SYNERGY BETWEEN BANK INDONESIA AND THE MALUKU GOVERNMENT: IMPLEMENTATION OF PHILIP LESLY'S COMMUNICATION MODEL IN INFLATION CONTROL

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ABSTRACT

This study aims to describe the communication synergy between Bank Indonesia and the Maluku Provincial Government in controlling inflation through the implementation of Philip Lesley's communication planning model. This synergy is manifested in the Regional Inflation Control Team (TPID) of Maluku, where Bank Indonesia acts as the Organizing Entity and the Maluku Provincial Government as the target public. This research uses a qualitative descriptive method, with data collected through observation, interviews, and documentation. The findings show that the communication synergy between the two institutions operates effectively through four planning stages: analysis and research, policy formulation, program planning, and communication activities. Additionally, the Maluku Provincial Government plays a role in providing feedback and evaluation through its involved Regional Government Organizations (OPD). The novelty of this research lies in the structured application of Philip Lesley's communication model in the context of inflation control in Maluku, illustrating how strategic communication can strengthen inter-agency cooperation to achieve economic goals. The study concludes that successful inflation control in Maluku is highly dependent on targeted communication planning and clear role distribution between Bank Indonesia and the Maluku Provincial Government.

Keywords: *Synergy, Inflation Control, Bank Indonesia, Maluku Government, Philip Lesley Model*

INTRODUCTION

Inflation control is one of the key aspects in maintaining the economic stability of a region. At the regional level, inflation is often triggered by various factors, such as price volatility of basic commodities, supply instability, and limited distribution infrastructure (Abaidoo & Agyapong, 2024; Charaia & Papava, 2022; Huawei, 2022). In efforts to address inflation, the synergy between institutions becomes a crucial factor in determining the success of such policies (Anwar & Abdullah, 2021; Moktadir et al., 2020; Zhang et al., 2020). Research on institutional synergy, especially between Bank Indonesia and local governments, remains relatively limited, despite TPID (Regional Inflation Control Team) having proven to be an important platform for regional inflation control. Therefore, it is essential to examine how this synergy is formed and operates, particularly in the context of inflation control in Maluku, which possesses unique geographical

and socio-economic characteristics.

A study by Wartoyo et al. (2024) states that effective synergy in inflation control must involve structured communication among key stakeholders. In this context, Bank Indonesia acts as a provider of data and inflation analysis, while local governments are responsible for implementing policies tailored to local conditions. Furthermore, Bergstrom et al. (2024) and Hart (2024) emphasize that cross-institutional communication strategies are essential in inflation control, as the complexity of the issue requires a coordinated response. In their research, they suggest the importance of an integrated communication framework to facilitate the effective flow of information between the various parties involved.

A relevant approach to examining this synergy is through Philip Lesley's communication planning model. This model highlights the importance of four key stages in communication planning: analysis and research, policy formulation, program implementation planning, and communication activities (Dupont & Skjold, 2022; Hanson et al., 2022; Thursky et al., 2021). While this model has been widely applied in the context of strategic communication in organizations, its application in inflation control remains relatively new. Hyland-Wood et al. (2021) and Owen (2020) point out that systematic communication planning can enhance the effectiveness of public policies, particularly in the economic sphere, by ensuring that every policy step is supported by accurate information and transparent communication.

At the regional level, TPID serves as an ideal platform for implementing this communication planning model. Bakhtiar (2023) and Sembiring et al. (2022) argues that TPID plays a strategic role in integrating the efforts of Bank Indonesia and local governments through synergistic communication. He emphasizes that in regions vulnerable to inflation, such as Maluku, an effective communication mechanism becomes crucial for responding swiftly and accurately to price fluctuations. According to this research, effective communication can expedite decision-making processes and improve coordination between institutions in implementing inflation control policies.

However, despite numerous studies highlighting the importance of synergy and effective communication in inflation control, there is a gap in understanding how the communication planning model can be specifically adapted to regional contexts. Most existing studies remain general and have not explored in detail the implementation of communication models in regions with specific challenges, such as Maluku, which is influenced by infrastructure and geographical limitations. Chen et al. (2023) and Yar & Yasouri (2024) demonstrate that communication challenges between institutions in remote areas require a more adaptive approach, considering the limitations of local resources and socio-economic conditions.

This research applies Philip Lesley's communication model within the framework of synergy between Bank Indonesia and the Provincial Government of Maluku in TPID. The study aims to answer how this communication strategy is implemented in the complex context of regional inflation control, as well as how Bank Indonesia's role as activity coordinator aligns with the local government's role as the target public. Previous studies, such as by Afdhal (2023), have

emphasized the importance of research-based communication in inflation control. However, this study offers a deeper perspective on the application of the communication model in the context of synergy, which has not been widely discussed in the literature.

Moreover, the uniqueness of this research lies in its attempt to link the communication planning model with its implementation in regional inflation control and how synergy between Bank Indonesia and local governments can be strengthened through structured communication strategies. This contributes new insights into understanding the role of communication in regional economic policy, particularly in areas with unique geographical and socio-economic characteristics like Maluku. This research also seeks to fill a gap in the literature by providing empirical evidence on how strategic communication can support institutional synergy in the context of inflation control.

RESEARCH METHOD

This research employs a qualitative approach with a case study design to deeply explore the phenomenon of synergy between Bank Indonesia and the Provincial Government of Maluku in controlling inflation through the Regional Inflation Control Team (TPID). A qualitative approach was chosen because it allows the researcher to thoroughly understand the social interactions, communication patterns, and dynamics among the actors involved (Creswell, 2017). A case study is deemed an appropriate method to focus attention on the specific context in which TPID functions as the primary coordination platform. The research focus on TPID is essential, as institutional synergy in inflation control is a central issue in efforts to maintain economic stability in regions such as Maluku (Yin, 2014).

The subjects of this research are the Representative Office of Bank Indonesia in Maluku Province and the Provincial Government of Maluku, two institutions that play key roles in TPID. Bank Indonesia acts as the activity manager, while the Provincial Government of Maluku serves as the target public involved in the policy implementation at the field level. The selection of these two subjects is based on their direct involvement in decision-making and the implementation of inflation control policies. Through this research, it is expected that a deeper understanding can be gained regarding how these two institutions communicate and collaborate in addressing inflation (Bryson et al., 2013).

To obtain rich and in-depth data, this research involves six informants selected purposively. The informants are divided into two groups: those from Bank Indonesia and the Provincial Government of Maluku. From Bank Indonesia, three informants were chosen: a manager, a staff member of the Regional Economic and Policy Formulation Function (KEKDA), and the Head of the Public Relations Section. Meanwhile, from the Provincial Government, three informants were selected from the Economic Bureau, the Department of Agriculture, and the Department of Industry and Trade. The selection of informants was based on their knowledge and direct involvement in inflation control through TPID.

Data were collected through three main techniques: observation, in-depth interviews, and documentation (Safarudin et al., 2023). Observations were conducted during various TPID activities, such as coordination meetings between Bank Indonesia and the Provincial Government of Maluku. Through observation, the researcher could directly understand the dynamics of communication and decision-making between the two institutions. In-depth interviews were conducted using semi-structured guidelines, allowing flexibility for informants to share their views and experiences (Lambert & Lambert, 2021). Through the interviews, rich data were obtained regarding communication processes, role distribution, and the challenges faced in maintaining synergy between Bank Indonesia and the Provincial Government. Documentation, including TPID reports and meeting notes, was also used to verify data obtained from observations and interviews.

Data analysis in this research follows the steps proposed by Miles & Huberman (2020), namely data reduction, data display, and conclusion drawing. Data obtained through observation, interviews, and documentation were first reduced, meaning selected and categorized according to their relevance to the research focus. Only data relevant to communication patterns and synergy were retained. After that, the reduced data were presented in a systematic narrative form to facilitate conclusion drawing. This data presentation helped the researcher identify communication patterns, the roles of each actor, and the effectiveness of the communication model applied. Finally, the researcher drew conclusions based on the findings, considering triangulation between the results of interviews, observations, and documentation.

The validity of the data was ensured through the use of source and method triangulation (Bowen, 2019). Source triangulation was conducted by comparing information from various informants to ensure consistency, while method triangulation involved combining the results of interviews, observations, and documentation. This process allowed the researcher to gain a richer and deeper understanding and to ensure the accuracy of the data obtained. Thus, this research not only explores the synergy between Bank Indonesia and the Provincial Government of Maluku but also highlights how Philip Lesley's communication model can be applied in the local context to address inflation challenges in regions with unique economic characteristics like Maluku.

This study also offers novelty in the context of applying Philip Lesley's communication model, which has previously been more widely used in business organizations or public communication campaigns (Lesley, 1979). In this study, the model is applied in the context of local government and a central bank, demonstrating how cross-institutional communication strategies can be effectively applied to support economic policies at the regional level. The combination of a qualitative approach, case study design, and focus on TPID adds to the understanding of cross-sector communication in inflation control.

RESULTS AND DISCUSSION

Communication Strategy of Bank Indonesia's Public Relations in Enhancing Synergy with the Maluku Provincial Government

The communication strategy employed by the Public Relations (PR) team of Bank Indonesia Maluku Province plays a crucial role in enhancing synergy with the Maluku Provincial Government in maintaining regional economic stability, particularly in controlling inflation. As explained by Octaviani et al. (2022), a communication strategy is a planned action that involves tactics and planning to achieve organizational goals through effective communication processes. In this context, the Maluku Province Representative Office of Bank Indonesia (KPw BI) aims to improve coordination and collaboration with the Maluku Provincial Government to optimize the role of the Regional Inflation Control Team (TPID). TPID is a forum established under Presidential Decree No. 23 of 2017, which targets inflation control at the regional level as part of national economic stability. As mentioned by A.R., one of the informants in this study, TPID is formed at both provincial and district/city levels, with the primary objective of controlling inflation in these regions.

In terms of inflation control, synergy between KPw BI Maluku and the Maluku Provincial Government is highly necessary. Synergy is defined as cooperation involving multiple parties to achieve a common goal, namely maintaining regional economic stability, particularly in the context of inflation. Rogers & Turner (2021) states that synergy is collaboration that generates something new through the combination of roles and activities from various parties. In this case, synergy is reflected in the collaboration between KPw BI Maluku and the Provincial Government within TPID Maluku, where both institutions play a vital role in effectively controlling inflation in the region.

Within TPID Maluku, Bank Indonesia acts as the policy director, while the Maluku Provincial Government serves as the policy implementer on the ground. In this context, the communication strategy employed by KPw BI's PR team involves careful and structured communication planning. As outlined by Iqbal et al. (2021), the division of roles between institutions and the government must be clear and directed to achieve optimal results. Bank Indonesia is responsible for delivering policy and economic analysis, while the Provincial Government is tasked with implementing the policies through local programs.

Furthermore, Philip Lesley's communication planning model (1979) serves as a reference in analyzing the communication strategy of KPw BI's PR team. Lesley's model emphasizes the importance of the sender (in this case, Bank Indonesia), the message (inflation control policies and strategies), the receiver (the Maluku Provincial Government), and the communication channels (coordination meetings, written reports, and digital technology). This two-way communication process is strengthened by feedback from the Maluku Provincial Government, allowing Bank Indonesia to adjust policies according to field conditions.

As the message sender, KPw BI Maluku actively conveys analysis and policies related to inflation control to the Provincial Government through various formal communication channels,

such as TPID coordination meetings, written reports, and also through digital communication. Meanwhile, the Provincial Government, as the message receiver, acts as the policy executor, receiving directives from Bank Indonesia and implementing them on the ground through various regional policies. The effectiveness of the synergy between Bank Indonesia and the Maluku Provincial Government in maintaining inflation stability is manifested in good coordination through TPID.

The findings of this study show that the success of KPw BI's PR communication strategy in enhancing synergy with the Maluku Provincial Government depends on several key factors, including a clear division of roles, the use of effective communication channels, and the ability of both parties to work harmoniously together. As part of TPID, Bank Indonesia and the Provincial Government share information and collaborate in formulating and implementing policies aimed at controlling inflation in Maluku. The communication strategy implemented by KPw BI's PR team demonstrates the importance of synergy in efforts to create sustainable economic stability in Maluku.

Driving Stability: The Role of KPw BI Maluku in Enhancing TPID Effectiveness

This study reveals that two main divisions within the organizational structure of KPw BI Maluku, namely the Public Relations Division and the Regional Economic and Policy Formulation Function (FPKP), play a central role in collaboration with the Maluku Provincial Government in controlling inflation through the Regional Inflation Control Team (TPID). The Public Relations Division is responsible for coordinating meetings between TPID members, while FPKP is in charge of preparing materials and analysis related to inflation issues and actively participating in TPID Maluku meetings.

The Public Relations Division serves as a communication bridge between Bank Indonesia and external stakeholders, such as the government, ensuring smooth coordination among TPID members. According to the organizational communication theory presented by Van Ruler (2020), the public relations function is essential in building positive relationships between organizations and the public, which directly affects the success of the organization. The role of the Public Relations Division ensures that meetings among TPID members run smoothly and effectively, enabling the recommendations and policies formulated by Bank Indonesia to be implemented efficiently by the Provincial Government.

On the other hand, FPKP plays a critical role in conducting research and economic data analysis, which forms the foundation for inflation control policy recommendations. FPKP works with data obtained from the Central Statistics Agency (BPS) for further analysis. Based on this analysis, Bank Indonesia provides recommendations for inflation control measures to the Maluku Provincial Government. As one of the study's informants, H.A., the FPKP Manager, stated, "Inflation analysis is conducted by BI, but the data comes from BPS" (Research Data, 2023). Although the analysis process does not employ a specific method, Bank Indonesia's approach can be categorized as educational. Bardhan & Gower (2020) and Gómez-Galán (2020)) explain that

an educational method aims to provide the audience with ideas based on proven facts and experiences, with the goal of influencing public behavior in a direction desired by the organization.

Bank Indonesia uses inflation data from BPS to analyze the economic conditions in Maluku and provide appropriate recommendations to the Provincial Government. From this analysis, Bank Indonesia offers strategic recommendations, which are considered by TPID in formulating inflation control policies. These recommendations aim to maintain the stability of goods and services prices in Maluku, particularly in addressing fluctuations in basic commodity prices, which often trigger inflation spikes.

Through FPKP, Bank Indonesia Maluku also has the responsibility of communicating the results of its studies and recommendations to the public via TPID. This underscores the importance of FPKP's role in managing strategic communication related to inflation policies. Although no specific analytical methods are employed, the study shows that Bank Indonesia's approach aligns with the region's strategic needs. This effort demonstrates the strong synergy between Bank Indonesia and the local government through TPID in controlling inflation.

As a result of this research and analysis process, the steps and recommendations provided by Bank Indonesia through FPKP are integrated into the inflation control policies adopted by the Maluku Provincial Government. This process ensures that the policies implemented are relevant and based on current data obtained from BPS while also reflecting Bank Indonesia's perspective on regional economic stability. This supports Cutlip and Center's statement that public relations within organizations must ensure effective communication to maintain good relationships with the public, who are key partners of the organization.

Formulation of the 4K Policy and Strategy within TPID Maluku

In the formulation of inflation control policies in Maluku, Bank Indonesia (BI) plays a strategic role through the implementation of the 4K Strategy, which includes Price Affordability, Smooth Distribution, Supply Availability, and Effective Communication. This strategy is implemented in coordination with the Regional Inflation Control Team (TPID) of Maluku, with the primary goal of maintaining inflation stability, which is often influenced by the region's geographic and climatic conditions. Price affordability is a key aspect, especially during religious holidays when the demand for essential goods increases drastically. During these periods, prices tend to spike, which can trigger inflation. Through this strategy, BI, along with TPID Maluku, formulates policies such as market operations and the provision of food reserves to keep prices stable and affordable for the public.

Additionally, given Maluku's geographical composition of numerous islands, smooth distribution poses a significant challenge. Uneven infrastructure and extreme weather conditions, such as high sea waves, often disrupt the distribution of goods to various regions. This disruption not only causes shortages but also drives up the prices of essential goods, worsening the inflation situation. To address this, BI and TPID Maluku collaborate with local governments

to identify long-term solutions, such as improving road and port infrastructure to ensure smoother and more efficient distribution of goods.

Supply availability is another critical factor in controlling inflation. Maluku's unpredictable weather often leads to crop failures, particularly in the agricultural sector, which in turn drives up the prices of essential commodities. To mitigate this issue, BI recommends that the provincial government ensures adequate food reserves or collaborates with other regions to guarantee a stable supply. With sufficient supply availability, the prices of essential goods can be controlled, and inflation minimized.

However, an equally important aspect of the 4K Strategy is Effective Communication. BI recognizes that in tackling inflation challenges, effective communication between the involved parties is key to success. Therefore, communication between BI and the Maluku Provincial Government as TPID's internal public, as well as communication with the public as the external public, becomes crucial. Through open and targeted communication, information regarding the inflation conditions and the measures being taken to address them can be conveyed clearly. This helps reduce speculation, which often leads to panic and price hikes.

The research indicates that the 4K Strategy applied by BI in Maluku is a derivative of the national policy set by the National Inflation Control Team (TPIN). Although it is a national strategy, its implementation in Maluku is tailored to local conditions through an approach called the 4K Framework. This framework allows for flexibility in responding to inflation challenges that are specific to Maluku. Using data from the Central Bureau of Statistics (BPS) and analysis from BI's FPKP division, inflation control policies can be formulated more accurately and relevant to the local context. The implementation of this strategy also aligns with Ledingham's Organization-Public Relationship (OPR) theory, where the relationship between the organization (in this case, BI) and its public (the provincial government and the community) significantly impacts economic and social welfare. The synergy between BI and the local government within TPID Maluku creates an inflation control mechanism that is not only technical but also considers broader social and economic aspects.

Further analysis based on Lesley's perspective on strategic management highlights the importance of maintaining good relations between organizations and the public in policy formulation. In the context of TPID Maluku, the role of communication in the 4K strategy closely aligns with this theory, where effective policies can only be achieved through open two-way communication and strategic information dissemination. Lesley emphasizes that the success of a policy not only depends on the formulation of the strategy but also on how the strategy is managed through structured and effective communication with the involved public. The application of the 4K Strategy by BI through TPID Maluku has proven to be a comprehensive framework for addressing inflation challenges. Through a humanistic and scientific approach, BI has successfully placed local needs at the forefront of policy formulation that is not only economically effective but also strengthens the relationship between the government and the community in maintaining price stability and shared welfare.

Effective Communication to External Public: Education and Mass Media

Bank Indonesia (BI) leverages various communication channels to reach the external public, with the primary goal of delivering relevant information regarding inflation control. The use of social media, television, and radio is a key strategy to connect BI with the public, ensuring that the information provided is not only received but also understood and accepted by the audience.

One significant initiative undertaken by Bank Indonesia is the "Wise Spending Communication" campaign. This campaign is designed to educate the public on the importance of wise spending behavior, especially during religious holidays. During these times, the demand for basic necessities increases significantly, and this campaign plays a crucial role in preventing inflation spikes that could negatively impact the public. The campaign involves the Bank Indonesia Youth Generation (GenBI) of Maluku, who act as education ambassadors. Through social media platforms, GenBI disseminates educational messages encouraging the public to make more prudent choices in purchasing goods. In an indirect interview, a GenBI member stated, "Social media enables us to reach a wider audience, particularly the younger generation, who are very active on these platforms. Our messages are designed to be both informative and engaging so that people pay attention and apply them."

This campaign highlights a communication method that is not only informative but also persuasive. According to Vera Figueroa & Vera Maldonado (2024), the canalizing communication method focuses on influencing public thinking patterns. In this context, BI is not just providing information but also guiding consumer behavior toward purchasing in ways that help maintain price stability in the market. Through engaging content, this campaign creates collective awareness about the importance of economic and financial policies in people's daily lives.

In addition to social media, BI also hosts talk shows on television networks like TVRI Maluku and radio stations like RRI Ambon. These shows serve as platforms for delivering more in-depth information about inflation control strategies implemented by the Regional Inflation Control Team (TPID) in Maluku. With an interactive format, the talk shows allow the public to engage directly with the speakers, who are usually representatives from BI and economic experts. In an interview with one of the talk show hosts, it was explained, "We strive to make the show not only informative but also engaging. We often invite speakers who can explain data and facts in a way that is easily understood by the public." This approach makes the talk show an effective informative method, where the public not only receives information but also has the opportunity to ask questions and participate in discussions.

This method aligns with the communication theory presented by Larter (2022), which states that informative communication is designed to influence the public by delivering logical and data-based information. By prioritizing data and facts, BI can strengthen public trust in the policies it implements, particularly in managing the supply of essential goods during religious holidays. Through the "Wise Spending Communication" campaign and talk shows, Bank Indonesia applies fundamental principles of effective communication. Both initiatives reflect a

deep understanding of the audience and the socio-cultural context in Maluku. By identifying the needs and behaviors of the public, BI can craft messages that are relevant and well-received. The use of social media by GenBI as an educational tool is a concrete example of modern communication theory, emphasizing the importance of interaction and public participation. Meanwhile, the talk shows serve as a platform that facilitates dialogue between BI and the public, demonstrating the principle of effective two-way communication. However, challenges in implementing these communication strategies remain. The public's diverse educational and media literacy backgrounds may influence how they receive and process information. Therefore, it is essential for BI to continuously evaluate the communication strategies being applied to adapt to the evolving behavior and dynamics of the public.

CONCLUSION

The conclusion of this study indicates that the communication synergy between Bank Indonesia and the Provincial Government of Maluku in controlling inflation through the Regional Inflation Control Team (TPID) has been effective, thanks to the implementation of Philip Lesley's communication planning model. Through the four stages of planning—analysis and research, policy formulation, program planning, and communication activities—both institutions have successfully built a solid partnership in tackling inflation challenges in the region. The role of the Public Relations Section and the FPKP Division at Bank Indonesia as the main communicators in this relationship highlights the importance of two-way communication. By adopting effective communication strategies for both internal and external publics, Bank Indonesia has been able to convey information in an engaging and easily understandable manner, thus increasing public literacy and awareness regarding inflation control. Communication activities, such as coordination meetings, the "Wise Spending Communication" campaign, and media talk shows, have not only enhanced public knowledge but also maintained public trust in TPID's ability to manage the local economy. However, challenges such as the participation of OPD leaders in coordination meetings need to be addressed to ensure more effective internal communication. Overall, this study confirms that the success of inflation control in Maluku heavily relies on targeted communication planning, clear role distribution, and the ability to adapt to societal dynamics. Therefore, it is crucial for Bank Indonesia and the Provincial Government of Maluku to continue strengthening communication synergy to achieve better economic outcomes in the future.

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