Regulation No. 2 of 2021, 2021).

Indonesia's real Gross Domestic Product (GDP) grew more than double from USD 0.5 T (zero point five trillion United States dollars) in 2009, and became USD 1.1 T (one point one trillion United States dollars) in 2019. Indonesia's economic transition is built on principles that support the growth of various sectors while opening up equal opportunities for all Indonesians. Indonesia is a nation that has extraordinary cultural wealth with a value-added economy that continues to increase and is driven by the manufacturing and services sectors.[8] Indonesia aspires to become one of the world's five largest economies by 2045 and a leader on the international stage.[9] Therefore, digital transformation will be a very important catalyst in this journey which will encourage Indonesia to change from a consumer country to a producer country. (Ministry of Communication and Information Regulation No. 2 of 2021, 2021).

President Joko Widodo has clearly given directions that we must make big leaps as a real effort to revive the economy and improve the nation's welfare. This direction is realized by accelerating the national digital transformation agenda through 5 (five) steps, namely accelerating the development of digital infrastructure and providing internet services, preparing a digital transformation roadmap in strategic sectors, accelerating the integration of national data centers, developing human resources and digital talent, and prepare various regulations and financing schemes to support the digital ecosystem. The five steps to accelerate digital transformation launched by President Joko Widodo are the foundation for developing the Digital Indonesia roadmap (Minister of Communication and Information Regulation No. 2 of 2021, 2021).

Indonesia Digital has set six strategic directions to realize its vision. These six directions aim to direct Indonesia towards an innovation-based economy with world-class technological capabilities, skilled Human Resources (HR), and a society that is digitally cultured and ready to face the future. The six Strategic Directions referred to are: First, Building safe and reliable infrastructure and connectivity with high quality services. Second, changing Indonesia from a consumer to a technology producer by investing in various platforms that have national

[8] Ari Mulianta Ginting dkk., *Strategi pengembangan ekonomi kreatif di Indonesia* (Yayasan Pustaka Obor Indonesia, 2018), https://books.google.com/books?hl=id&lr=&id=dsReDwAAQBAJ&oi=fnd&pg=PA1&dq=Indonesia+merupakan+ban

[9] Achmad Rifky Ansori, *Asa APBN Menggapai Indonesia Maju 2045* (Binsar Hiras Publisher, 2021), https://books.google.com/books?hl=id&lr=&id=9F5BEAAAQBAJ&oi=fnd&pg=PA1&dq=Indonesia+ber

strategic importance, including data centers, cloud infrastructure and national digital identity. Third, increasing digital capabilities in priority sectors to increase geostrategic competitiveness and encourage inclusive growth. Fourth, build open and integrated digital government institutions to improve public services. Fifth, building a digital culture and taking advantage of the demographic bonus and empowering the Indonesian people in developing the digital world. Sixth, harmonization of regulations and increasing funding to advance innovation (Permen Kominfo No. 2 of 2021, 2021).

The matters stated above refer to realistic conditions in the field, so that the deficiencies found so far can be input for Diskominfo itself to make improvements according to what is needed. In this case, the priority scale must also be taken into account, because not necessarily all things can be addressed or repaired sporadically and simultaneously. In planning, it is very important to pay attention to the stages that will be carried out, so that the process can be carried out in a directed and orderly manner.[10]

The Communication and Informatics Service organizes public communication and information so that it reaches the public in accordance with Islamic communication principles to create a dignified North Sumatra.

Based on the results of interviews with research informants, observations made and document studies, the results showed that the way the Communication and Informatics Service organizes public communication and information so that it reaches the public is in accordance with Islamic communication principles in relation to realizing a dignified North Sumatra is based on its duties and functions. The duties and functions related to this matter are carried out by the Public Information and Communication Sector. The Head of Public Information and Communication Division of the North Sumatra Province Communication and Informatics Service is currently held by Harvina Zuhra, STP, M.Si.

Harvina Zuhra, STP, M.Sc. stated that his field is a strategic task as an inseparable part of efforts to realize a dignified North Sumatra. This is because this task is directly related to public affairs. The distribution of public information is carried out with full responsibility in accordance with established standards. Every activity carried out is reported and evaluated periodically in order to obtain maximum results and follow-up efforts to improve things that cannot be implemented optimally.

Regarding the organization of tasks in the field of communication and public information, the North Sumatra Diskominfo is organized in such a way that the activities carried out run

[10] Michael A. Pangemanan, "Urgensi Program Pembentukan Perda (Propemperda) Sebagai Instrument Perencanaan Dalam Mengarahkan Dan Mendorong Pembentukan Peraturan Daerah," *Lex Privatum* 4, no. 8 (2016), https://ejournal.unsrat.ac.id/index.php/lexprivatum/article/view/14180.

optimally with maximum results. For this reason, various supporting facilities are empowered, both human resources and other required resources. Activity programs are carried out involving various parties, especially OPD and related stakeholders. One of the activities that is well organized is related to the socialization of regulations that serve as guidelines for the channeling or distribution of public information. (Interview, 01/25/2024, 2024).

On November 24 last year, the Socialization of Perki Number 1 of 2021 was held. This activity was intended to improve the quality of public information services. The organization of this activity was carried out by involving one of the stakeholders of the North Sumatra Province Diskominfo. The Communication and Informatics Service (Kominfo) together with the North Sumatra Information Commission (KI) carried out the socialization of Information Commission Regulation (PerKI) Number 1 of 2021 concerning Public Information Service Standards. It is hoped that it can improve the quality of public information services in the North Sumatra area. The activity, which was carried out at the North Sumatra Governor's Office, Jalan Pangeran Diponegoro Number 30 Medan, was also a Coordination Meeting (Rakor) of North Sumatra Information and Documentation Management (PPID) Officials.

In the speech of the North Sumatra Provincial Secretary, Arief S. Trinugroho, which was read by the Secretary of the North Sumatra Communication and Information Service (Kominfo), Achmad Yazid Matondang, it was stated that the socialization of KI Regulation Number 1 of 2021 was very much needed. It is hoped that this KI Regulation can become a reference for PPID public bodies to determine and establish standards for public information services. This activity is needed in order to increase understanding and knowledge of the procedures and processes for implementing information services to the public in accordance with established public information service standards and referring to statutory provisions.

KI itself has been a partner for Diskominfo which has played a role in providing assistance, outreach and education regarding the KI Regulation on Public Information Service Standards (SLIP) Number 1 of 2021 to all organizations providing public services in North Sumatra (Interview, 01/25/2024 , 2024). KI Regulation Number 1/2021 essentially contains material changes to KI Regulation Number 1 of 2010 regarding the qualifications of public bodies, PPID structure and institutions, information classification, reformulation of consequence test mechanisms, adjustment of SLIP to developments in information technology. This regulation can also serve as a guideline for public bodies in managing, storing and serving information data in their respective regional organizations. This change is also in response to technological developments that require upgrading regulations so that public service agencies can provide better, more efficient and lower-cost services.

Another thing that emerged in this activity was that public bodies should not panic in

providing the public information services requested by the public. The key is if it's clean then there's no need to worry. (Interview, 01/20/2024, 2024). Another activity organized was a Technical Guidance (Bimtek) event with the theme "General Application Policy for National Public Information Services for Information and Documentation Management Officers (PPID) in the Western Region". This activity was carried out at the JW Marriott Medan Hotel, Jalan Putri Hijau Number 10 Medan, on Thursday, October 5 2023. On this occasion, the Head of the North Sumatra (Sumut) Communication and Information Service (Kadis Kominfo) Ilyas Sitorus said that one of the rights of the community is get good information. It states: "Information is a constitutional right of all people guaranteed by law." (Interview, 01/20/2024, 2024).

For this reason, according to him, it is time for relevant officials to provide digital-based information services. Application-based information services play an important role in increasing accessibility, efficiency, and personalization of information for users. In implementing public information disclosure, all levels of public officials must be transparent, responsible and oriented towards providing the best possible service to the people.[11] This is a mandate from Law Number 14 of 2008 concerning Public Information Openness and Law Number 25 of 2009 concerning Public Services.

This is where the importance of public information services provided by Public Agency Information and Documentation Management Officers (PPID) must be excellent and oriented towards public service. Public information services must also provide convenience, be cheap and simple, and provide public information accurately, correctly and not misleading.[12] It is also stated that time and space must no longer be a barrier between public officials and the community in providing public services.

Communication and Informatics Service in Implementing Public Communication and Information in Accordance with Islamic Communication Principles to Create a Dignified North Sumatra.

The North Sumatra Province Communication and Information Service as the leading sector in informing development in North Sumatra, and therefore as the public relations officer for the North Sumatra Provincial Government, definitely has a way to communicate to the community or the public in general. This task is very difficult if it is only done alone, without

[11] Tjahjanulin Domai dan Leny Yuliani, *Perencanaan Pemberdayaan Pejabat Pengelola Informasi & Dokumentasi dalam Rangka Keterbukaan Informasi Publik: Studi di Bagian Humas Setda Kabupaten Bantul* (Universitas Brawijaya Press, 2015), https://books.google.com/books?hl=id&lr=&id=UR5SDwAAQBAJ&oi=fnd&pg=PA66&dq=Dalam+melaksanakan+keterbukaan+inform

[12] Sarwan Antoni, "Akuntabilitas Pemerintah Kabupaten Rokan Hilir Dalam Keterbukaan Informasi Publik" (PhD Thesis, Universitas Islam Riau, 2021), http://repository.uir.ac.id/id/eprint/12381.

collaborating with other related parties. For this reason, the North Sumatra Province Communications and Information Service is building relationships with relevant parties. Thus, his role as Bakohumas becomes very relevant and important.

Related to this, Dr. H. Edy Sofian, in his capacity as an Observer and with experience as Head of the Information and Communication Service in 2006-2011, saw that the role of the North Sumatra Diskominfo as Bakohumas was very appropriate, because there had to be someone to bridge the dissemination of information between organizations in this region, so that the information was not "illegal".

If the role and function of Diskominfo is the leading sector in this province, as mentioned above, then the various ways of communicating and disseminating information to the public will be responded to well. Based on an interview with the Head of the North Sumatra Province Communication and Information Service, Dr. Ilyas S. Sitorus, SE, M.Pd., stated that there are several ways to communicate development messages as a form of realizing Dignified North Sumatra.

Apart from that, the North Sumatra Province Diskominfo also uses a media monitoring application which is very useful for knowing developments in North Sumatra at any time. This application provides very significant benefits for the North Sumatra Diskominfo itself to find out information that is developing in this province from time to time.

Even though the methods used by the North Sumatra Diskominfo in communicating with the public have been carried out in such a way, much of the news about the Governor of North Sumatra's vision to create a dignified North Sumatra is still negative. The news that emerged was very unfavorable for the North Sumatra Communications and Information Service itself. Regarding the negative news, several groups gave various opinions. Dr. H. Edy Sofian, one of those experienced in this field who is currently a lecturer at the USU FISIP Postgraduate Program and at FIS UINSU Medan, explained that negative news about the Provincial Government must be responded to wisely and tactfully.

Based on the results of the interview, it is understood that basically the North Sumatra Province Diskominfo as a manager of information about programs launched and implemented by the Governor of North Sumatra must carry out its function of communicating with the community continuously. On the other hand, the North Sumatra Diskominfo must also carry out its coaching function for media crew so that the news presented is informed openly, is balanced and has an educational nature for the public.

Obstacles Faced by the Communication and Informatics Service in Implementing Public Communication and Information to Make North Sumatra Dignified.

It is unavoidable that in carrying out the tasks entrusted to the North Sumatra Province Communication and Information Service, we are faced with various obstacles and challenges. Especially if the implementation of these duties is coupled with efforts to create a dignified North Sumatra. The problem then is that these obstacles cannot be handled or managed well. In the condition that this information is not handled properly, it sometimes becomes a boomerang in society. It's just that as time goes by, the obstacles or challenges faced can disappear, although of course this is not a good thing when facing a problem. Various strategies can be used to handle a problem/obstacle, but this really depends on the circumstances or situations and conditions when the challenge arises.

If an obstacle or challenge is understood as a problem/issue, there are at least 3 things that are important to use as an effort to deal with it, namely avoiding, making a resolution, and managing. Throughout history these three ways of looking at a challenge have been practiced. All three can get results in the right situations. However, it is recognized by experts in the field of management that managing a problem is the last thing to be practiced today.

Based on interviews with research informants, an overview of the various obstacles and how to deal with them was obtained. The point of view of seeing a challenge influences a person to determine how to face the challenges that arise. To overcome these obstacles, according to Dr. Ilyas S. Sitorus, SE, M.Pd. The Communications and Information Service needs to increase human resources and budget, expand communications infrastructure and internet access, and make efforts to educate and understand the public about the Dignified North Sumatra program. (Interview, 01/23/2024, 2024).

Regarding the latter as an obstacle in communication and conveying public information by the North Sumatra Province Communication and Information Service, Chairman of PWI North Sumatra H. Farianda Putra Sinik, SE. Apart from being the Chair of the North Sumatra Indonesian Journalists Association (PWI), he is also the Chair of the North Sumatra Province Press Companies Union (SPS), now he is the Leader/Person in Charge of the Medan Pos Daily.

Based on the interviews above, the results showed that in essence the obstacles or barriers faced by the North Sumatra Province Communication and Information Service can be overcome well, if carried out with cooperation between interested parties, related stakeholders and relevant institutions. The North Sumatra Province Communication and Information Service is not the only player in disseminating North Sumatra Provincial Government programs that promote Dignified North Sumatra.

4. Conclusion

First research results, there are Islamic communication principles that are applied in the preparation of planning and implementation of communications and public information at the North Sumatra Diskominfo, namely *qawlan layyinan, qawlan sadīdan, and qawlan balīghan.* Second, the method of organizing public communication and information implementers by the North Sumatra Diskominfo is based on the Governor's Regulation, 09/2023 concerning the Composition of OPD and the Governor's Regulation, 28/2023 concerning Tusi, Job Descriptions and Work Procedures for Provincial Regional Apparatus. From this regulation, efforts for synergy and cooperation with media crew and related stakeholders were developed, including acting as a leading sector and Chair of Bakohumas. Third, there are at least 8 ways to carry out communication and disseminate information to the public in line with the values of Islamic Communication principles/ethics, namely honesty; say positive; only heart, words and deeds; supervision; selective; mutual influence; and balance. Fourth, efforts to overcome obstacles are carried out by building and developing partnerships, synergy and collaboration with related parties, the media and other stakeholders. Even though the program can be implemented, it needs to strengthen and develop human resources and fulfill priority facilities so that the vision of Dignified North Sumatra can be realized optimally.

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