The role of communications in improving community participation in development

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***Abstract*---**The study aims to determine how to address communication in increasing community participation and to determine the role of communication in development. Development is one of the correct alternatives in overcoming various problems that arise in the community. Communication has a central role in increasing community participation to contribute to the planning and development. Communication psychologically is an interaction to convey a more easily understood by thinking. The methods used in this study use a library research method or approach. This method is intended to examine more deeply the role of communication in the development of community empowerment. The result of communication about development is a strategy that emphasizes the need for development socialization with development actors in the form of spreading messages by a person or group to the public to change their attitudes, opinions, and behaviors to improve external progress and internal satisfaction to achieve development goals whose benefits can be felt by all equally. From this, it can conclude that communication for development adheres to the principles of development modernization by positioning the government no higher than those who only form a model of communication from top to bottom in society.

***Keywords*---**Communication, Community, Participation, Development.

Introduction

The goal of development is basically to improve the community's welfare in various aspects. The system of collateral in Indonesia since the issuance of Law Number 32 of 2004 on local government as amended last with law number 23 of 2014 has also applied systemic local government implementation through elections held regularly. In other words, regional autonomy has encouraged the democratization of governance whose realization will result in more credible and accountable regional leadership, increased effectiveness of decentralized executive service functions, structuring of administration systems, efficiency, and

standardization of regional finances that are more clearly sourced in state and regional revenues and acceleration of receiving resources related to natural resource management, taxes, levies, and local loans.

The planning process in the area is carried out in deliberation called Murenbang (deliberation of the development plan). In the deliberation, communication is essential, especially in increasing community participation in development programs. In research (Aruma, 2018), communication focuses on increased interaction to get changes in improving living conditions, while research (Adedokun et al., 2010) the role of communication is needed in the development of community development to lead to a better society. Communication and development are two things that are related to each other (Rusadi, 2014). Positioning communication in development is an essential part of development and communication as a set of instrumental variables to achieve development (Z Nasution, 2004). Thus, in implementing development itself, we need a communication system to develop effective communication and have a sense of being able to directly achieve development goals (Prasetyo & Fajri, 2020).

Communication is a requirement because the development process involves various elements of society. Communication for this development should support aspirational, consultative, and relational attitudes. Development cannot occur well without the synergistic relationship between the actor and the object of development. In addition, the development process in the future tends to reduce the role of government and the increasing role of society. Researchers have previously proven empirically that community communication greatly influences the role of government in the development process for society (Abbott, 1995; Agustina et al., 2019). Development planning is carried out by the government using a top-down system, which indicates that the communication is top-down, such as instructions. In its implementation, top-down planning has disadvantages compared to bottom-up planning (Pissourios, 2014). This is because this top-down system tends to impose the government's will on people who think they know what the people want (Sabatier, 1986).

In practice, the government has not allowed the public to decide what it wants to improve the community's well-being. Community-based development is still the talk of the government. Lapses in communication often occur, both in research and consultation. In contrast, the current development process must be rooted from the ground up, maintaining cultural diversity and maintaining the dignity and independence of the community. In other words, development must follow a human-centered development paradigm. Therefore, the community itself must be active and innovative. So community participation in this context means safeguarding local democracy, and it belongs to the community. While strengthening society must contain a dynamic definition for development, it requires people-centered development communication or also called humanist development communication.

Literature Review

The concept of Participatory Development is a process of empowerment in the community so that the community can identify its own needs or the needs of

community groups as a basis for development planning. This participatory development concept can be conveyed to the public with proper and clear communication. Therefore, the concept of participatory development contains three essential elements, namely (1) Increasing the role of the community or public in planning, implementation of concepts, assessment of development results and evaluation of process results, (2) Education of public understanding of development, and (3) The role of government as the primary messenger. Activities and concepts of development that are right on target and seen are to use communication and media to campaign for development concepts that are readily accepted by the community. (Zulkarimen Nasution, 2004) quoted Hedebro's statement on three aspects of communication and development relating to his level of analysis. The three aspects of communication (1) approach that focuses on developing a nation and the role of mass media contribute to these efforts. Dam, this study is used the term communication policy. It is the broadest and general approach, (2) The approach to understanding mass media's role in national development. Still, more specifically, the main problem in this study is the use of media to be used efficiently, to teach specific knowledge to the people of a nation. (3) A change-oriented approach in a local community or village. (Harris, 1996) states that participatory communication approaches need to develop society at the lower levels through a non-formal educational approach. Related to the development approach applied in Indonesia, (Waskita, 2005) observed that development to date is still too focused on physical and measurable things. An alternative communication model proposed is dialogical communication between people involved in the development process.

The focus of this study is communication behavior. Communication is a vital tool in interaction (Weakland, 1967). Individual communication in the context of social interaction shows that communication responsibility lies with both people who communicate to exchange thoughts (Freeman et al., 2002). Therefore, communication behavior is basic human behavior in communication activities. (Chaplin. C., 1993, p. 53), defines human behavior as "a broad concept, that is, everything a person does or experiences. In a narrower sense, behavior can be formulated only to include reactions observed in general or objectively. The mental processes that occur in humans cannot be observed directly. Therefore, we can only conclude what causes a person to behave differently based on what the person displays.

Human behavior is often called behavior, which takes the form of a person's activities or actions to react to stimulation or stimulus. The stimulus can come from itself or outside (the environment) (Talabi et al., 2015). The relationship of stimulus to action is causal. Forces that influence human behavior, not only the power that comes from his current environment but also past experiences and influences from the future (Albarracin & S. Wyer Jr., 2000). The power itself also influences human behavior. Individuals have interests, insights, emotions, thoughts, and motives that color their actions. This will drive human activities, including communication activities and other activities. Human behavior is formed due to internal and external influences, put forward also by Rotter (Sumantri, 2001, p. 77). Humans not only react to external situations but also react to internal situations.

The emergence of a particular behavior is not merely stimulated by external stimulus or external situation but also determined by conscious cognitive selection (van Gaal et al., 2012) of various behavioral alternatives adapted to his perception of the external situation (Taylor et al., 2016). This conception gave rise to the theory of cognitive psychology, which is the grand theory of this study. Cognitive psychology theory views humans as beings who actively organize and process the stimuli they receive. Frege writes, "The mind mostly brings about one's influence on another. We communicate the mind" (Rakhmat, 1991, p. 26).. Cognitive psychology theory was born due to determinism theories, namely psychoanalysis theory and behaviorism theory. Psychoanalysis considers a person's state of self to determine a person's behavior. At the same time, the theory of behaviorism considers the state of the environment that determines a person's behavior. If there is a stimulus, someone will react. The type of stimulus primarily determines the response. A pleasant stimulus is followed by a different behavior from the behavior that arises due to an unpleasant stimulus.

These views of determinism do not look at man thoroughly. This weakness gives rise to the understanding of interactionism. According to this understanding, behavior occurs due to the interaction between individual and environmental factors. This theory suggests that behavior is thought to result from interactions between factors within oneself and external factors. Thus, man and his environment are an inseparable unity. About the theory of cognitive psychology, in this study, it is argued that communication behavior in the implementation of development planning is influenced not only by personal factors but also by situational factors. This conception gave rise to a field theory that in psychology is known as field theory, as middle range theory in studying communication behavior in development planning.

Kurt Lewin first raised field theory in 1942. This theory emphasizes an actual situation that he calls the psychological field or living space, resulting from an individual's relationship with his environment. To understand human behavior, we must know how the individual's circumstances regarding factors that exist in the individual, such as experience, orientation system, etc., and knowledge of the situation that exists at that time. Another theory, as the middle range theory in this study, is the theory put forward by Edward E. Sampson, who states that human behavior can be studied through two perspectives that affect human behavior, namely, person centered perspective and situation centered perspective Edward E. Sampson in (Wardhani, 2006). A persona-centered perspective, examining the internal factors that influence human behavior. These factors are biological and sociopsychological, while situation-centered perspectives examine external factors that influence human behavior and are included in these factors are situational factors.

Communication behaviors that appear to be called overt behavior and behaviors that do not appear are called covert behavior. Both visible and invisible behavior is natural (innate), and there is a pass (operant). Most human behavior is operant behavior, which is behavior formed or studied. In contrast, natural behavior is reflex movements, instincts, or carriers related to personality carried from birth, although this can be changed. Communication behavior is generally an activity both visible and invisible and operant as part of behavior. In this study,

researchers used the concept of more in-depth communication behavior, especially communication behavior between the government and the community in the development planning process. Communication behavior in development is an act or act of communication between the government and the community in the process of discussing development planning by putting forward deliberation so that the results of development can be utilized optimally by the community.

Research Methods

This study uses qualitative descriptive research methods. Qualitative descriptive methods are intended to examine the role of communication in the development of community empowerment more deeply. This research focuses on process, description, analysis, and giving meaning to government communication. This research is then elaborated into the sub-focus of the study, namely the role of government communication towards increasing public participation. Determination of focus in qualitative research is adjusted to the formulation of the problem that has been established. Pre-determined problems are guidelines in determining the focus of research. In infield practice, the focus of the research is likely to develop or change according to the development of the findings in the field. As revealed (Lexy. J. Moleong, 2000), qualitative research is open means flexible, and subject to change, following the work process that occurs in the field so that the focus of research also changes to change research problems. The data collection technique in this study uses observations in-depth interviews with informants that have been established at the beginning of the study. The sampling technique in this study uses purposive sampling techniques. This sampling technique gives researchers the freedom to select population members to participate in the study. According to Miles and Haberman, data analysis through interactive data analysis is data collection, data reduction, data display, and conclusion drawing or verification.

Research Results and Discussion

Development communication has a fairly central role in community empowerment. In the current order of society, the level of community participation can be said to be better, considering that people's knowledge has improved. Improving public knowledge can not be separated from the role and influence of information and communication technology circulating in the community. The public can participate in communication activities at several levels, namely (1) Information sharing is the lowest participation rate. Where agents provide an understanding of information and help people take action. (2) Consultation. People have the opportunity to share, ask questions, listen and act as agents of change. (3) Decision-making. People have opportunities and opportunities to play and play a role in determining the design and implementation of social change. (4) Start the action. People take the initiative and start the desired process of change. The participatory approach is based on a spirit of unity (fellowship, community) to articulate and understand things in thoughts, attitudes, and actions, including solving everyday problems. In a participatory approach, all problems faced are common problems, so ways to solve them should also be examined together. Since communication activities

occur in public spaces, everyone can access information and open dialogue reasonably.

Today's big work is about how to instill the sense of responsibility and awareness that must arise in encouraging better development. Therefore, there is a need for interactive communication from the apparatus that can provide motivation and change the mental attitude of the community towards active change in development. Some studies emphasize that the role of communication that can increase awareness (Adu-Oppong, 2014) and responsibility (Andersson, 2019) to development is needed (Cooper, 1974; Venkatappiah, 1984). Therefore there is a need to change the mental attitude in a better direction that can support development. (Adisasmita, 2006, p. 38) community participation can be defined as the involvement and involvement of community members in the development, including activities in the planning and implementation (implementation) of development programs. Increasing community participation is one form of active community empowerment (social empowerment) oriented towards achieving development results.

Community participation has long been discussed and listened to in various forums and opportunities. The point is for the general public or as many people to participate with the government to improve, facilitate, accelerate, and ensure the success of development efforts. Then, in general, participation can be interpreted partly in a joint activity. According to (AAGN Ari Dwipayana dan Sutoro Eko, 2003, p. 81), participation concerns two dimensions, namely out and into. The first concerns participation involving the government itself, and then secondly, concerns the participation of villagers towards the course of government. Participation involving the government itself is about how much participation the village apparatus in village development, this can be reflected in the enforcement of democracy, established harmonious relations with existing indigenous or religious institutions, conflict management and creating an independent society, and running a good and correct government in accordance with the corridors of applicable laws and regulations. In increasing community participation to participate in regional development, communication strategies implemented by government apparatus are Sender (communicator), Message, Channel (media), Receiver (communicant), and the development of participatory development follow-up and factors that affect development communication in a participational manner.

Development in Indonesia consists of several levels ranging from development carried out from the central government to the region. National development then responsible in terms of planning with communication is the president, development at the provincial level then who is responsible in terms of planning with communication is the governor, development at the district/city level then the one responsible in terms of planning with communication is the regent/mayor. Development at the sub-district level than in terms of planning with communication is *camat* and development at the village level than in terms of planning with communication is the village head. A communicator as the highest leader must be able and responsible for carrying out such development. A leader must be able and able to realize development goals by always communicating both with his subordinates and with the community.

In terms of development planning, the central government has implemented the concept of bottom-up development; this indicates that the central government provides flexibility for the community to conduct deliberations so that this will occur the communication process between the government and the community. The development planning process is carried out at the village level through village development planning deliberations (Musrenbang). Musrenbang activities are carried out at the village level. The village head has a duty and responsibility in socializing by empowering the community optimally to contribute to the development planning process so that development results can be utilized to the maximum. In addition to the communicator aspect, messaging is also one of the indicators that can determine the success of the communication patterns built. The message in this study is the delivery of government programs that will be given to the community concerning development programs both physically and non-physically. To achieve this success, communication is one of the keys to its success in carrying out development planning, and the author will observe the message carried out by the government as the person in charge of development, wherein communication/message involves community participation in supporting the success for development that has been planned in deliberation. So basically, communication that must be extra reviewed in terms of existing budgets.

The message alone is not sufficient to convey information to the public, so there need to be supportive media to interact and deliver information more effectively and efficiently. In development programs, media becomes an important factor in delivering information, especially related to development planning programs at both the central and regional levels. The government can optimize the role of the media in helping deliver government programs through both print and electronic media. The harmony of the facility is intended so that the community better understands and understands the programs provided by the government in building the community; in addition, communication facilities are the right means in accommodating all community aspirations. The communication process is influenced by messages and media and the socio-cultural values of the surrounding environment, so an approach is needed so that the communication runs smoothly. This approach must be accompanied by commitment and willingness to understand each other in two-way communication. A participatory approach is a right solution in understanding environmental conditions and socio-cultural values. It seeks to understand each other to achieve mutual understanding between participants in communication in their attention, understanding, and needs.

If the participatory approach is used as an approach in development, it will pave the way for the growth of creativity and competence of the community in communicating their ideas. In addition, the participatory approach focuses on extracting and potential use of local media (native media) as an alternative to modern communication media to increase the participation of local communities. The advantages of using local media (native media) in participatory communication are related to psychological approaches. We can trust credibility to express development ideas. The position and strength of local media are seen as capable of conveying relevant messages through horizontal information flows between the public and/or the government. The participatory approach

emphasizes the cultural identity of local communities as manifestations and goals of people-centered development.

Development communication must be held participatory because it makes it easier for agents of change to help the community solve its problems. Development communication can be viewed as an effort to empower the community, which is related to adults in its activities. Implications of this, the approach used is an adult learning approach in the preparation and implementation needs to be centered in the real needs of learning process participants (Amanah, 2010) or better known as learner-centered approaches. Adults are already rich in experience, as Simpson (Hiryanto, 2017) stated, so it is necessary to pay attention to adult learning based on past experiences and worthy respect; past experiences should be appreciated by other participants and should be pursued applied in the learning process.

Learning that involves transforming past experiences takes more time and energy than other learning models. The environment affects an adult's ability to learn. The best environments, such as conditions that reduce distractions in learning adults, will provide valuable support. Adult participants will learn well in their location. Adults will not be effective if they study under pressure or limited time. They don't like to waste time, and adults are more interested in learning processes that deliver real, quick results. The adult will learn the material or material he needs (selectively). Adults can be encouraged to learn material relevant to their current roles and lives. Adults learn for their lives and those involved in their groups.

Conclusion

Based on the various explanations mentioned above, it can be concluded that communication for development is an approach that emphasizes the need for developing societies with development actors in the form of dissemination of public messages from individuals or groups to change attitudes, opinions, and behaviors. To strengthen physical development and inner joy, achieve development goals whose benefits can be achieved by all. In conclusion, the participatory approach is the right step psychologically to facilitate communication with the community. This will increase the community's ideas, creativity, and competence in communicating their opinions on the planned and implemented development programs.

Development communication by adhering to the principles of modernization that are being developed can help improve the communication model in a top-down manner so that eventually there will be harmony and balance between the government and the community in realizing development that the community can utilize to the fullest. In addition, top-down communication can facilitate in realizing the planning development process that can be implemented together by involving all parties, at the same time facilities, actors, and facilitators. Due to good communication, differences in background and interest are no longer obstacles to development.

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