

Minggong as communication strategy of regional government in West Java, Indonesia

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Submission date: 30-Jul-2022 01:01AM (UTC-0400)

Submission ID: 1876804774

File name: tion_strategy_of_regional_government_in_West_Java,_Indonesia.pdf (478.33K)

Word count: 3317

Character count: 20941

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Received date: 22 September 2019, Accepted date: 22 January 2020, Online date: 22 March 2020

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Abstract

Communication government had a strategic role, especially in implementing development programs and increasing community participation. Government communication, especially in the regions, should have the right strategy in order to achieve the effectiveness of government and development. This study proposed to describe how strategy of government communication in districts and villages of Sumedang Regency (West Jawa, Indonesia). This qualitative research used data collection techniques of observation, interviews, and documentation. The research locations were in several districts and villages, while the informants were participants from district and village in activities of Minggon. Analysis techniques used triangulation with processing procedures for data reduction, display, and conclusion. Minggon as the regional government communication strategy in Sumedang Regency had succeeded in increasing the dissemination of development programs, coordination of good governance actors, and community participation in government and development.

Keywords: The regional, Government, Communication, dissemination of programs; actors

INTRODUCTION

The success of development in a region was largely determined by collaboration between development actors. In the concept of good governance, development actors consist of at least the government (public sector), business people (private sector), and community (civil society) [1]. Collaboration between the three actors greatly influenced the successful implementation of development programs.

Collaboration between the three development actors could be carried out well when the three had the same perceptions and conceptions of development programs and their implementation models and techniques. To equalize perceptions and conceptions, reciprocal communication was needed both at the time of making, implementing, and overseeing development programs. The communication process must not be linear. Study Wahyuni [2] concluded, community participation in the implementation of the *Raksa Desa* program still low due to the linear communication process which his processing tends not to develop the prerequisites for participation (opportunity, ability, and will).

Many factors influence the effectiveness of a process and the results of communication, including the credibility of the communicator, context or conditions that support communication, the contents of the message contain something important and meaningful, message clarity, messages delivered continuously and consistently, audience capability, and the media communication. Rosana & Saleh argued that the barriers to communication that were most felt by farmers were on factors of attention and familiarity, followed by factors of prejudice, differences in expectations and

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differences in needs [3]. Studi Rosana & Saleh [3] showed the importance of creating conditions that support communication.

The study Boukai (Bokau, 2013) concluded that government communication did not go well so that the accelerated development expected in Boyong Atas village experienced many obstacles. The results of the research on extension approaches to coastal communities [5] showed that each community was unique and different in terms of values, orientation, and personal development needs, groups, communities, and carrying capacity of the physical environment.

The progress of science and technology can support the effectiveness of public services [6]. Indonesian society belongs to the prismatic community group. Prismatic society according to Fred W. Riggs as a society that was or was moving from an agrarian society to an industry or transition [7]. In prismatic societies the practice of public administration had multifacet. Public administration in Indonesia did not only meet the needs of the people entering the industrial era 4.0, but also must fulfill the needs of people who are stuttering in technology. This reality resulted in government communications in several regions simultaneously using information technology and telecommunications as well as face-to-face government communication.

Hypothetically, minggon as a model of government communication in Sumedang Regency did not use electronic media because the limitations of the information and communication technology owned by good governance actors. Besides that, face-to-face government communication still survives in Sumedang Regency due to the diversity of competencies of good governance actors in mastering information and communication technology. The weakness, minggon as a model of government communication in Sumedang Regency was only attended by limited circles such as village community elites (village *Minggon*) or village apparatus, district apparatus, official apparatus, deconcentration equipment/central (*Minggon* district).

The study of Kifli in (Amanah, [5]) on development communication strategies found that various forms of communication material that had been available, had not been able to be understood or accessed optimally by *Dayak* community. External communication materials in the form of printed or electronic material, such as brochures, leaflets, magazines or radio and television programs, were not accessible. Constraints from the physical side were caused by geographical isolation, while the language side constraints cause them not to understand the content contained in it.

The problem was how to revitalize *Minggon* as a local wisdom-based government communication strategy so that it becomes a model of participatory development and the effectiveness of implementing central and regional government policies. This study aims to revitalize *Minggon* as an effective governance strategy based on local wisdom in Sumedang Regency.

METHOD

The research location consisted of 3 (three) districts, namely Paseh, Ganeas, and Sukasari and three villages, namely Ganeas, Pasirreungit, and Banyuresmi villages. The sub-district and village are attached to Sumedang Regency, one of the regions in West Java Province of Indonesia. The informants were village minggon participants (as many as 5 people, namely the village head, village secretary, Village Consultative Body Chair, Hamlet head, Village Community Empowerment Institution chairman) and districts (as many as 5 people, namely district Head, district Secretary, village head, vertical agency officials and Service Technical Implementation Unit).

The research method used case studies. Data collection techniques using participatory observation techniques and interviews. Miles and Huberman stated that data was processed by data reduction procedures, data presentation, conclusion drawing [8]. Hamidi stated that technique of examining data security by triangulation both triangulation between data sources and triangulation data collection techniques [9].

RESULT AND DISCUSSION

As a model of government communication utilizing local wisdom, *Minggon* had no legal basis. *Minggon* was a government communication habit in Sumedang Regency. However, in the context of social change as a communication process, the community could be viewed as a communication system consisting of communication

elements, namely communicator, communicant, media channel, information and communication impacts [10]. Unfortunately, *Minggon* was sometimes more as a new-order development communication that runs one direction from policy makers, implementers and government operations to the community [10]; communication was only stimulus-response (Effendi in (Christoper, [11])

Whereas as a model of government communication, *Minggon* should also function as a mechanism of coordination, control and relations with each other. This was as expressed by Situmeang, Lubis, & Saleh, [12], communication was not only a problem of "stimulus-response," but also became a mechanism of coordination, control and relations with each other.

Besides being a government communication, *Minggon* also had a position as an organizational communication both internally and externally; policy communication, and development communication. As a form of communication, *Minggon* had various functions of beliefs / efforts to change behavior [13]; informative, regulative, persuasive, integrated functions [14]; exchange of values or the process of exchange of thoughts and delivery of news or information [15].

Minggon as government communication, was essentially a coordination meeting between good governance actors. Based on its regional level, *Minggon* consists of *Minggon* District and *Minggon* Village. *Minggon* of district was an internal government communication model in which the communicators and communicants were district, Service Technical Implementation Unit, Military District Command, Sector Police, Religious Affairs Office and Village heads or village officials. There are no elements from private sector. In internal government communications, often alternating between district, Service Technical Implementation Unit, Military District Command, Sector Police, Religious Affairs Office as communicators—very much depended on who will deliver program socialization or development information. The village head and/or village officials in the implementation of *Minggon* were only communicants, although they were still given the opportunity of two-way interactive communication, especially if the village officials did not understand the information or programs delivered. The village head and / or village apparatus become communicators if the theme raised in the *Minggon* was a report on the success of property tax collections in each village. Government communication in *Minggon* of Village was different from *Minggon* of District, in *Minggon* of Village there were internal and external government communications.

Minggon of Village participants were seen not only from the village level but also from community leaders, youth, sports, neighborhood Association, Citizens Association, Village Consultative Body, Prosperous Family Empowerment, Integrated Health Center. Although communicators were dominated by village heads and village officials, active communication took place within the *Minggon* of Village. *Minggon* of Village did not include business actors as participants.

Some of the advantages of *Minggon* as government communications can be seen in table 1.

Table 1: Advantages of Minggon as Government Communication

No	Advantages	Theoretical support
1	<i>Minggon</i> was government communication utilizing local wisdom and local genius so as to increase the effectiveness of policy implementation.	Research of Rosfiantika et. Al [16] concluded that policy communication carried out had not been integrated with local wisdom so that the implementation of the policy did not run optimally in accordance with government objectives.
2	Local government could build good image and trust because every policy implementation, the government socialized in advance (including asking for input from the public and lower level apparatus on how to implement a policy starting from planning, implementation, monitoring and evaluation / supervision).	Silalahi said that in government communication meant government bureaucrats share information, ideas or feelings, and attitudes with other communication participants called communicants, namely government apparatus for internal organizations and businesses, communities and non-governmental organizations for external organizations , and vice versa. Government communication was one of the important functions in government organizations both for managing staff and managing people [17]

3	The process of information flow was built with the values of the court such as buprak (transparency), fun (participatory), accountable (junun jucung), efficient and attention (taliti, tarapti ati-ati) so that the effectiveness of government communication occurred.	Government communication within the internal organization had the function to send and or receive task information (task information) between the administrator and the apparatus. Internal government communication was more about communication of work relations. Work relations in government communication were known as information communication and communication assignments Gondokusumo [17].
4	In addition to being a gathering place, <i>Minggon</i> was still considered a vehicle for obtaining reciprocal information on development programs, regulations, the impact of policies as material to continue or stop the program or for improvement or modification.	Garnet (Silalahi, [17]) stated, as managing staff, government communication was an internal communication of the organization and aims that employees or staff know and understand what must be done, how to do it and so that government executives get information from employees about the results of the work that are all useful for achieve the goals of government organizations effectively and efficiently
5	Division of tasks among development actors who should carry out development programs or at least be asked to be willing to participate in development programs so that each of them could carry out their duties properly.	Sedarmayanti said that every good governance actor (government, private sector, and society) had their respective duties that were synergistic and functionally mutually supportive [18]
6.	Increased participation of good governance actors in the implementation of development programs at the village and district level because <i>Minggon</i> created multi-purpose communication.	Communication of the organization's external government was intended to send public information by the administrator to the public and the private sector (business sector) and to accommodate public opinion from the public and the business sector [17].
7	Coordination among good governance actors was getting better between village heads, village officials, sub-district officials, representatives of regional and central government as well as communities/ civil society and the private sector.	Effective good governance required good coordination and integrity, a high work ethic and morality between the government, the private sector and the community to achieve the goals and ideals of the nation and state [19].

Besides having several advantages, *Minggon* as government communication also had several weaknesses as stated in table 2.

Table 2: Weaknesses of *Minggon* as Government Communication

No	Kelemahan	Dukungan Teoritis
1	<i>Minggon</i> as a model of government communication had also never been evaluated about its effectiveness, especially seen from the perspective of the success of regional and central policy implementation, the effective-ness of organizational consolidation and community participation, the effectiveness of information delivery, awareness, and regulation	Study Indarto concluded government communication management had good and structured planning, but there were weaknesses in identifying problems, actions, and communication and evaluation [20].
2	Absence of sanctions for participants because they do not have a clear legal basis, lack of incentives for participants who were diligent in attending—so participants did not want to attend.	Reward or Punishment due [21]
3	The sectoral ego of each work unit	⁵ One of the main constraints in Indonesia is interest conflict among sectors leading to

		separated implementation [22].
4	unclear activity agenda resulted in low member commitment to organizational goals and the limited number of participants	Miner said that job characteristics such as demanding, forcing, sacrificing, and obscurity of tasks could affect member commitment to the organization [23]
5	Minggon did not present bussines actors	Wearing asserted that local communities were equally important with the government and the private sector as one of the stakeholders in tourism development [24]

The positive impact of *Minggon* was still greater than these constraints so that *Minggon* as a means of disseminating development policies and programs, information on the results of development, evaluating the implementation of development and village officials' reports on the implementation of development that had been assigned to the village government (including reports on achieving property tax collection targets) then *Minggon* as a government communication at the regional level needs to be maintained. *Minggon* as a face-to-face government communication strategy must complement government communications with information and communication technology.

Based on strengths and weaknesses of *Minggon*, several strategies to improve effectiveness of *Minggon* as government communication:

1. *Minggon* is given definite legal legitimacy so that it becomes an integral part of good governance.
2. Revitalization of local genius (values of *Kasundaan*) in government communication.
3. The Sumedang Regency Government needs to evaluate the performance of *Minggon*, especially indicators: participant attendance, continuity of material discussed, effectiveness of implementation, continuity of time, incentives.
4. Providing incentives to the best *Minggon* organizers, both Village and District
5. Communication in the implementation of multi-direction *Minggon* so that the material providers are scheduled from various participants both *Minggon* Village and district level.
6. *Minggon* villages and districts need to present the pillars of good governance both private sector, public sector, and civil society.

CONCLUSION

Effective government communication needs to be continuously revitalized in order to increase the effectiveness of government and development of regional. *Minggon* was a model of government communication based on local wisdom in Sumedang Regency. As a model of local wisdom-based government communication, *Minggon* based on the values of Sundaness and *Silaturahmi* (frindship) had succeeded in maintaining coordination between development actors and increasing community participation in the implementation of governance and development in Sumedang Regency. Although community participation in quantity and quality increased, the implementation of *Minggon* in the future it is better to include community leaders and business people. The process of government communication in *Minggon* should be multi-directional communication including communication by utilizing technology of information and telecommunications.

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