



# The Communication Strategy of Government in Bulu Cina Village towards Prosperous Village

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## **Abstract:**

*Not only the city government, the village government is currently required to be independent and carry out all the functions of its own government including in determining various policies strategies, and in this case is the communication strategy. A good and effective communication strategy implemented by the village government aims to bring the village towards a prosperous village. This research looks at how the strategy carried out by Bulu Cina village government in realizing a prosperous village. Using a qualitative approach, this research was conducted in Bulu Cina Village, Hamparan Subdistrict, North Sumatra. Data collection techniques with interview methods on 3 State apparatus, observation and study documentation. Data were then analyzed using Miles Huberman analysis. The results obtained from this study indicate that Bulu Cina Village Government in realizing prosperous village has not conducted a good communication strategy to create prosperous village so that the obstacles in implementing the program plan are still encountered by Bulu Cina village government.*

## **Keywords:**

*strategy; communication; village government; prosperous village*

## **I. Introduction**

The paradigm of organizing government has now shifted from government to governance. Good government is necessary for the new paradigm to work well to achieve its goals, namely well-being and justice. The urgency of the “Good Governance” paradigm in responding to the above is to keep the “serving” function of public service through accountability, although under the conditions some such sectors of service have been given to the private/business sector. People are specified to be a society entitled to receive public services need to be granted access to monitor and evaluate the performance of public services (Perdana, 2019).

Village is a legal community unit that has an original arrangement based on special original rights. According to R. Bintaro (1989), based on the geographical review he put forward, the village is a product of geographical, social, political, and cultural manifestations that are found in one area and has a reciprocal relationship with other regions. While what the Village Government says is part of the National Government, where the implementation is in the village. The village government performs the function of government namely the business process of empowering the village and the community towards a better (prosperous) direction.

The village government is led by a person called the village head. The Village Head has the appropriate authority as stipulated in Government Regulation No. 6 of 2014 concerning villages: 1. Organizing existing government affairs based on the village's original right. 2. Carrying out government affairs which are the authority of the regency / city that are handed over to village regulations, namely government affairs that can directly improve community services. 3. Assistance tasks from the government, provincial government, and district / city

government. 4. Other government affairs that are regulated by laws and regulations are left to the village. The village has the rights and obligations contained in Law No. 6 of 2014 concerning the village namely, the village has the right:

1. Protect and maintain the unity, unity and prosperity of the village community in the context of national harmony and the integrity of the Unitary Republic of Indonesia.
2. Improving the quality of life of rural communities.
3. Developing a democratic life.
4. Develop the empowerment of rural communities.
5. Provide and improve services to the village community.

The village is also obliged to:

1. Protect and maintain the unity, unity and harmony of the village community in the context of national harmony and the integrity of the Republic of Indonesia Republic.
2. Improve the quality of life of rural communities.
3. Developing a democratic life.
4. Develop village community empowerment.
5. Provide and improve services to the village community.

The purpose of the formation of villages is to increase the ability to administer the government efficiently and successfully improve services to the community in accordance with the level of development and development progress. According to Sutoro (2015), village development is an effort made to improve the quality of life and community life in an area where village development is carried out by all levels of government and society. Nurdin (2019) states that civil society is formed from a combination of the words "Society" and Civil. The two words, together are breakfast words from Arabic that have been standardized into Indonesian vocabulary. Therefore, in order to easily understand this concept, it will be explained the second meaning of the word. To carry out development in the village must be able to apply the principles of village development management according to Adisasmita (2006), namely:

1. Transparency (Openness)
2. Participatory
3. Can be enjoyed by the community
4. Can be held accountable (accountability)
5. Sustainable

The Government Regulation also regulates village development in article 14 of Government Regulation No.72 of 2005, namely:

1. Organizing government affairs, development and society;
2. Submitting draft village regulations;
3. Establish village regulations that have been approved by the BPD;
4. Fostering the life of village communities;
5. Fostering the economy of the village;
6. Coordinate village development in a participatory manner.

As the meaning of the village expressed by Kartohadikoesoemo (1984) that the village is a legal entity which resides a ruling society and the community carries out its own government. One of the important points related to village authority in carrying out its own government is to carry out village development. The Village Law has stated that village development aims to improve the welfare of rural communities and the quality of human life. In other words, the existence of this Law requires the village government to run and take care

of all village affairs in order to bring the village to a prosperous village. However, after about 4 years since the issuance of the Village Law, there are still many villages in Indonesia that have not been able to bring their villages to prosperity, one of which is the Hamparan Perak Subdistrict.

Hamparan Perak is a sub-district in Deli Serdang Regency, North Sumatra Province. The majority of the population is Deli Malay, but there are also Javanese (10%), Chinese (10%), Karo and Batak (5%). Hamparan Perak Subdistrict has 20 villages. One of them is Bulu Cina Village which is a model village in Hamparan Perak because it has experienced good development. This is because that in Bulu Cina Village has a tourism potential called Lope-Lope Park which is an innovation to improve the economy. (Silver Overlay in numbers, 2018). Therefore, researchers are interested in examining how the communication strategy carried out by Bulu Cina Government to create a prosperous village that can be used as a model for other villages in Hamparan Perak Subdistrict in particular.

## **II. Review of Literature**

Robbin (2002) states that communication is more than just conveying meaning, but more than that, communication is a process of understanding. In the context of development, communication not only conveys a message and understands a message, but also contains a transactional process where people who communicate with other parties try to form a meaning and develop their expectations (Rosady, 2002), which means that communication has deeper meaning than just understanding a message.

O'Sullivan et al (2003) stated that the importance of a communication strategy because it can influence changes in individuals and society, build new community norms and after some time will support stronger and more effective policies and programs. While Hasbullah (2018) states communication is the process of sending messages from one party to another through certain contexts such as intrapersonal communication, interpersonal or interpersonal communication, group communication or organizational communication and mass communication. When communication takes place in the context of group communication or organizational communication, it will have its own communication network or pattern.

The communication strategy determines effective steps and how to do it. The choice of communication strategy is the main and important thing in development planning. According to Dilla (2007), each different strategy requires different emphasis on its main process, and its approach can differ depending on the situation and conditions, Dilla also revealed that communication strategies differ not only on the terms and objectives of the intervention, but also concerning the division of roles between communication workers and the public. In essence the communication strategy is management planning to achieve a goal, and in communication, the communication strategy is a guide of the overall planning of communication to achieve the goal.

## **III. Research Methods**

The method used in this research is descriptive qualitative research. In this study, researchers entered to explore the phenomena that occur and reveal how the communication strategies of Bulu China village government in Hamparan Perak Subdistrict. Data collection was carried out by means of interviews and data analysis using an interactive data analysis model proposed by Miles, Huberman (Saldana, 2014).

## **IV. Discussion**

Based on Law number 6 of 2014 concerning Villages, Villages have the authority to regulate their own household matters. The authority of the village is to organize village development. In the context of carrying out village development, then to support the success of village development that is intended to improve the welfare of the community, the village government apparatus also carries out village community development, and empowerment of village communities based on community initiatives, original rights, and village customs.

With this authority, the village head is obliged to establish village regulations, foster village community life, foster and improve the village economy, develop village income sources, and carry out development by coordinating participatory village development. So with these obligations, a village head must be able to plan effective communication strategies in improving the welfare of his community.

### **4.1 Coordination**

The communication process has been carried out from the beginning of the development plan. The village head of Bulu Cina as the leader of the village administration has mandated the village secretary as the coordinator of the village development plan together with the head of development affairs. Together they formed a development planning team by involving each village head and selecting several communities to become members. The village head gives direction in how to prepare a medium-term development plan that has a term of 6 (six) years and will then be spelled out in the work plan annually. Development plans are made based on the needs of the local community.

During the planning process the communication was established between the village head and the village secretary and the head of development affairs, between the village head and each hamlet head, between the village head and the community and between the community and the village head and the community and the village apparatus responsible for the development planning team. This can be seen from the formation of a drafting team drawn from the community itself together with the head of the hamlet, designing the development needs of each hamlet. The involvement of the community in the preparation of development plans is also a benchmark that the village government has established good communication with the community.

### **4.2 Supervision**

Even though the implementation of the development program was coordinated by the village apparatus together with every hamlet head who was responsible, the village head as the leader also took part in monitoring. So that even though technically speaking, in implementing the development policies that have been designed are the responsibility of each of the designated coordinators, the village head is also involved in controlling and supervising the performance of each village apparatus.

### **4.3 Participation**

The next communication strategy was intertwined at the policy implementation stage of Bulu Cina village government. This can be seen through the implementation of every village development program that has been planned by the drafting team of the Village Mid Term Development Plan (RPJMDesa). Programs such as market improvement, road improvement, provision of PAUD education assistance and others have been realized. The realization of the development plan involved the village government apparatus together with the head of the hamlet and also the community.

Community participation is the most important element in implementing the policy. In carrying out the communication strategy of Bulu Cina Village, collaboration between the village apparatus (as a joint person in charge with the head of the hamlet) and the local communities is the main force in helping to resolve what has been on the village government's agenda in the development plan. Village apparatuses are people who already have good experiences in implementing development policies. Likewise the community, although the community is people who do not have higher education, but they have a variety of skills needed by the government, for example expertise in building and maintaining the environment, tidying the market, repairing roads and waterways, and so forth.

#### **4.4 Obstacle**

As Robbin (2002) states that communication is not just conveying meaning, but more than that, communication is a process of understanding. Communication not only conveys a message and understands a message, but also contains a transactional process where people who communicate with other parties try to form a meaning and develop their expectations (Rosady, 2002: 92), which means communication has more meaning in than just understanding a message.

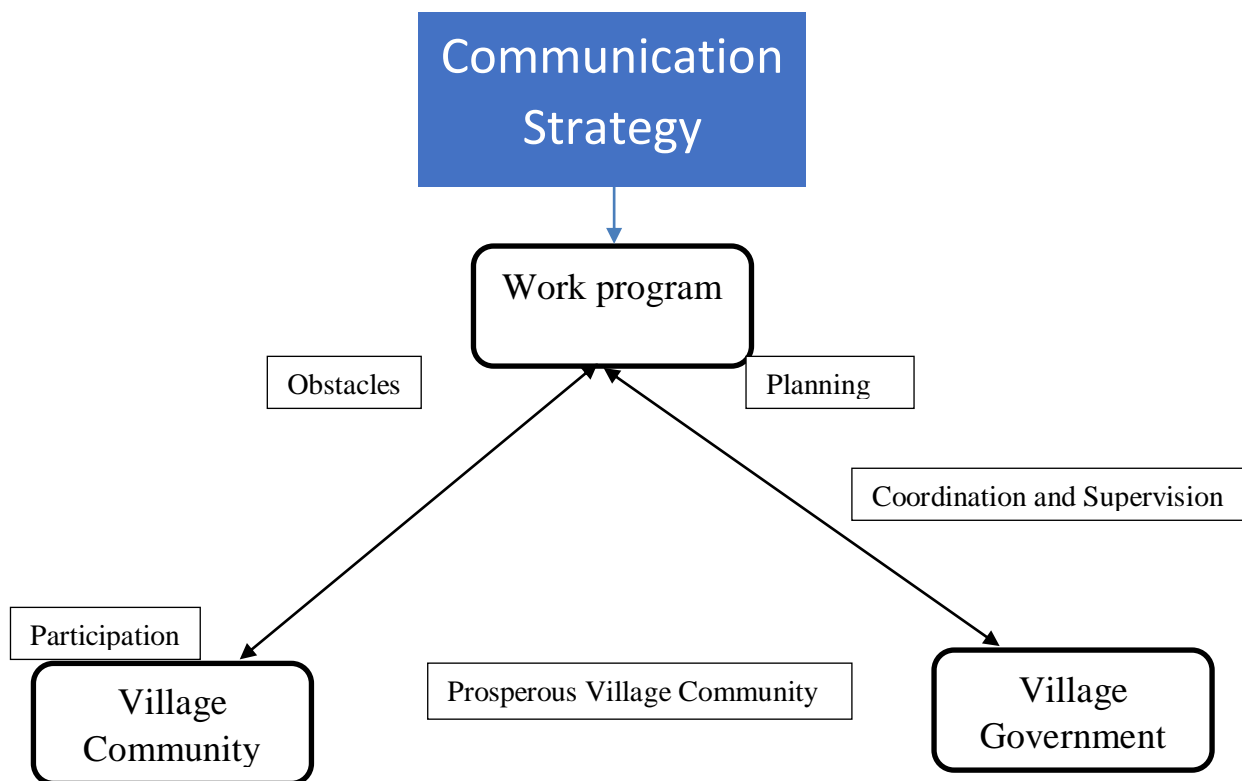
In the preparation of communication strategies that must be considered is the general goal, where the purpose referred to here is the goal of the wider community. The problems faced by Bulu China village related to communication cannot be seen only in the communication that exists when implementing the policies that have been prepared. Wider than that. Apparently there are weaknesses that occur in development planning. Where the development activities carried out are still carrying out routine programs while towards prosperous villages, the concept of development is not only limited to the maintenance of existing facilities. But how the village conducts programs that can change people's lives to make it more prosperous. For this reason, the village government is demanded to be able to create creative and innovative programs or policies that will have an impact on genuine village income.

The village head of Bulu Cina actually has various creative and innovative development program policies. One of them is to make Bulu Cina village as a producer of soursop fruit. Not only that, the village head also wants to make Bulu China as a tourist destination village with the soursop-producing village icon. But the plan has obstacles because of the lack of support from the community.

The creative idea of making Bulu China village a tourist spot from soursop orchards cannot be accepted by the community. This happens because the land to be used is land owned by the local community. Managing community-owned land to be used as village government programs, according to the community, will harm them. In fact, if the village head's program can be successful, the community will benefit. It can even become a new livelihood for the community, where if many visitors come to their village, they can provide a place of trade and the harvest from soursop fruit can be sold either whole or processed.

The lack of community participation in the idea of Bulu Cina village government indicates that there has not been effective communication between the village apparatus and the community, because it did not arrive and could not be understood by the government intended by the community itself. For this reason, a communication strategy is needed to support government programs that are not well delivered. Cangara (2013) recommends the stages of a communication strategy that can be done, starting from:

1. Determination of communicators
2. Setting targets and analyzing audience needs
3. Arrange messages
4. Selection of media and communication channels
5. Pretesting communication material
6. Media production
7. Dissemination of messages
8. The expected effect
9. Mobilization of external resources
10. Budgeting
11. Compilation of activity schedules
12. Work team
13. Evaluation
14. Recommendations



*Figure 1. Communication Strategy of the Village Government towards a Prosperous Village*

## V. Conclusion

To create a prosperous village, a good communication strategy is needed. Communication strategies are needed to support program planning. The goal is that the community knows and understands the long-term benefits of a government program, and the government also needs to provide guarantees that during the course of the program no community will be disadvantaged. To carry out communication strategies, the AA Procedure model or from the attention to action procedure of the AIDDA concept (attention, interest, desire, decision, and action) is still relevant to use. This is to determine the effect of communication that will occur. Thus the process of change as a communication effect will go through stages that arouse attention, then foster interest, then there will be a desire to carry out activities, and then there will be a decision to take these actions.

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