

**MODEL OF GOVERNMENT PUBLIC RELATIONS COMMUNICATION
AND THE INFLUENCE OF ATTITUDES AND BEHAVIOR AROUND
KEK (SPECIAL ECONOMIC ZONE) TOURISM TANJUNG LESUNG,
PANDEGLANG-BANTEN**

Iman Mukhroman, Rangga Galura Gumelar, Ikhsan Ahmad
Program Studi Ilmu Komunikasi FISIP Universitas Sultan Ageng Tirtayasa
iman_mukhroman@yahoo.com, rangga_galura@yahoo.com,
ikhsanahmad@yahoo.com

Abstract

The policy of Indonesian government said Tanjung Lesung as the special economic zone tourism aim as the magnitude of the accelartion development MP3i in Banten, by the enactment of Government Regulation (PP) No. 26 of 2012. All the postivism and optimistic programmms of KEK Tanjung Lesung should be delivered in good and clear to the people, especially for Pandeglang's citizen, who directly affected by this planning. According of this situation, the role of public relation where local or province should be able to present and transformed the important informations for the people. The study's result of local government public communication model to changes in behavior and attitudes related to the program KEK PandeglangTanjungLesung by using mix methods combined quantitative and qualitative approach an overview, showed contributes Public Relations KEK (37.5%), Communicators (32.5%), Message (39.8%) and Channel (27.5%) as an indicator of the independent variables. Seen in multiple regression analysis results obtained from 400 samples, divided into four districts, namely Padeglang, Panimbang, Menes and Labuan showed the positive tren with the equation $Y = 5.74 + 0,41X1 + 0,45X2 + 0,66X3 + 0,38X4$. That four indicators have positive influence on changes in attitudes and behavior Pandeglang in looking at KEK's problems. The channel information is the weakness variable that should be improved in order to provide information accessibility easy and appropriate for the community. 53% from the sample believe that KEK will be succeed and 43% said that the responsibilty of this programmms success takes by Pandeglang's regency, which is the half of sample 51% doesn't know the role of local government Public Relations either. But that KEK is an important part and be a sense of belonging, actually this's as the starting point for local government to more play the role of Public Affairs. These results clarify, that coordination of public relations at the level of district councils till of administrator,not well coordinated at the community level. Therefore, there must be continuity and coordination roles and in the formulated message is informative and appropriate for each region, because each region has different needs and characteristics to the needs of the desired information.

Keywords: *Model of Communication Public Relations, Public Relations, KEK TanjungLesung, Tourism*

Introduction

In the president regulation (PP). No. 26 of 2012, state that special economic zone (SEZ) Tanjung Lesung with an area of 1,500 Ha entry as the Special Economic Tourism Zone . It means that the government concern and gives more attention to used the potential of Tanjung Lesung area especially in tourism or of nature source for society benefit. Regarding with this planning, the form of communication either from the central or local government level should be able good coordinated and synergy. The impact of this planning either positively or negatively will be directly felt by people, who live arround in Tanjung Lesung. The conditon of culture changed automatically is one of issue that the people of Tanjung Lesung should be face. The president regulation (PP). No. 26 of 2012 is indeed to be immediately disseminated to the public, because that the local local government either Banten Province and Pandelang regency are in charge for the socialization of this president regulation.

The Socialization by government officials often has the problem by limited funding and doing in high context and formal situation. It makes for the people, who live arroundn Tanjung Lesung, actually not enough get the informations, because they still have a lot of questions in they mind especially with their live later after this regulation running. Less and unclear informations are the seriously problems in this situation. This can be happend, because the delivery of the message sometimes get the noise either from the communicator, communicant even channel. Other side cultural factors and the characteristics of the community becomes a matter that should be of common concern in order to then be given the message that can be accepted by society. Most of the people right now have negative perception of the government, because most of them still believe that the government has the hidden agenda of their planning. Like we know, the situatuons in Indonesian right know in all aspects will be related with politics. This scepticism of the people actually is the challenge for the government to be better deliverd the informations.

In our previous research showed that the teenagers or young people in Tanjung Lesung are familiar with the new media. The used the new media (internet) as the tools to get the informations that they need. It means, the people there are modern. So, it's wrong, if we had the assumption if the people there unmodern. This situation actually as the oppurtinty for the goverment to used the new media for the informations socialization as the solution of the less budget. The opinion in the media either print media or electronic media in view of the agenda setting theory still can be happend.

Most the people are still worry, if they're just only as the viewer and don't get any benefits when Tanjung Lesung become as tourism areas. This perception is not absolutely wrong, because they see how Carita Tourism attractive beaches in Pandeglang does not give much benefit in the development of local communities. The society does not have the access directly to the beach, because has been closed by hotel. So the increase in per capita income people are

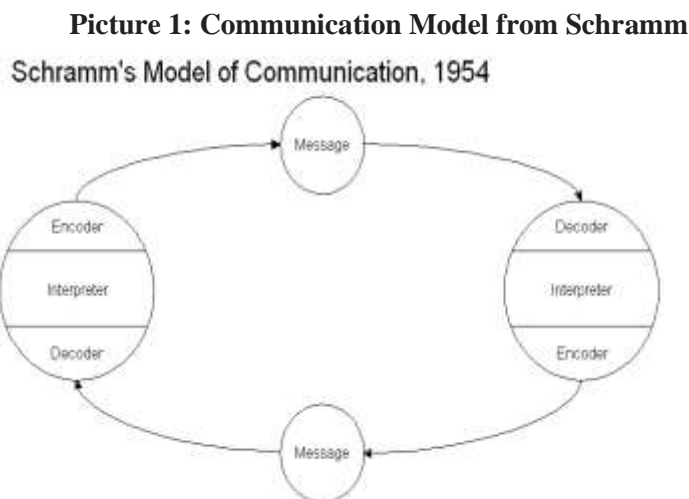
not increased . The idea that the object later in Anyer tourism can contribute to society like in Bali is very absolutely felt.

Related with above issues which have to be discussed is, the opinion or concern of any society can be formulated problem . That the good intentions of the government in developing the area through the president regulation (PP) No.26 / 2012 should be realized. As the academicians through this research try to offer the solution to solve this problems and also give the contribute in disseminating information and understanding of the content and purpose of the determination of president regulation (PP). No. 26/2012 in Pandeglang regency especially in Tanjung Lesung.

Literature Review

Communication Model

The Society is a dynamic individual . It means that when we speak to people we are then faced with the fact that they have some differences and characteristics different from each other. Effective communication is communication in which what the sender said is received in full and clearly by receiver. This process can be describe as two way communication model from Schramm :

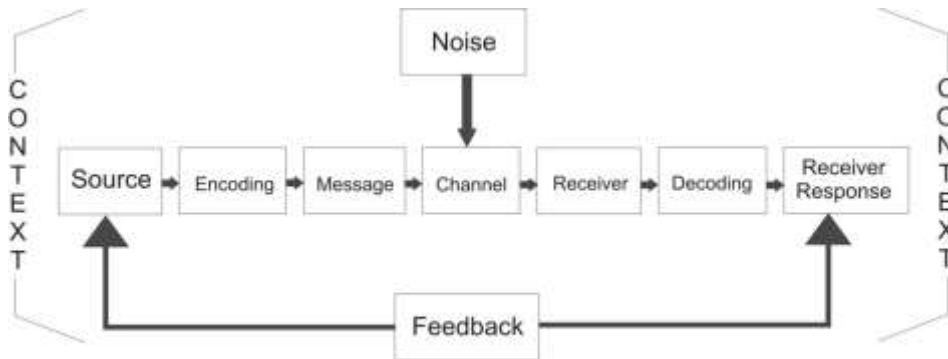


In this diagram clearly shows how communication is an exchange of messages where has interpreter activities through the decoder and encoder. The fact of communication is not simple like that model. In Communication between people sometimes can be fund a lot noise that can be miss the informtions between sender and reciever.

Although Public Relations is a form of organization but what they handle is not only dissemantion through the mass media, but more to interpersonal. It

because the characteristics of the communities in the area Special Economic Zone (SEZ) Tanjung Lesung are still hold the traditional values. So the approach is not always in the formal form only. Further Devito showed by his model of communication that should be considered is the noise. How then sender explained these barriers through a channel that has been chosen.

Picture 2: Communication Model from Devito



Sumber : A. Devito, dalam Fred E. Jandt (1998:26)

It depends also how the individual know and understand about it self. Noteworthy is that when we do a persuasion or influence in others, it is expected then how do we understand self-awareness and observe some of it self, as self-disclosure, a form of communication which we appreciate about ourselves appropriate with the theory from Luft and Harrington Ingham 1955 in the Johari Window.

Picture 3: Johari Window Model



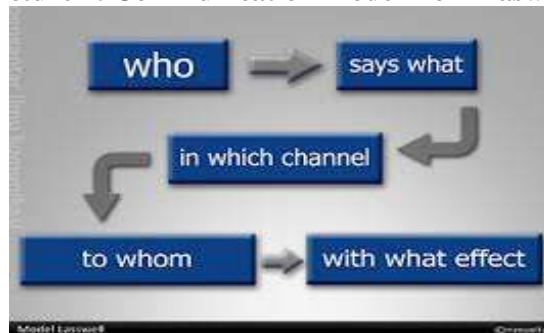
The Johari Window Model

Communication between the government, nor the developer related to Special Economic Zones (SEZ) should have to be implemented in the same framework, so the barriers in communication channels can be reduced. Garry Crokhite in Panuju, showed four (4) key assumptions communication itself to understand the communication, namely:

1. Communication is a process;
2. Communication is a transactive;
3. Communication is a multi-dimensional;
4. Communication is multipurposeful.

Basically the model departs from a concept which will then be made and then tried to apply that certainly departs from the observation Based on the existing realities. Thus understanding between models and theories actually still have the same slice. One model of communication that is often used as a reference in analyzing.

Picture 4: Communication Model from Laswell



Laswell models are often used and there is a debate whether this later in quantitative and qualitative research. This is based on paradigm of qualitative perspective was actually after quantitative. We must realize that Laswell's model we can see how exactly the communication which has the effect depends on several elements that must be considered include: Who (Communicator), Says What (Message), In Which Channel (Channel), To Whom (communicant) and With What Effect (Effect). Elements or parts of the model are then used as the basis and derivative thoughts in this study to examine how the effectiveness of the concept of this model in this research.

Public relations Effectiveness KEK

The role of public relations that currently have incarnated in a new paradigm, not only just on sheer imagery but has turned into a key to success on a policy was taken. According to Jefkins (2003:80) that audiences (public) are groups or people who communicate with an organization, both internal and external. Widjaja (2010:73-74) gave the opinion that community relations out

(external) undertook to determine the success of the public relations activities of an agency or agencies. this is the effectiveness of public relations on this research will be seen from the external parties, how external parties to respond and give value to what has already been done by the public itself. Because in fact the goal of public relations or public relations itself based on external relations activities intended to obtain public support (Danandjaja, 2011:25).

Attitude and Behavior Society

Attitude is the tendency to act, perception, think, and feel in a facing the object, idea, situation or value. The attitude is not a behavior, but is inclination to behave certain ways against the attitude object (Jalaludin, 2009:40). The attitude was strongly influenced by the components of the cognitive, affective and behavioral. It is based, that these components have influence or have a relationship to the person on the person's later attitude. While according to Skinner in Soekidjo Notoatmojo (2010:21) States that the behavior is a response or reaction someone against the stimulus from the outside. Aside from that Edward Sampson in Jalaludin (2009:44) States that human behavior occurs due to factors of situation, consisting of: 1) objective aspects of the environment; 2) psychosocial Environment as perceived by us; 3) Stimuli that promote and strength the behavior. What delivered by Skinner and Sampson agree is, if the behavior happens to process stimulus against organisms that then give a response. Thus it can be seen that the real behavior in order fulfillment of desires, wills and the like which includes activities on:

- (1) Cognitive activities; observation, attention, thinking with knowledge
- (2) Activities of emotions; the feel, the judge called the affection
- (3) konasi activities; the desire, the will is called with actions (practice)

Methods

This research uses two approaches, namely the approach of quantitative and qualitative approaches or commonly referred to with a mix of research methods. The second approach used in this research is to obtain a holistic description of the existing problems. Thus lack or weakness of both these approaches will be covered each other each other. The power of these methods for instance is a mix with a way to combine the methods of observation and interviews (qualitative data) using traditional survey methods (quantitative data) (Siber, 1973) cited in (Creswell, 2009:21).

Research methods that will be used in general are intended to test the model of previous research results about communication of public relations Government of Banten Province with communities on special economic areas through a qualitative approach be quantitatively testing. It is intended to look at the influence of models who've found within the framework of research related to the alleged effectiveness of such communication in post establishment of Tanjung Lesung, Pandeglang, Banten, as KEK region. The statement that public

relations communication models who've found in previous research would be seen on the level of its influence so that the model need to be tested again.

Data collection techniques used in this research is the Data collected in this study consists of 2 (two) categories, namely primary data and secondary data. Primary data is data that is retrieved directly from the observed object, namely through:

- (1) The Questionnaire, by way of spreading the question form to the respondent to then serve as data analysis in this research. The measurement scale used in this research is the Likert scale. Likert scale was used to measure attitudes, opinions, and perceptions of a person or group of people about the phenomenon of social (Sugiono,2008:32). Each statement is completed by the respondent will then be rated as follows (Singarimbun,1989:102)
 - a. strongly agree (SS), which has a score of 4.
 - b. Agree (S), which has a score of 3.
 - c. do not agree (TS), which has a score of 2.
 - d. strongly disagree (STS), which has a score of 1.
- (2) Observation, namely data collection by observation directly against the activities conducted by the research in the field. direct observation, interview.
- (3) In-depth Interviews (deep interviewed), is a process for obtaining information to achieve the purpose of the research is done through verbal communication activities in the form of a conversation. On the research of this interview is carried out using the guidelines of the interview, either by using the structured interview techniques or unstructured.

Then the results of the interviews and observations discussed in FGD- Focused Group Discussion), by inviting the informant and related parties. While secondary data is data obtained from other sources such as books, journals, and the official State documents.

This research population is the whole community Pandeglang Community criteria based on the number of inhabitants in the region. Based on data issued by the BPS Pandeglang County as many as 1,183,000 people (BPS, 2014). The subject of this research sample is determined using the formula a significant extent on Slovin $\alpha = 0.05$ so obtained as many as 400 people sampled. Sampling is done using stratified random sampling technique.

$$n = \frac{N}{1 + Ne^2} \rightarrow n = \frac{1.183.000}{1 + 1.183.000(0,05)^2} \rightarrow n = 400$$

Description:

n = The sample size

N = The size of population

e = Precision sampling error

Retrieval using stratified sampling is based on the criteria of the region. The basic assumption is to know the description of the response from the public who were in the city, namely those living central town and away from the area of Tanjung Lesung, then society who are in the midst of those who do not live in the Town and Tanjung Lesung however have swept up in the presence of KEK, and the people who live in the region of Tanjung Lesung itself. Thus get the four sub districts in this research, that districts Pandeglang as representative of the community, the city of Menes and Labuan representative society was written and heterogeneous and traveled as a line to Tanjung Lesung Panimbang Sub district and itself as the genuine community of pandeglang affected directly from the existence of this Special Economic Region of its own.

With respect to the composition of the population in the area of Pandeglang scattered on the four sub districts, then the data has a population imbalance between regions, which resulted in the difference in the number of samples that will be a drag on every composition in each region. On the basis of this, in this study, our research as the divide on each region by the number of the same sample. With consideration, with the number of samples in each region who became the object of this research, will provide an overview and answers on the identification of the research problem in the research. Therefore, in this study, then divided each subdistrict with the distribution of samples each of 100 people.

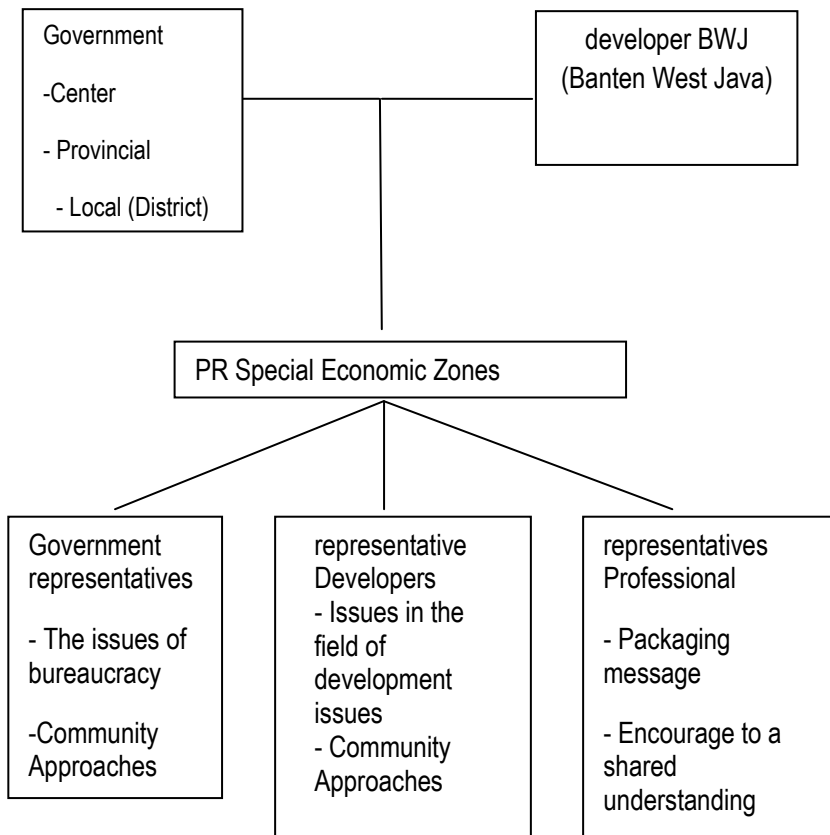
The data obtained by use of the questionnaire shaped instrument with a likert scale has been tested for its validity. Further data analysis using correlation analysis. Aside from that this research also use qualitative methods, with the route the observation and interview on informants to provide data and depth on this research. Informants in this study is selected by purposive. Informants in this study consists of the base of the informant and the informant staple (key informant). The informant is a person who studies utilized to provide information about the situation and condition of background research (Moleong 2000:97). The informant is a person who really knows the problems will be examined. From the results of the observation is made, then it is certain that became informants, namely: (1) the head of Banten provincial government public relations Agency/represent, (2) the head of Department of tourism and culture of Banten Province/Represent (3). Chief Of BAPPEDA Government. Pandeglang/represent (4). A representative from Banten West Java Tourism Development (5) Representatives of the local community leaders. The informants was invited in a ***Focuses Group Discussion (FGD)***.

The effectiveness of public relations communication model conceptually defined as provincial government testing of existing variables, independent variable and the dependent variable, in which the independent variable (X) is a communication model, the dependent variable (Y) the attitude and behavior of the public.

Findings and Discussion

The analysis of qualitative Data communication Model of public relations of Government and the community in the development of Special Economic Area (KEK) tourism Tanjung Lesung

The model was developed from the existing problems, namely that in the implementation of the KEK itself looks how then appreciation and community response Pandeglang, Banten society or generally about the KEK is not grounded or not populist. KEK, though centered or oriented in the Pandeglang area, but indeed it is KEK community pride. It must be realized that with the implementation of KEK and KEK will be famous or boost economic in Banten. This is then forgotten by government and developers.



Special economic area that is highly touted as part of a tourist destination that is very beautiful and Nice, will be very fragile if not supported by the people in it. Banten consists of Community schemes and multicultural society such Pandeglang, Serang, Lebak, Cilegon and Tangerang. This has forgotten by the Government and developers. The province in this case must take a policy by way of providing information and promotion in the community. The goal is very clear,

with the community's overall in Banten engage, then there will be a condition of mutual help and become a common interest. Thus, at least in the struggle to make this KEK was faster and right can be met in accordance with the wishes and needs of the community.

Humas or better known as Public Relations special economic area of perceived need in a container of either a formal or an informal attempt to persuade and create public opinion of society in particular and the national society of Banten in General. The existence of these KEK could be made public as a representation and funnel against anything that could serve as an information center. Clear up against the barriers of communication there, making the strength of the community as a potent force in the formation of opinion and public confidence.

Public Relations fill by people who understand by function and usability of the information is intended. The information is carried out by a team that probably consists of a representative, an area both the province and the district followed by a Public leader from the developer itself. Apart from that, the existence of Public Relations can be used as KEK container development struggle togetherness in KEK. Formation and opinion in perspective is very important in achieving the desired goals. In this case the Publicist KEK can act very strategic especially in imaging.

Perception would have to refer to the interest of both vertical and communications such as inter-agency, institutions, apart from the communication must also be done horizontally as to the public. This means that in this perspective, communication is built to be distinguished how the communication goes in the corridors of formal and non-formal. Therefore, in the model we have developed on this issue is a model that includes the Public Relations on a broad perspective. The approaches can be done on the PR model analysis Special Economic Zone are:

First, the PR KEK, approach to the issue both in the community and society in particular Pandeglang Banten or existing at the level of bureaucracy in general through the analysis of the Johari Window. From observations and interviews conducted that visible what is in their own mind, especially in the context of the direction and purpose of the development of Special Economic Zones Tanjung Lesung is not the same. The desire of the Government and desire of developers as well as the expectations of the global community is basically almost the same, but the global equation is if stated in the technical implementation of the field turned out to be not the same. Existing concepts and applications are then executed is not appropriate. This is then in communication perspective we refer to as noise. Communication barriers or small, if then we let the course will be fatal. In this case the PR task that tries to straighten it. In the delivery of the message then we do the analysis Johari Window approach, we will know how exactly the characteristics or personal identity that we face. This analysis is very helpful in the implementation of the delivery of the message. An effective message is the message intact received from a communicator to receiver, so there is no distortion of the received message.

Secondly, how then PR Special Economic Zone is muffled or refract or even eliminate noise or obstacles that exist in the communication of course very difficult. But in the formation of public opinion, or disruption of existing obstacle can be use of appropriate media and massive. That is, the use of media today is able to used especially in the things that try to equate the perception among wide. If then the people built the perception that Tanjung Lesung is a shared asset and KEK is a great program to be supported by the local community in Banten national, it must be socialized with information massive. Even, utilization of old media or new media is appropriate at this time. The existence of the promontory tanjung Lesung integrated and conscious would be great. Management of new media such as social networking, or a special website about this KEK, then managed by PR KEK would make a major contribution to the direction and the goals and ideals of this KEK development. Utilization of old media is not less important, any progress or growth in the region accelerated development of a general nature can be channeled to the community. Deployment issues or management of strategic issues that might become public consumption and discourse would certainly be a very positive contribution. In interviews conducted observation and actually found the complaints both technically and non-technically obtained. If then this complaint will only be stored or personal consumption only and does not set forth will certainly hinder the procedures of thinking and looking at the issue. So there will be no continuity in it. When then these complaints are trying to convey in a very forma coordination forum, involving the senior level then it is very hard to do. Therefore, this complaint can actually be accommodated and used as a discourse discussion dab properly managed, then no differences of perception and outlook. In the sphere of society, the view that the government's performance is slow, or not professional developers is an issue that is often thrown. -Noise barriers and noise can be erased with the effective use of media as part of an existing communication strategy. Approach to people is certainly not the same as the approach taken in the corridors or bureaucratic coordination. Approach and perspective in this corridor can refer to the communication model proposed by Schramm and DeVito.

Third, in observation and interviews conducted, it appears in each institution sometimes have issues that sometimes can not be solved and the need of communication across. These issues can then actually explained through the theory of action. Public relations in this case may take action against what should be done either in a communication to the community. Thus the PR KEK would concentrate on the convoy and throwing strategic issues to achievement of common goals.

Descriptive Analysis of Quantitative Data

1. Descriptive analysis of variables PR Communication Model (X1), is:

$$\% = \frac{n}{N} \times 100\%$$

$$\% = (6550/12000) \times 100\%$$

$$\% = 54,6\%$$

The above calculation shows that PR Communication Model (X1) generates a percentage of 54.6%, it is included in the criteria Good Enough criteria for the percentage descriptive analysis. Referring to the descriptive results of the above, it is noticeable response from the public about how PR KEK Tanjung Lesung do the model of communication has to be accepted by society Pandeglang represented by the community that the sample in this study were divided into four districts. Value 54.6% although this actually qualifies as pretty, but has a large distance on the value of the good enough. Therefore, improvement and innovation in public relations models implemented in the future should continue to be improved.

2. Descriptive analysis of variables Communicators (X2), is:

$$\% = \frac{n}{N} \times 100\%$$

$$\% = (3937/8000) \times 100\%$$

$$\% = 49,2\%$$

The above calculation shows that Communicators (X2) produces a percentage of 49.2%, it is included in the criteria **Not Good** criteria for the percentage descriptive analysis. The role of communicators in message delivery is an important element that should be a concern in this study. Results of the respondents showed communicator are considered representative of KEK Tanjung Lesung program is generally not good. It is based on the weak role of the communicator. Communicator appointed in this case, less able to provide messages and information that much coverage to the community. Communicator is based solely on the position and extent of the duties alone. Therefore, the role of communicator would have to be increased, perhaps by way of cooperating with the figures who have credibility and extensive network in the community who are considered as people are public opinion leaders.

3. Descriptive analysis of variable message (X3), is:

$$\% = \frac{n}{N} \times 100\%$$

$$\% = (5789/10000) \times 100\%$$

$$\% = 57,9\%$$

The above calculation indicates that the message (X3) produces a percentage of 57.9%, it is included in the criteria Good Enough of the criteria for the percentage descriptive analysis. Good communication is arriving message intact between sender to the receiver, causing the feedback. Care should be taken that messages created, it must be approached at the level of demographic and psychological Pandeglang society itself. Messages should be simple but can be accepted by society. News about Tanjung Lesung KEK is felt not much touch

and provide full information to the public, so that felt by the public that the KEK Tanjung Lesung character only as a plan that feels less than no attention. This then led to later people feel well informed. So the purpose of KEK Tanjung Lesung which would make society a better and prosperous Pandeglang then do not become a public issue.

4. Descriptive analysis of variables Channels (X4), is:

$$\% = \frac{n}{N} \times 100\%$$
$$\% = (4415/8000) \times 100\%$$
$$\% = 55,2\%$$

The above calculation shows that Channel (X4) produces a percentage of 55.2%, it is included in the criteria Good Enough criteria for the percentage descriptive analysis. Channel information about Tanjung Lesung KEK is considered sufficient. Should we then consider, that respondents in this research is dominated by age-teens. Meaning that they generally have a lot of knowledge and understanding about the use of the Internet. This is what a lot of channels provides a description of KEK Tanjung Lesung. Improved communication channel must remain in the notice, so that then the news continues to be effective.

5. Descriptive analysis of variables Message (Y), is:

$$\% = \frac{n}{N} \times 100\%$$
$$\% = (12329/24000) \times 100\%$$
$$\% = 51,2\%$$

The above calculation shows that Attitude and Behavior (Y) produces a percentage of 51.2%, it is included in the criteria Not Good based on criteria for the percentage descriptive analysis. Level cognitive and psychomotor affective of the respondents in this study is the overall average is considered not good. That is the Tanjung Lesung KEK has not been able to arouse awareness of Pandeglang in particular to continue to maximize and support this plan. Pandeglang communities feel that is just as a plan of the government, so the impression of apathy from the community was happened. Hope that will be change later, then regional government improve the indicators of variable X above.

Multivariate Normality Test Data

Analysis one-sample kolmogorov smirnov compare function distribution cumulative observation of a variable with a particular distribution theoretically.

- A. if sign in columns asymp sig (2-tailed) < 0.05 its mean data not in normal distribution.
- B. B. if sign in columns asymp sig (2-tailed) > 0.05 its mean data in normal distribution.

The results of test the normal distribution of data in the variable public relation KEK Model (X1), Communicators (X2), Messaging (X3), Channels

(X4), with variable Attitudes and Behavior (Y) can be seen in Table Kolmogorov-Smirnov :

Based on the results of the normality data multivariate above, it can be seen that the charts on diagram showed data normal and value sig on table one-sampel kolmogorov-smirnov in the column asymp.Sig (2-tailed) is 0,991.The results of such tests exceed 0.05 it means data independent variable and variable depended in normal distribution and can be calculate in statistics parametric.

Test a correlation coefficient

- (1). The correlation between x1 to y (strong = 0,612)
- (2). The correlation between x2 to y when = 0,570)
- (3). The correlation between x3 to y (strong = 0,631)
- (4). The correlation between x4 to y when = 0,521)
- (5). The correlation between x1, x2, x3, x4 to y (strong = 0,744)

Based on the above relationship, found on the whole relationship between the variable X to variable Y is strong, so a conclusion is taken that models of communication public relations KEK, Communicator, a message and channel had strong correlation to the attitudes and behavior or it could be said to four independent variable had the impact towards the attitudes and behavior of the community related to the issue of the special economic zone Tanjung Lesung.

Regression test

- (1) test regression between x1 to y (a = 13,671 and b = 1,047)
- (2) test regression between x2 to y (a = 19,118 and b = 1,189)
- (3) test regression between x3 to y (a = 11,79 and b = 1,31)
- (4) test regression between x4 to y (a = 16,54 and b = 1,29)
- (5) linear regression multiple (x1, x2, x3, x4, x5 and x6 and y)
(a = 5.74, b1 = 0,41, b2 = 0.45, b3 = 0,66, b4 = 0.38)

$$Y = 5.74,+ 0,41X1 + 0,45X2 + 0,66X3 + 0,38X4$$

Multiple Linear Regression

Based on the above data, it is clearly visible how the regression test conducted by the independent variables from X1, X2 and X3 have a positive value. Meaning that the higher value of the independent variable, the more positive effect on the variable Y. But they have to monitor that for variables x4 is the channel, regression test shown that influence between the variable is the smallest. It means thus the function of the communication itself is to be fixed, So as to have a positive influence for a change in attitude and behavior the community of the special economic zone Tanjung Lesung besides third other variables.

In multiple regression analysis, it appears that the four independent variables as described above, variable X3 (Message) which has contributed most to influence public attitudes and behavior. But it must be recognized that the contribution of other independent variables such as X1 and X2 almost variable

has a value that is not much different from the X3. thing to be note is the variable X4 (channel) has low value compared to other variables, so it should be more attention so then these variables can be corrected later.

Hypothesis Test

1. Hypothesis X1 to Y

- a. T test (t count = 15.45 and t table = 1,96)
- b. Test F (F count = 238.79 and F table = 2.39)
- c. Significance test (sig = 0.00)

From the above data, the Ho1 is rejected and Ha1 accepted because of t count value is higher than t table and F count larger than F table, as well as the significance value less than 0.05. Thus found that, there is any influence of public relations communication model of KEK on the attitudes and behavior of society.

2. hypothesis Test X2 to Y

- a. T test (t count = 13.84 and t table = 1,96)
- b. Test F (F count = 191.75 and F table = 2.39)
- c. Significance test (sig = 0.00)

From the data above, it is rejected and Ha2 Ho2 accepted because of t count value is higher than t table and F count larger than F table, as well as the significance value less than 0.05. Thus found there is influence of Communicators of the attitudes and behavior of society.

3. hypothesis Test X3 to Y

- a. T test (t count = 16.219 and t table = 1,96)
- b. Test F (F count = 263.049 and F table = 2.39)
- c. Significance test (sig = 0.00)

From the data above, it is rejected and HA3 Ho3 accepted because t count value is higher than t table and F count larger than F table, as well as the significance value less than 0.05. Thus that there is the influence of the message of the attitudes and behavior of society.

4. hypothesis Test X4 to Y

- a. T test (t count = 12.188 and t table = 1,96)
- b. Test F (F count = 148.555 and F table = 2.39)
- c. Significance test (sig = 0.429)

From the above data, the Ho4 received and accepted due Ho3 t count value smaller than t table and F count is smaller than F table, as well as significance value higher than 0.05. Thus there is no influence of the channel to change attitudes and behavior.

5. hypothesis Test X1, X2, X3 and X4 to Y

- a. Test T (t count X1 = 5.216; X2 = 5.127; X3 = 7.318; X4 = 3.74 and t table = 1,96)

- b. Test F (F count = 122.554 and F table = 2.39)
- c. Significance test (sig = 0.00)

From the above data, the Ho4 received and accepted due Ho3 t count value is smaller than t table and F count is smaller than F table, as well as the significance value less than 0.05. Thus, there is no influence of the channel to change attitudes and behavior.

Test Coefficient of Determination

- (1) The coefficient of determination variables X1 to Y (KD = 37.5%)
- (2) The coefficient of determination variable X2 to Y (KD = 32.5%)
- (3) The coefficient of determination variable X3 to Y (KD = 39.8%)
- (4) Coefficient of Determination variable X4 to the Y (KD = 27.2%)
- (5) The coefficient of determination variables X1, X2, X3 and X4 to Y (KD = 54.9%).

Source on the results of the data, can be seen that each independent variable which consist of public relations communication model KEK (37.5%), Communicators (32.5%), Messages (39.8%) and channels (27.2%) on the attitudes and behavior of people belong to moderate category, due to its influence over of 34%. Factors, besides out of four variable above that has an effect to the attitudes and the behavior of the people pandeglang related special economic zones (KEK) tanjung lesung. But when four independent variable is combine, so determination of the four up to 54,9 %.This showed that variable who categorized as this research is important to communicated information for the public.

Conclusions

Conclusions

- (1) In a qualitative model of government public relations and public communications that provide a public space for all stakeholders is essential for immediate implementation in the development of Tourism KEK Tanjung Lesung. Overview of the concept of communication model is offered in a quantitative perspective is not enough to change attitudes, especially to change the paradigm of people who have a tendency to think of tradition and highly dependent on local social and cultural situations.
- (2) In research conducted using the approach and quantitative methods, it appears that the influence of the independent variables as independent variables did not influenced to change attitudes and behavior in Pandeglang community. The effect of each variable average of 34%, it indicates how inequality or ineffectiveness of public relations activities conducted by the Government to the development of special economic zones, which also automatically does not affect the change in attitudes and behavior, as if the public become apathetic.
- (3) Referring to the quantitative results, the model PR KEK did not affect the behavior of society changes. But the deepening and observation in qualitative research is still in the process, meaning that they reduce the data

and not yet completed. So the answer to this problem could not be implemented.

Recommendations

- (1) Improvements in the institutional context in PR KEK Tanjung Lesung to be done. The responsibility of the Special Economic Zone of this program should be shared responsibility, from both the apparatus, including of academic. The presence and common vision of the developer and the government to be conducted, the channels of communication should continue to be effected.
- (2) The communication problems because of the rules or constraints on the organizational hierarchy to be often become problem in the reduction. then the research of approach both quantitatively and qualitatively should be basis for policy making in the success of development programs.

References

- Bungin, Burhan. 2001. *Penelitian Kualitatif*. Jakarta : Kencana Prenada Media.
- Devito, Joseph A. 1997. *Komunikasi Antarmanusia*. Jakarta : Profesional Books.
- Gamal, Suwanto. 2000. *Dasar-dasar Pariwisata*. Yogyakarta: Penerbit Andi Yogyakarta
- Moleong, Lexy. *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung : PT Remaja Rosdakarya, 2004.
- Littlejohn, Stephen W. and Foss, Karen. 2009, *Teori Komunikasi : Theories of Human Communication*, Edisi 9, Terjemahan. M. Yusuf Hamdan. Jakarta: Salemba Humanika.
- Littlejohn, Stephen W. and Foss, Karen. 2008, *Theories of Human Communication*, Ninth edition, Thomson Learning Inc., Wadsworth, Belmont, USA.
- Littlejohn., Stephen W. 1996, *Theories of Human Communication*, Ohio: Charles E. Merrill Company
- Karyono, A. Hari. 1997. *Kepariwisataaan*. Jakarta: Grasindo
- Kriyantono.2006, *Teknik Praktis Riset Komunikasi*. Jakarta : Kencana Prenada Media.
- Miller, Khaterine. 2005. *Coomunication Theories, Perspectives, Processes, and Contexts*. Second edition. USA : Mc. Graw Hill International
- Moore,HF.2004. *Public Relations, Principle, Cases and Problem*. Terj. Bandung : Remaja Rosdakarya
- Morrisan dan Wardhany. 2009. *Teori Komunikasi*. Jakarta: Ghalia Indonesia.
- Nova, Firsan. 2009. *Crisis Public Relations (Bagaimana PR Menangani Krisis Perusahaan)*. Jakarta : Grasindo.
- Rakhmat, Jalaludin. 1996. *Metode Penelitian Komunikasi*. Bandung: Remaja Rosdakarya.
- Rasyid, M. Ryaas,2000.*Makna Pemerintahan*, Jakarta: Yasrif Watampone.

- Soemirat, Soleh, dan Ardianto, Elvinaro. 2003. *Dasar-Dasar Public Relations*. Bandung: Remaja Rosdakarya.
- Smith, D. Ronald. 2005. *Strategic Planning For Public Relations*. London. Lawrence Erlbaum.
- Yoeti, Oka A. 1991. Pengantar Ilmu Pariwisata. Bandung: Angkasa.

Others

Undang-undang No. 10 tahun 2009 tentang Pariwisata

Author's Biography

Iman Mukhroman. Lecturer (PNS), Lector/ IIIId in Communication Sciences Faculty of Social and Political Sciences (FISIP) Sultan Ageng Tirtayasa University (UNTIRTA) Serang Banten, completing Bachelor in Faculty of Communication (FIKOM) Bandung Islamic University and Master of Science Communication Sahid University in Jakarta. Was th. Chairman of the Department of Social Communication Untirta, 2002-2003; Vice Dean II Faculty of Social Untirta, 2003-2007, and is now assigned to be the Coordinating Center for Educational Development Institute for Quality Assurance and Quality Standard (LP3M) Untirta, 2012-2016.

Rangga Galura Gumelar. Lecturer (PNS), Lector / IIIb in Communication Sciences Faculty of Social and Political Sciences (FISIP) Sultan Ageng Tirtayasa University (UNTIRTA) Serang Banten, completing Diplom Ingenieur Druck- und Medientechnik in Fachhochschule Muenchen - Germany and Master of Science Communication Sahid University in Jakarta, Doctor of Communication Sciences University Sahid Jakarta (current). Active research related to social issues, politics and media. Currently assigned as the head of the Lab. Multimedia and Photography FISIP Untirta.

Ikhsan Ahmad. Lecturer (PNS), Lector / IIIId in Communication Studies Faculty of Social and Political Sciences (FISIP) Sultan Ageng Tirtayasa University (UNTIRTA) Serang Banten, completing Bachelor International Relation Studies (HI) in FISIP Pasundan University - Bandung and Master of Development Communication in IPB Bogor. Active as a writer and observer of socio - political issues, communications , and has produced several books related pesantren salafiyah, money politics and others.