

## Communication Strategy of Social Assistance Officers With Assisted Residents at Bina Laras Harapan Sentosa 2 Social Institution

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### ABSTRACT

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This research was motivated by the large number of inmates at the Bina Laras Harapan Sentosa 2 Social Home, the majority of whom came from the streets. With the different educational backgrounds of the accompanying officers, the process of extracting data and information from the inmates is a challenge in itself. What is the communication strategy used by social assistants in the assessment process with inmates? If the communication strategy is carried out correctly, the process of extracting information from the inmates will run according to expectations and make the service and rehabilitation process run according to the SOP. The theory used in this research uses Communication Accommodation Theory and Social Learning Theory. This is based on the observation that officers and inmates appear to imitate each other's behavior and the behavior adopted is based on the environment and the behavior of other people around them. This study used qualitative research methods. This research concludes that the communication strategy carried out by the assistants was successful in accordance with expectations. This can be seen from the data and information obtained which is adequate and the assisted residents can receive services and rehabilitation according to the criteria, and quite a lot have been successfully reunified with their families.



### Introduction

The role of social assistance is to handle Social Assisted Citizens (WBS) which in this case is located at the Bina Laras Harapan Sentosa 2 Social Institution (PSBL HARAPAN SENTOSA 2) which is one of the Technical Implementation Units of the DKI Jakarta Provincial Social Service in handling the problems of People with Mental Disorders (ODGJ). There are other Technical Implementation Units that handle the problems of People with Mental Disorders, namely Bina Laras Harapan Sentosa Social Institutions 1, 3 and 4 located in West Jakarta and Tangerang Regency. The difference between Bina Laras Harapan Sentosa 2 Social Institution and others is the location and

address that are separated between male and female WBS. The existence of social institutions is an ODGJ rehabilitation effort which includes social rehabilitation. Based on Law No. 18 of 2014 concerning Mental Health, namely People with Mental Disorders, hereinafter abbreviated as ODGJ, are people who experience disturbances in thoughts, behaviors, and feelings that manifest in the form of a set of symptoms and / or meaningful changes in behavior, and can cause suffering and obstacles in carrying out people's functions as humans. Disturbed mental health conditions pose obstacles in carrying out daily life, therefore social assistance is needed as a rehabilitation step carried out by WBS. One of the tasks of social assistance is to communicate with WBS who have psychiatric disorders to obtain in-depth information so that they can be reunited with their families (reunification) (Kriyantono, 2016).

This is a challenge for Bina Laras Harapan Sentosa 2 Social Institution in implementing communication strategies with a total of 1,228 WBS consisting of 713 male assisted residents and 497 female assisted residents. There were 73 officers consisting of 53 accompanying officers and 20 general officers. Social assistance officers have diverse educational backgrounds with the last dominance of education, namely high school without having special skills in dealing with WBS (Morissan, 2014). The form of communication between the accompanying officers and the assisted residents in the orphanage is considered effective even though the educational backgrounds of the assistants vary. With a large number of residents, the service and rehabilitation process is running quite well even though there are shortcomings of various things that require improvement. The implementation of WBS reunification with his family is considered one of the success factors in extracting information, this is not easy considering that information mining is carried out on WBS with environmental disturbances. It is interesting to know the communication strategies carried out by social assistants in interacting with WBS in the process of extracting data and information

## **Research Methods**

The data collection method used in this study is a qualitative method with a case study approach that aims to obtain phenomena that occur and are experienced. Qualitative methods are used to reveal problems in the Bina Laras Harapan Sentosa 2 Social Institution with the subject of research, namely Social Assistance with data collection in the form of observation, interviews and documentation. Observation is carried out by observing the process of conversation between social companions and WBS which aims to observe the communication strategies used by social companions in dealing with WBS then interview techniques are used to find in-depth information to social companions about the strategies used in dealing with WBS, and documentation in the form of photos, video and voice recordings related to the communication process between social companions and WBS in Panti Social Bina Laras Harapan Sentosa 2.

## **Results and Discussion**

Social Assisted Citizens (WBS) at the Bina Laras Harapan Sentosa 2 Social Institution are people with mental disorders as a result of outreach from the streets carried out by Satpol PP and Social Service, Supervision and Protection (P3S) Officers of the DKI Jakarta Provincial Social Office. Justin Semium (2006) Mental disorders or mental illness is something that prevents a person from living a healthy life as he wants, both by the individual himself and others. Mental disorders are often referred to as mental unhealth. Mental health or mental health is a condition that allows optimal physical,

intellectual and emotional development of a person and that development goes hand in hand with others in general (Conway & Chenery, 2016).

When they were netted, they were handed over to the Bina Insan Social Institution first, which is one of the social institution units under the auspices of the DKI Jakarta Provincial Social Office which serves as the first stopover after being exposed to outreach. Bina Insan Social Institution sorts based on PPKS (Pemerlu Jasa Kesejahteraan Sosial) clusters. PPKS is an individual, family, group, and/or community that, due to an obstacle, difficulty, or disorder, cannot carry out its social functions, so it requires social services to meet its physical and spiritual and social needs. People's perception of mental health differs from culture to culture. In certain cultures, people voluntarily seek help from professionals to deal with mental disorders (Singhal & Rogers, 2012). Conversely, in other cultures, mental disorders tend to be ignored so that treatment will be poor, or on the other hand people are less enthusiastic in getting help to overcome their mental disorders. Even mental disorders are considered embarrassing or bring disgrace to the family. This second thing usually happens among today's society until there are many cases of neglect of people with mental disorders by their own families so that they become abandoned and live on the streets. When the family cannot carry out its duties properly, the government has seriousness in handling or providing social services to People with Mental Disorders (ODGJ), one effort that can be done is through a social institution, namely the Bina Laras Harapan Sentosa Social Institution which is a special institution in handling displaced mental disorders.

Based on the sorting, WBS with psychiatric disorders are directed to the Bina Laras Harapan Sentosa 2 Social Institution (PSBL Harapan Sentosa 2) which specializes in handling People with Mental Disorders (ODGJ) with certain classifications then accompanying officers begin to perform their duties and roles (Windle et al., 2020). The next process is to do initial identification by asking and seeing in general the state of the WBS. Furthermore, if the WBS has an identity and is registered with BPJS Health, it will be referred to the Hospital for initial diagnosis and if it does not have a population identity, it will be placed in an adaptation room while waiting for the biometric process or self-identity search in collaboration with the Population and Civil Registration Office by checking fingerprints or retina of the eye. This is the initial stage in providing services and social rehabilitation at WBS, according to the Guidebook for Social Rehabilitation of People with Disabilities (ODK) Ex-Psychotic in Institutions (2010) mental disorders can be caused by several factors that can be grouped into four factors, the first namely, biological factors consisting of brain abnormalities, genetic, hormonal, and others, then the second factor is psychological consisting of personality, intelligence, emotions, and others, then the third factor is social consisting of parenting, environmental factors and others then the last fourth factor is spiritual factors consisting of values, morals, beliefs and others. The classification of mental disorders is very diverse according to different experts in its grouping (Xu & Larsson, 2021).

As a social welfare service institution that has the task and function to improve the quality of human resources and empower ODGJ towards normative life physically, mentally, socially and spiritually, the service at PSBL Harapan Sentosa 2 is essentially an effort that is preventive, healing, rehabilitation and potential development of WBS is very important in solving ODGJ problems. However, assisted residents in PSBL Harapan Sentosa 2 are not completely separated from social problems, this is as contained in the Guidebook of the Ministry of Social Affairs of the Republic of Indonesia concerning Social Rehabilitation of People with Disabilities (ODK) Ex-Psychotic in Institutions

(2010) which suggests that people with mental disorders have the first is to experience obstacles in carrying out daily activities, the second is to experience psychological barriers that cause inferiority complex, Weak will and work ability and responsibility for one's future are low, third is experiencing obstacles in carrying out social relations which can be seen from the weak ability to get along and communicate so that more dependent on others and the last is experiencing obstacles in applying values, beliefs, morals and ethics. The characteristics as expressed above, can be seen in the daily life of WBS at PSBL Harapan Sentosa 2 where there are still many who are unable to maintain their personal hygiene, less able to get along, cannot remember the past, difficult to communicate, lazy to follow skill and religious guidance, likes to daydream and be alone, experience insomnia, productivity in activities that are still low, like to seek attention and aggressive towards the opposite sex, Having difficulty in reading, writing and arithmetic, etc.

The service process provided to assisted WBS at PSBL Harapan Sentosa 2 starts from waking up in the morning until before going to bed at night. Since the process of waking up officers have begun to communicate with WBS so that officers have started the strategy stage to find out the situation and habits of WBS. Communication comes from the Latin "communis" which means the same meaning (Ganiem & Kurnia, 2019). Stephen Littlejohn says that communication is difficult to define. The word communication is abstract, like most terms, has many meanings (Morrison, 2015) The definition of communication with one another can differ, depending on the level of observation, assumptions relative to intentions, points of view, and perspectives on the problem of outcomes (Ruben & Lea, 2014). In general, communication is defined as a form of delivering information in the form of messages, ideas, and ideas sourced from one party intended for the other party. Usually communication is done in two ways, namely verbally and nonverbally. The most important point is that the message can reach the party to whom the message is given.

Intense communication is usually done after breakfast or after following some activities that have been done by WBS while resting. Communication carried out by social assistance officers in handling and caring for mental patients, one of which uses the theory of communication accommodation. The theory of Communication Accommodation, put forward by Howard Giles and colleagues, deals with interpersonal adjustment in communication interactions. This is based on the observation that communicators often seem to mimic each other's behavior. Communication accommodation theory dates back to 1973, when Giles first introduced the idea of an "accent mobility" model based on the various accents that can be heard in interview situations.

Using communication accommodation theory can facilitate assistance officers in handling, treating, and fostering WBS mental disorders. Communication techniques carried out by the companion are by using gentle communication, open communication, firm communication to uncooperative patients, communication accommodations that the companion does so that a trusting relationship is established or called BHARAPAN SENTOSAP (Fostering a Trusting Relationship) between the companion and WBS mental disorders. According to (Tanner et al., 2020) is how a person adjusts their communication with others. This theory rests on the premise that when people interact, they adjust their speech, vocal patterns, and/or horns to accommodate others. Communication accommodation aims to adjust communication with others when the

companion communicates and interacts, so the WBS mental disorders are expected to be able to adjust the speech, vocal or positive attitude accommodated.

Assisting officers carry out routine activities in the form of coaching activities that are in the nature of development and fostering the potential abilities of fostered residents. Activities carried out by assisting officers involve the process of guiding fostered residents, providing direction and empowering fostered residents to achieve the goal of improving the quality of life of fostered residents and being able to return to the community. The institution's programs carried out by accompanying officers are Assisted Service System (SILABI) activities in the form of bathing and dressing, brushing teeth, washing hands, eating together, introducing themselves to fellow fostered residents, talking and responding to others, sports, dancing, carrying out environmental hygiene activities to individual counseling.

SILABI activities are part of an important component in social learning theory. Albert Bandura's social learning theory concludes that humans take information and decide which behavior to adopt based on the environment and the behavior of others around them (Suardi, 2018). Human behavior is the result of the observation process through modeling which from one observation to another forms a new behavior that will be a reference and guide in acting (Fahmi, 2014). Albert Bandura explained that there are 4 important components in this social learning theory including:

1. Attention: paying attention to a behavior/object.
2. Retention: the process of storing what has been observed to remember (Gauthier & Latham, 2022).
3. Producing motor movements (motor reproduction): translating observations into behavior according to the observed model (Salahuddin et al., 2019).
4. Vicarious-reinforcement and motivational: motivational encouragement to repeat existing actions so as not to disappear (Desmita, 2016).

Thus, it can be seen that basically social learning theory describes human behavior as a form of continuous mutual interaction between behavior, cognitive, and the impact of the environment obtained through the stage of observing and imitating.

Social Assisted Citizens (WBS) are directed to follow SILABI activities based on social learning theory, namely paying attention to a behavior / object carried out by accompanying officers, then WBS processes and stores what has been observed to be remembered, then WBS translates the results of observations into behavior according to the observed model, namely until finally WBS gets a self-motivation drive to repeat the basic actions or activities carried out so that does not disappear from memory and habits. WBS behavior is the result of the observation process to form new behavior and become a reference and guide in action. The communication strategy is carried out by assistance officers so that assisted residents can accommodate routine activities carried out in Social Institutions when reunifying with their families and returning to the community.

## **Conclusion**

From the results of the research obtained, it can be concluded that the communication strategy of assistance officers in social institutions in interaction with fostered residents is quite good and has run as expected using the theory of communication accommodation and social learning. Assistance officers have done various ways to gather information from fostered residents and always provide assistance to fostered residents to feel more bonded and trust in officers. The accommodation

communication technique carried out by the companion is to use soft communication, open communication, firm communication to uncooperative fostered residents.

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