

Collaboration for National Awakening, Coordinating Ministry for Economic Affairs Got Another Award as The Most Popular Ministry on Printed Mass Media



COORDINATING MINISTRY FOR ECONOMIC AFFAIRS REPUBLIC OF INDONESIA

PRESS RELEASE

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The government continues to be committed to consistently using digital technology as a medium in conveying information to the public. Especially in the pandemic era, digital technology has developed rapidly in various lines of life. These developments are very helpful for the Government in conveying information to the public.

The Coordinating Ministry for Economic Affairs as the front line of Indonesian economic information always maintains consistency in the delivery of information to the public. This is in line with the bureaucratic reform agenda that demands good governance through accountability, performance transparency, and community participation in public policies.

The consistency of the Coordinating Ministry for Economic Affairs in delivering public information was appreciated at the 7th PR Indonesia Award (PRIA) event that was held in Semarang, Friday (25/03), by winning an award of the Most Popular in Printed Media 2021 category. This award was given directly by Deputy Mayor of Semarang Hevearita G. Rahayu. The awarding of this category is judged by the number of exposures with positive tonalities in 174 mainstream print media in Indonesia throughout 2021.

“This award is an encouragement at the beginning of the year, so that the public relations of the Coordinating Ministry for the Economic Affairs can work better. This is in line with the role of the Coordinating Ministry for the Economic Affairs to convey better and faster information to the public and at the same time become the main reference for reporting on Indonesia's economic policies,” Haryo Limanseto, Head of the Bureau of Communications, Information Services, and Meetings said.

Besides being a barometer of public information services, the award received by the Coordinating Ministry for Economic Affairs was also an encouragement at the beginning of the year and a reference in various improvements of public information services through system renewal, optimization of social media, and improving the management of public information data sources, so the credibility of information that conveyed to public can be ensured and will be better in the future.

For information, the 7th PR Indonesia Award (PRIA) is a communication award event organized by PR Indonesia Magazine that is designed for Ministries, Institutions, Local Governments, Private Corporations, and Universities with an increase in the number of incoming participant data to 789 participants in 2022.

Carrying the “Collaboration for National Awakening” tagline, the PRIA 2022 event hints the importance of collaboration between various public relations parties to participate in encouraging the national economic recovery. (dft/ltg/iq/fsr)

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