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Analysis of Digitalization in Regional Head Agenda Management in Improving Protocol Performance in the Regional Government of Jambi Province

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Abstract

Scheduling carried out by the protocol division must be properly organized by protocol officers. Improper scheduling may affect the implementation of regional head agendas. Therefore, it can be concluded that the protocol division plays an important role in managing regional head agendas. The importance of technological advancement in scheduling regional head agendas needs to be considered in order to reduce scheduling errors that may disrupt agenda implementation, cause duplication of assignment letters, and decrease coordination effectiveness. Technological improvement can be achieved through the digitalization of regional head agenda scheduling, which serves as a solution to the problems occurring in agenda management. This article attempts to analyze the importance of digitalizing regional head agendas in improving protocol performance in regional head scheduling.

Keywords: Digitalization, Agenda, Regional Head, Performance, Protocol.

INTRODUCTION

Regional heads hold the highest leadership position within a region, and their role is very important in every governmental activity. Regional head agendas must be properly managed under the direct supervision of the regional head. The management of regional head agendas is carried out by the leadership administration division, especially the

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protocol division. The protocol division has the duty to assist the Leadership Administration Bureau in preparing policy implementation materials, conducting monitoring and evaluation in the fields of events, guests, and protocol relations. One of its responsibilities is preparing events and all related requirements, including coordinating activities from scheduling to implementation. Improper scheduling may affect the implementation of regional head agendas. Technological advancement can be achieved through the digitalization of regional head agenda scheduling, which serves as a solution to the problems that frequently occur in scheduling regional head agendas.

Objectives

This article intends

1. Describe the implementation of regional head agendas in the regional government of Jambi Province.
2. Describe the implementation of digitalization of regional head agendas in regional governments throughout Jambi Province.
3. Analyze the contribution of digitalization of regional head agendas to improving the performance of protocol officers.

Negotiation skills provide many benefits.

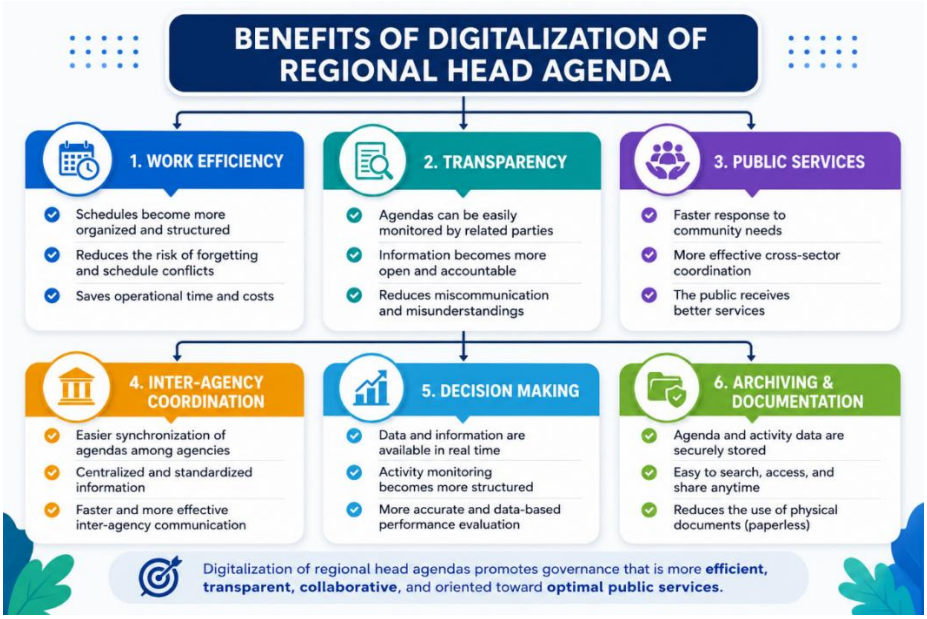


Figure 1. Digitalization of Regional Head Agenda

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The digitalization of regional head agendas is closely related to the role of protocol in organizing governmental activities. Protocol, as an element responsible for managing seating arrangements, ceremonial procedures, official honors, and leadership schedules, requires a work system that is fast, accurate, and well-organized. With the implementation of agenda digitalization, protocol duties become more effective because all regional head schedules can be monitored in real time and in an integrated manner. Through digital systems, the protocol division can easily prepare, organize, and adjust regional head activity agendas without relying on manual recording. Information regarding time, location, participants, and schedule changes can be delivered quickly to all related parties. This helps minimize schedule conflicts, delays in information dissemination, and coordination errors in the implementation of official government activities. In addition, digitalization supports the coordination function of protocol officers with regional apparatus organizations (OPD), vertical agencies, and external parties. With a centralized system, the protocol division can ensure that all regional head activities are conducted according to event arrangements, protocol standards, and applicable regulations. The agenda monitoring process also becomes easier, enabling activities to be carried out in an orderly, effective, and professional manner. From the perspective of public service, the role of protocol supported by agenda digitalization can improve the image of regional government. Regional head activities can be conducted in a more organized, responsive, and transparent manner, creating the impression of a modern and accountable government service. Furthermore, digital archiving of activities also facilitates protocol officers in documenting activities, preparing reports, and evaluating the implementation of regional head agendas.

DISCUSSION

The implementation of regional head agendas is an important part of supporting the smooth administration of regional governance because it is directly related to the management of leadership activities, coordination among regional government agencies, and the effectiveness of public services. The management of regional head agendas not only focuses on arranging leadership activity schedules but also includes agenda administration processes, cross-agency coordination, control of agenda changes, and the delivery of activity information quickly and accurately to all related parties. From the perspective of public administration management, coordination and information management are important factors in creating the effectiveness of public organizations.

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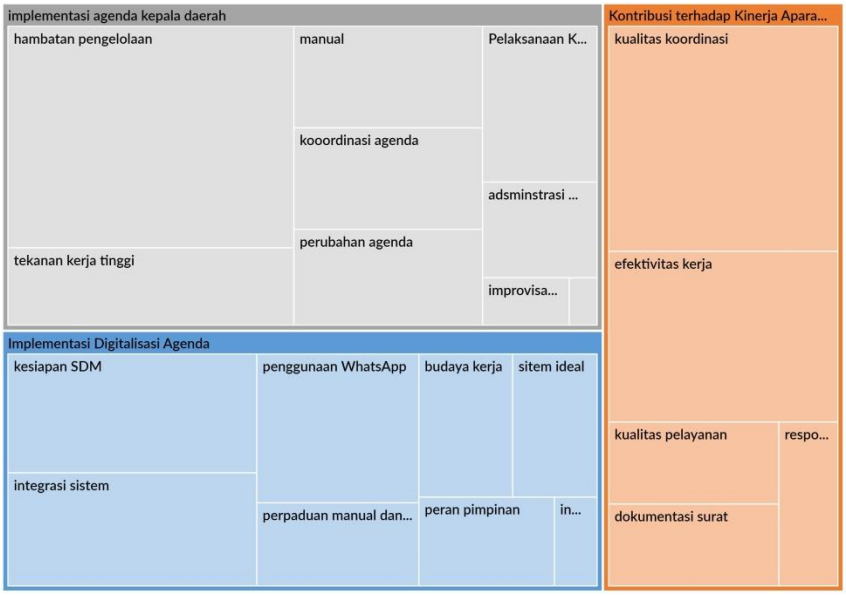


Figure 2. Visualization of Interview Findings

Based on the hierarchy chart results, the study shows that the implementation of regional head agendas in regional governments across Jambi Province still faces various obstacles, particularly in the aspects of agenda management, coordination of leadership activities, and the high workload pressure experienced by protocol officers. Management obstacles emerged as the most dominant theme, indicating that dynamic agenda changes, delays in information dissemination, and suboptimal coordination remain major challenges in the implementation of regional head agendas. In addition, the emergence of manual and agenda administration themes indicates that agenda management in several regions still combines manual systems with simple digital communication.

The success of agenda digitalization is influenced not only by technology but also by the readiness of government personnel to adapt to digital governance systems. Meanwhile, in terms of the contribution of digitalization to the performance of protocol officers, the themes of coordination quality and work effectiveness became the most dominant. This indicates that agenda digitalization contributes to improving coordination, accelerating information delivery, and increasing the effectiveness of protocol officers' duties within regional governments across Jambi Province.

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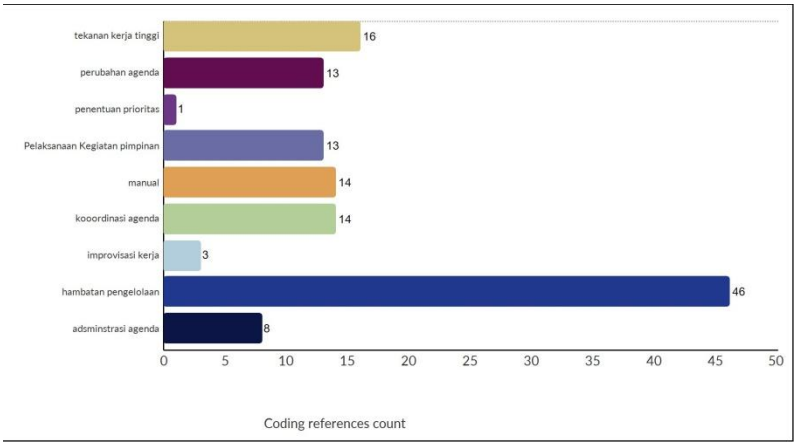


Figure 3. Visualization of Agenda Management Implementation Findings

The results of the data analysis show that the themes of obstacles in agenda management, agenda coordination, sudden agenda changes, and workload pressure on protocol officers became the dominant themes in this study.

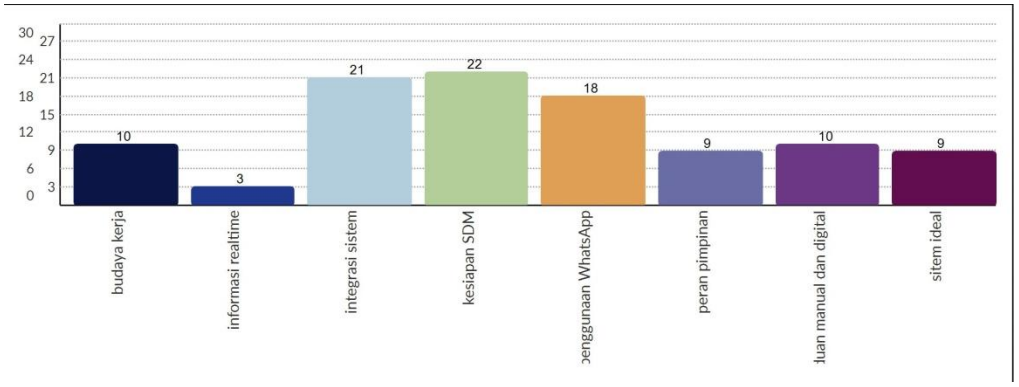


Figure 4. Visualization of Agenda Digitalization Implementation

The analysis results indicate that the themes of human resource readiness, system integration, the use of WhatsApp, work culture, and the combination of manual and digital systems became the dominant themes in the implementation of regional head agenda digitalization. These findings show that the agenda management process in most of the research areas still uses a combination of manual record-keeping and simple digital communication through WhatsApp.

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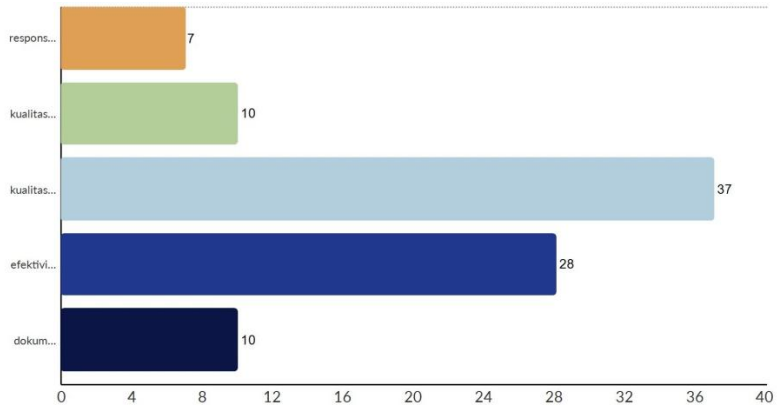


Figure 5. Visualization of the Contribution of Digitalization to Improving the Performance of Protocol Officers

The analysis results indicate that the themes of coordination quality, work effectiveness, service quality, document management, and officer responsiveness became the dominant themes in the contribution of digitalization to the performance of protocol officers. These findings show that digitalization has influenced the working patterns of protocol officers, making them faster, more responsive, and better coordinated compared to the previous manual system.

The research findings also show that agenda digitalization contributes to improving the quality of protocol administrative services, particularly in managing leadership activity documents and distributing agenda information more systematically. These findings are consistent with the research conducted by Riris Kusmiyati, Rahmanita Ginting, and Muhammad Thariq in the journal *Digitalisasi Birokrasi dalam Meningkatkan Pelayanan Publik (Peluang dan Tantangannya)*, which explains that bureaucratic digitalization has become an important necessity in improving the convenience, speed, transparency, and accountability of public services.

However, the study results indicate that the contribution of digitalization to improving the performance of protocol officers has not yet been fully optimal because there are still obstacles related to system integration, human resource readiness, and bureaucratic work patterns that still depend on manual and informal communication.

Therefore, strengthening integrated digital systems, improving personnel competence, and providing organizational leadership support are necessary so that the implementation of agenda digitalization can operate more effectively and sustainably.

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These findings are also consistent with the research conducted by Hadi Prabowo, Dadang Suwanda, and Wirman Syafri in the journal *Inovasi Pelayanan pada Organisasi Publik*, which explains that innovation and digitalization in public services require leadership support, adaptive human resources, innovative organizational work culture, and readiness of systems and infrastructure so that public services can operate effectively, efficiently, and responsively to changes in community needs (Prabowo, Suwanda, & Syafri, 2023).

CONCLUSION

The implementation of regional head agendas in regional governments across Jambi Province has been carried out in accordance with governmental administrative functions; however, it has not yet been fully optimal in terms of information integration, coordination effectiveness, and the rapid and structured management of agenda changes. The implementation of digitalization in regional head agendas within regional governments across Jambi Province has brought positive changes to the coordination process and the dissemination of information regarding leadership activities. Nevertheless, its implementation has not yet operated optimally due to various obstacles related to systems, human resources, and the integration of digital government administration. The digitalization of regional head agendas contributes to improving coordination effectiveness, the quality of administrative services, and the responsiveness of protocol officers in supporting the implementation of regional leadership activities. Therefore, strengthening coordination systems, improving agenda administration governance, and developing more integrated agenda management systems are necessary to support the effectiveness of regional government administration.

In addition, stronger and more integrated digital systems, improved personnel competence, and the development of a bureaucratic work culture that is adaptive to digital government transformation are required. The development of integrated digital agenda systems and the enhancement of personnel capacity are important steps in supporting digital bureaucratic transformation within regional governments across Jambi Province.

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