

## State Government Communication Strategy in Disseminating Development Information in Kaitetu, Central Maluku

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### ABSTRACT

**Keywords:** development communication, communication strategy, media, literacy.

Communication is a process that aims to spread or convey several meaningful messages, between individuals, groups and organisations. Remember that every individual has the desire to speak, to convey his ideas and opinions and to obtain all information. So, then it gives rise to a communication process. Some time ago in conveying several messages, they usually used simple tools such as kentongan, the sound of a whistle, which became a symbol of communication. This research aims to get an overview of government development communication and media literacy in conveying several messages to cause understanding and change in people's behaviour. The end of the purpose of this research is to give birth to a development communication role model that makes more use of all communication media that are increasingly developing and can be used as a reference. The following are important points of the purpose of this research is to find an effective development communication process. This study uses a descriptive qualitative method. The type of data in this study uses the type of qualitative data, the main source of data in qualitative research The type of data in this study uses the type of qualitative data, the main source of data in qualitative research includes ideas, expressions and views of the informants on development communication in the delivery of several messages. The selection of informants in this study is by using the purposive sampling method. The informant in this study is the staff of the Central Maluku Kaitetu State Government. This study found that the Kaitetu State Government in disseminating development information determines a number of communication strategies, namely planning, setting goals and objectives, forming messages, selecting media or media choices and evaluation.



## Introduction

Communication is a process that aims to spread or convey several meaningful messages, between individuals, groups and organizations. Remember that basically, every individual has the desire to speak, to convey his ideas and opinions and to obtain all information (Adityara & Rakhman, 2019). This makah al then gave rise to a communication process. Some time ago in conveying several messages, they usually used simple tools such as kentongan, the sound of a whistle, which became a symbol of communication (Alfaruqy, 2022).

According to (Nanjappa et al., 2014), a person who communicates means expecting that other people in this case who are being communicated with will be able to participate or take the same action by the goals, expectations or content of the message conveyed. With the emphasis that communication means an effort to establish commonality with others by conveying information, in the form of an idea or attitude. With communication, we have the goal of changing attitudes and understanding of the message to be conveyed (Arum, Zahrani, & Duha, 2023).

In conveying several messages, then development communication arises. Development communication in a broad sense includes the role and function of communication (as an activity of exchanging messages reciprocally) among all parties involved in development efforts; especially between the community and the government, starting from the planning process, then implementation, and assessment of development (Nasution, 2012).

With the rapid development of technology and information today, various media and innovations have emerged in disseminating information, delivering messages and obtaining information (Aresti, Lukmantoro, & Ulfa, 2023). This is also what makes anyone able to become a communication actor by utilizing existing media. In the practice of development communication, the use of media, both oral, written, audio and audiovisual, is needed (Laksana & Fadhilah, 2021).

The government in this case as a communicator needs to adapt to various media as a conveyor of messages and information so that it can create understanding and participatory communication, namely the community (Engelbertha, 2022).

In addition to the government as communicators, several community groups can also become communicators, they are an extension of the government. So, a communication interaction occurs. The development process will face failure in creating community participation, due to the lack of communication aspects in the implementation process (Kurnia, Johan, & Rullyana, 2018).

The term communication is derived from the Latin word *Communis* which means to make together or build togetherness between two or more people (Kaloeti, Kurnia S, & Tahamata, 2021). Communication is also the root word in the Latin word *Communico* which means to divide. According to Dr Everett Kleinjan from the East-West Center of Hawaii, communication is an eternal part of human life just like breathing oxygen because as long as humans live, they need to communicate (Dharmawansyah, Cangara, & Sultan, 2014).

Mufid in (Pongpalilu et al., 2023) stated that communication is information that is conveyed from one place to another by transferring information, ideas, emotions, skills, and others by using symbols such as words, figures, and graphics as well as giving, convincing speech and writing (Huda, Fitriyani, & Hidayati, 2022).

In its scope, communication describes how a person conveys something through certain language or symbols to others (Hisan, 2022). How do politicians campaign in front of the masses so that they can attract supporters? How a movie star, author, or scientist wins fans because of his ability to use communication media such as newspapers, radio, television, and movies. Or how an entrepreneur uses communication channels such as posters, billboards, leaflets, and advertisements to attract buyers' attention. All of the above examples are communication events between people. Where humans are the main actors, both face-to-face and through the media. Because it is called human communication or more popularly communication between people.

## **Research Methods**

This study uses a qualitative approach research method. Qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and conducted in a natural setting.

### **Research Methods**

Qualitative methods are research that aims to understand phenomena or events from a more in-depth and detailed perspective (Muhammad, Triansyah, Fahri, & Gunawan, 2023).

### **Types and Data Sources**

#### **a. Data Type**

The type of data in this study uses qualitative data, the main data sources in qualitative research include ideas, expressions and views of informants on development communication and media literacy in delivering several messages. This type of qualitative data is expressed in the form of sentences and descriptions, and can even show differences in the form of levels or levels, although the boundaries are not clear.

#### **b. Data Source**

### **Data Primer**

This data source is descriptive data obtained directly at the research site through observation and interviews with related informants.

### **Data Seconds**

Secondary data sources are additional or complementary data that are intended to complement existing data. The available data consists mostly of documented materials.

### **Data Collection Techniques**

The data collection techniques used in this study are as follows:

#### **1. Observation**

The researcher conducts participant observation, where the researcher will be involved with the activities of the subjects that are being observed or used as a source of research data.

## 2. Interview

The interview referred to in this study is in the form of in-person interviews with several informants that have been determined according to the data and information needed.

## 3. Documentation

Documentation is used to find out the relevant documents to the problem to be studied. Data was obtained through references used, both books and journals related to the research topic.

### **Research Informant**

The selection of informants in this study is by using the purposive sampling method. The informants in this study are state government staff in the country of Kaitetu, and the community.

### **Data Analysis Techniques**

According to Miles and Huberman (in Basrowi and Suwandi, 2008: p.209) there are three activities carried out in conducting data analysis, including:

- a. Data Reduction. The essence of data reduction is the process of combining and standardizing all forms of data into a written form to be analyzed.
- b. Data Presentation After the data is collected, the researcher groups similar things into categories or groups so that it is easier for the researcher to conclude.
- c. Drawing Conclusions At this stage, the researcher compares the data obtained with the data from interviews with subjects and informants to conclude.

## **Results and Discussion**

### **Communication Strategy**

#### 1. Planning

In disseminating development information for the people of Kaitetu Country, state government staff carry out several planning. When asked by the K1 head as the Village Head whether in the delivery of information, the message or information was planned or when there were activities to be carried out, the information was immediately conveyed (Hidayat & Hidayat, 2020).

Based on the results of the interview, the researcher obtained information that before disseminating information on development in the country of Kaitetu, the village government carried out several planning, namely in the form of collecting population data first, involving several community leaders such as RT administrators, hamlet heads to involve young people who are in several communities that stand in the country of Kaitetu.

### **Message Formation**

Content Message formation is one of the important sequences to achieve the desired goal. By setting goals and objectives, it will be easier and more effective in forming messages, this aims to make information more effective.

Based on the results of the researcher's interview with an informant with the initials KD, information was obtained that:

"In the country of Kaitetu, every 5th there is a service for weighing toddlers and caring for the elderly, this can be conveyed through cadre mothers so that they can disseminate this information to the community. Because in this village, I think if it is conveyed through gentlemen, the information will be less disseminated in contrast to the information conveyed to mothers because toddlers are more inclined to mothers and residents who are newly married."

Source: Research Data Processing Results, 2023

As a result of interviews with informants, it was concluded that the formation of messages carried out to disseminate development information by the village government adjusted to the target of the information. In the formation of the message, the village government collaborates with various parties so that the message, in this case several development information, can be conveyed properly and clearly to the community.

### **Media Choices**

Choosing the type of media to be used to convey several messages that have been prepared in advance is very important in the dissemination of Development information. The right type of media can help reach all audiences who are the target of the development information message.

From the results of interviews and observations conducted by researchers with informants, it can be said that informants carry out several stages of strategy and the use of several media in disseminating development information. In this study, the researcher analyzed communication strategies and the use of media for the dissemination of Development information to the community.

### **Communication Strategy**

#### **1. Planning**

Planning is the initial stage of developing a communication strategy to maximize the communication process that will be carried out. To carry out effective communication requires careful planning so that the information to be conveyed is right on target. For the dissemination of information, several plans were carried out, namely adjusting the program to the target audience, collecting community data, and involving all parties such as RTs, Hamlet Heads, religious leaders, cadres and stakeholders. The involvement of several parties also helps to disseminate development information effectively and on target. The community, in this case, young people who are members of several communities, namely the environmental, arts and literacy communities, are also involved in the process of disseminating development information in the country of Kaitetu.

In this study, the researcher conducted interviews with several informants and the informant explained that before doing something such as disseminating information to the public, several plans were first carried out to maximize the communication process from the state government to the public. By doing good planning, the information to be conveyed will be more directed and achieve goals.

#### **2. Goals and Objectives**

The next stage after planning is to set goals and objectives. In this stage, it is necessary to set communicative goals. For the process of disseminating information, the state government sets several communion goals and adjusts them to the objectives. If the information is about stunting programs and improving nutrition for children, then the target is RTs, hamlet heads, cadres and mothers. If the information is about education, the environment and the arts, the target and purpose of disseminating information is school-age children. By setting goals and objectives, it will help the process of disseminating information more on target.

In interviews with several informants, it was also found that the intended targets were diverse, including young people in the country of Kaitetu who used more gadgets so that in setting goals and objectives, the state government adjusted the information and media that would be used, this was so that the information that would be provided was right on target. In addition, if the information is about assistance to the community of the country, then the goals and objectives are adjusted, if it is related to development information related to the environment, society and education, then the government also involves the community as its communion.

### 3. Message Formation

The next stage is message formation. After planning, and setting goals and objectives, the formation of a message will be carried out. This stage is important in the process of disseminating information. By forming the right message, the communicator will better understand what the meaning of the information is intended to be conveyed. In this study, it was found that several information were formed as well as possible, such as setting a time for a development program to run such as weighing services for toddlers and elderly care which is a fixed program, so that the message was made by conveying it to cadres and mothers in the country of Kaitetu.

In this study, it is also known that several development messages or information are also conveyed from outside parties, not always from the village government. From the informants, it is known that information from outside parties will usually involve domestic-related parties such as the community. If the information is about education, literacy, arts and the environment, then the community in the country of Kaitetu will be involved. In addition, the community carried out several activities that helped the development of the community such as making English and regional language classes.

### 4. Media Choices

The next stage is media choices. The selection of media as a means of conveying information is very important. Choosing the right media is an important step so that the message or information to be conveyed to the public can be conveyed properly. After conducting interviews and observations, the researcher found that in the country of Kaitetu in disseminating development information to the community, various media, both traditional media and social media. In practice, the selection and use of media adjusts to the message to be conveyed and also the target of the communicator to be targeted.

In this study, it was found that traditional media used were in the form of billboards, loudspeakers and still spreading information from word of mouth. In addition

to traditional media, social media is also found as a means of conveying information, such as websites and Facebook. If the information presented is in the form of transparency of the village budget and work program, the state government will use billboards as a medium for disseminating information. Several information is also often disseminated in Facebook groups, it's just that urgent information will be conveyed through loudspeakers and announcements at mosques. From interviews with informants, information was also obtained that the country of Kaitetu also uses village websites as a medium for disseminating information, but there are no operators to manage the website, this is also one of the obstacles for the village government. It is also known that the country of Kaitetu also uses Marinyo as a means of conveying information, but it is constrained because the position of Marinyo is still vacant, no people are willing to become Marinyo anymore.

## 5. Evaluation

The last stage of the communication strategy carried out is the evaluation stage. This stage is important because it is to assess the strategies that have been carried out, whether they are effective or not and as a determinant in determining future communication strategies. By conducting an evaluation, it will be seen and assessed to the extent that planning, goal and goal determination, message formation and media selection are going well.

In this study, it was found that the Kaitetu state government will evaluate if when disseminating information through social media such as Facebook groups and problems or miscommunication are found, then the state government will conduct deliberations to solve problems that arise in the community or explain in more detail related to the information. Evaluation is also carried out if there are programs related to village development. In addition, the evaluation was carried out to determine the next steps for the dissemination of information and the involvement of other parties such as local governments, non-governmental organizations and so on.

## Conclusion

In disseminating development information, the Kaitetu state government uses a communication strategy, namely with the stages of planning, goals and objectives, message formation, media choices or media selection and evaluation. At the planning stage, the Kaitetu state government adjusts the program to its target audience, collects community data, and involves all parties such as RTs, Hamlet Heads, religious leaders, cadres and stakeholders. The involvement of several parties also helps to disseminate development information effectively and on target. After planning or planning, continue to set goals and objectives. For the process of disseminating information, the state government sets several communion goals and adjusts them to the objectives. By setting goals and objectives, it will help the process of disseminating information more on target.

The next stage is media choices. in the country of Kaitetu in disseminating development information to the public using various media, both traditional media and social media. In practice, the selection and use of media adjusts to the message to be

conveyed and also the target of the communicator to be targeted. Traditional media used are billboards, loudspeakers and still spreading information from word of mouth. In addition to traditional media, social media is also found as a means of conveying information, such as websites and Facebook. If the information presented is in the form of transparency of the village budget and work program, the state government will use billboards as a medium for disseminating information. Several information is also often disseminated in Facebook groups, it's just that urgent information will be conveyed through loudspeakers and announcements at mosques. In the country of Kaitetu, the village website is also used as a medium for disseminating information, but it is constrained by the absence of human resources as operators to manage the website, this is also one of the obstacles for the village government. The Kaitetu state government will evaluate when disseminating information through social media such as Facebook groups and if problems or miscommunication are found, the state government will conduct deliberations to solve problems that arise in the community or explain in more detail related to the information. Evaluation is also carried out if there are programs related to village development. In addition, the evaluation was carried out to determine the next steps for the dissemination of information and the involvement of other parties such as local governments, non-governmental organizations and so on.



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