

DEVELOPMENT COMMUNICATION STRATEGY FOR THE IMPLEMENTATION OF LOCAL COMMUNITY BASED DEVELOPMENT MODEL IN WEST JAVA PROVINCE

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This study entitled, "Development Communication Strategy for the Implementation of Local Community Based Development Model in West Java Province,"

Abstract:-

It is necessary to understand the new understanding of rural communities that should be viewed or understood as capital, power and development potential, thus the implementation of rural development should be directed towards the efforts of development and improvement on the initiative and self-help community. The merge of community needs with the interests of the government, it is necessary to have a platform that can accommodate community participation in the implementation of development that has been programmed by the government. The platform of community participation should be able to accommodate and fulfill the aspirations and initiatives of the community, as well as a platform of communication between the community and the government and between the community themselves, so that every effort and community activities can be coordinated as well as possible. The results show that the optimal role of local community organizations is limited and often constrained on the issue of paternalistic authority, and empowerment through local community organizations is often used politically for the sake of power itself.

Keyword: - *Communication Strategy, Local Community Organization, Participation, Development.*

PRELIMINARY

It is still remembered in our minds regarding the condition at the end of 1997 when this nation was startled by the monetary crisis that hit this country, which originally claimed to be a country that has a strong economic foundation based on people's economy. The economic crisis has turned to other crises: leadership crises, moral crises, and identity crises and so on, creating a new crisis called the multi-dimensional crisis.

The crisis that continues to this day cannot be separated from the centralistic approach in all areas of development in the past which worsened the situation. This has impacted the society by increasingly losing its responsiveness and creativity in building its own future. The concept of development in the past is often interpreted as an effort to promote the lives of people and their citizens.

The progress is often interpreted as material progress, and development is defined as the achieving progress by the society in the economic field.

The centralized policy in dealing with the development issues has resulted in the stigma that development problems are not a community issue. Communities are distracted to be less aware of the existing development issues in their environment, less able to utilize the potential and existing social resources to address development issues from and by communities. Indonesian society is in a structural situation that does not have the opportunity to freely deliver aspirations and realize their potential in handling development problems, so that the community is in a state of powerlessness. Such social situations require a reorientation of a development paradigm that can mobilize social resources for the benefit of society. Therefore, decentralization in the handling of development issues has become important in the current period. The people-centered development paradigm is relevant to the policy of decentralization in development. This approach recognizes the importance of the capacity of communities to enhance their independence and internal strength through the ability to exercise internal control over important material and non-material resources. People-centered development is emphasis on empowerment, which views the creative initiatives of the people as the main development resource as the goal which to be achieved by the development process.

In the framework of development implemented from, by and for the people, then formed the local community organizations that function as a policy formulator of development policy and as well as implementing agencies and supervisor of the development process held.

The existence of this institution becomes important and strategic because the development process is basically determined by the results of the village community consultation that is institutionalized in Local Community Organizations. In relation to the above mentioned facts, efforts are needed to empower local community organizations to increase community participation in development.

Literature review

The patterns of structural change vary for each country and state, depending on the number of resource factors a country has, including natural resources, human resources, geography, climate, etc.

Thus development not only contains the idea of economic growth solely, but also reaches human dignity, peace, justice, and equality. Agree or disagree, likes or dislikes, in the current era of decentralization or regional autonomy, the existing development concepts and which is applied in Indonesia are still materialistic because the issue is still limited to material issues that will be generated and that will be distributed. This is due to the mastery and application of development theories which are still strongly dominated by economists. Economic measures are still used to determine the parameters and indicators of success and failures of development. Though the actual development includes two main elements which are material issues that will be produced and divided, and human problems that become initiators who become the human builders (Budiman, 2000). Economists are talking about human resources (HR), however the talk is emphasis more on the skills aspect so that people are viewed more as a factor of production and more emphasis on the increase of productivity itself. On the other side, the processes that occur within the individual and the environmental conditions that allow the occurrence of creative humans are less likely to be noticed and disputed.

The development of the concept of development these days is a participatory development in the sense of development that invites the people concerned to self-regulate, every class in society is a potential forces in actualizing the development in economic and social platform.

Potential powers of individuals and organizations or social groups living in the community are expected to support the dissemination of development activities undertaken, such as the spread of diffusion and innovation. It should be noted in this case that the achievement of development goals will not work optimally when a system of development is not supported by public participation as the subject of development itself.

The progress of economic-development-oriented theories of development is now shifting towards a people-centered development. Korten and Carner in Hary Hikmat (2001: 94) simply state that production-centered development focuses more on the following:

- (a) Industry and not on agriculture, whereas the majority of the global citizen earn their livelihood from the agricultural sector.
- (b) Urban and non-rural areas.
- (c) The ownership of a productive asset that is centralized and not a broad productive asset.
- (d) The investment in development is more beneficial to small groups, not to the large ones.
- (e) Optimize the use of capital and not the use of human resources so that capital resources are utilized while human resources are not utilized optimally.
- (f) Utilization of natural resources and the environment to achieve the short term enhancements of physical wealth, without the management to sustain and enlarge the resources, by causing rapid environmental destruction and rapid control of natural resource base.
- (g) The efficiency of large-scale, interdependent production units based on differences in international profits, by abandoning the diversity and adaptability of small scale units which are organized to achieve local self-help resulting in an energy-inefficient economy; lack of adaptability and susceptible to serious disruption due to damage or political manipulation in that part of the system

Communication strategy includes planning and management of communication to achieve a goal. There are five elements included in the communication strategy, which are:

1. Cause or social activities that are considered to be able to solve the problem.
2. Change agency (agency or institution that wants to change) whose its main task is to carry out the purpose and activities.
3. Change targets (targets of change) that can be individuals, groups or institutions.
4. Channel or path that connects the influence and response between the institution of change and target.
5. Change strategy, the way or archetype used by the changer to change or influence the target (Kottler, 1972).

To achieve these objectives the strategy does not serve as a road map only shows direction, however, it's necessary to the strategy to be able to demonstrate its operational tactics; in the sense that the approach may vary depending on the situation and conditions.

Research methods

This study was designed as a descriptive explanatory survey. Therefore, the method used in this research is descriptive explanative method. The use of such methods is based on the consideration that the purpose of this study is to obtain a comprehensive overview of development communication strategies for the implementation of an approach model based on the approach of local community organizations in improving communities in the development in West Java Province. And the region selected for this research object is West Bandung Regency, with the sampling size of 84 respondents.

To obtain the primary data, the researcher conducted several activities as follows: Structured Interview, Questionnaire Distribution, Direct Observation, as well as documentation and literature which are relevant to the object and problem studied.

Results and Discussion

Based on the results of research analyzed by referencing to the various studies of relevant literature, hereby the description of the research result and discussion.

The first table serves the data completion result numbers regarding the activities of citizens in stewardship and membership in local community organizations.

Table 1 Respondent Activity in Local Community Organization

No	Respondent Activity in Local Community Organization	f	%
1	Active	32	38.1
2	Quite Active	34	40.5
3	Not Active	18	21.4
Total		84	100

Based on the data above, most of the respondents are quite active in various activities conducted by local community organizations, this indicates that the existence of local community organizations has been received and appreciated well by the people in rural area.

The government development paradigm has been shifted at this point, the government doest not put themselves as the executor of development anymore but as a provider of social services providers, mediators, coordinators, educators, support system mobilizers and other roles that lead to a more indirect service. Local organizations, social organizations, local community organizations have the role as implementing agents of development and implementing agents of social services to vulnerable groups or communities in general. In such position, development is handled by the community under the government facilities.

The paradigm which being developed by the government currently emphasize on a bottomup development pattern, meaning that the actors who take on development initiatives are people who know exactly what they need, what they expect and what they want. Based on the bottom-up development pattern, then development is based from, by and for the people.

The process of development activities both physical and non-physical, from the planning stage to the stage of implementation, communication has a role as a mechanism to deliver a message about what to do until the performance and results assessment. The table below shows the participation of respondents on the determination of development plans that will be done in the region. In the aspect of respondents participation in development planning which was done involving some questions related to the delivery of suggestions or opinions in designing the development either delivered directly or indirectly or through social media that exist

Table 2 Involvement of Respondents in Development Planning

No	Involvement of Respondents in Development Planning	f	%
1	High	23	27.4
2	Enough	19	22.6
3	Less	42	50
Total		84	100

Referring to the data above, the table shows that in general rural communities are still inactive in the development planning process that will be implemented in the region, this picturize the lack of community involvement in the development process. Planning processes without the involvement of community participation indicate the communication has not been effective. Communication on one side is a supporting element for the successful implementation of development, while on the other side, communication is related to communication technology and in development taking role as a demand of the development process itself. The easy access of communication and computer encourages the convergence between electronic mass media information technology with media data information technology. Furthermore, this convergence connects the trade world with the electronic information media industry.

Related to the explanation above, Karten and Carner point out three important themes for development planning that are held on the people, such as:

1. Emphasis on the support and development of self-help efforts of the poor to fulfill their own needs.
2. Awareness that even though the modern sector is a major source of conventional economic growth, the traditional sector is a major source of livelihood for the majority poor households.
3. The need for new institutional capability in efforts to build the capability of the poor who receive beneficiaries for productive and self-reliant management based on local resources.

The development and advancement of communication technology is very rapid as a facility that can be utilized in the planning and, socialize the direction of development policy, both national development and regional development. The advancement of communications technology, news media, and extensive utilization by most layers of society, theoretically will make it easier for people to have access to information sources. The widespread use of social media (social networking) as a platform of communication between individuals and individuals, between individuals with groups and the wider community and vice versa is a great opportunity to optimize the implementation of social marketing principles in the context of development

Respondents' responses to the role of local community organizations as a communication strategy to increase citizen participation in the ongoing development show on the following data:

Table 3. Respondents' Response to the Role of Local Community Organizations

No	Respondents' Response to the Role of Local Community Organizations	f	%
1	Responsive	12	14.2
2	Quite Responsive	31	36.9
3	Unresponsive	41	48.9
Total		84	100

The table above shows that the role of local community organizations as the government partners in the development process is still not running optimally. In the communication strategy for community empowerment to fulfill the needs of the community with the interests of the government, it is necessary to have a platform that can accommodate community participation in the implementation of development that has been programmed by the government.

Community participation platform should be able to accommodate and fulfill the aspirations and initiatives of the community, as well as a platform of communication between the community and the government and the people themselves, so that every effort and community activities can be coordinated as well as possible.

From these conditions, social communication and development strategies undertaken on the policies of developing countries such as Indonesia use 2 approaches of pattern, such as:

1. The use of mass media as a disseminator of information or diffusion of innovations.
2. The use of interpersonal communication channel as a communication system of society.

Respondents' responses to the factual condition of community organizations as their partners in the development process undertaken in their territory indicate the following conditions:

Table 4 Respondents' Response to Factual Conditions of Local Community Organization.

No	Respondents' Response to Factual Conditions of Local Community Organization	f	%
1	Need	76	90.5
2	Do not need	8	9.5
Total		84	100

The table above shows that most respondents feel the need for the presence of local community organizations. The existence of local community organizations as a form of efforts for community empowerment in the development process, so that people feel to have an important role in the development process which being implemented. The word 'empowerment' gives the impression of being strong, according to Rappaport (1985) empowerment-based practice is the language of help which expressed in symbols that communicate powerful forces to change the things that are contained within us, others who we consider important and the community around us. The idea of being more of a subject of its own world underlies the concept of empowerment. The empowerment process contains two trends: *First*, empowerment processes that emphasize on the process of giving or transferring some power, strength, or ability to the community to make individuals more empowered. This process can also be complemented by the material assets development to support the development of their independence through the organization. *Second*, emphasize the process of stimulating, encouraging or motivating individuals to have the ability or willingness to decide their life choices through the process of dialogue.

Development communication strategy uses local community organization model to increase community participation in the implementation of development indicates that it is quite effective, under the fact that it has succeeded in generating autonomous spirit in determining the development process from planning, implementation to development evaluation stages.

This can be seen in the following table:

Table 5 the effectiveness of development communication strategies using local community organizations approach.

No	Effectiveness Level of Communication Strategies Using Local Community Approach	f	%
1	Effective	21	25
2	Quite Effective	57	67.9
3	Ineffective	6	7.1
Total		84	100

The process of Development does not only deal with the production and distribution of material goods but it also needs to generate conditions that enable human beings to develop their creativity as the subject of development and not merely as the object of development. At the end, Development should be aimed at human development, so that creative humans can be produced in various aspects such as psychology, sociology, politics, anthropology, culture, and not only in the economic aspect solely, as these people are the one who can establish development and solve the problems it faces.

The regional autonomy era or decentralization of development that was started after the reformation in Indonesia, theoretically it should have implicated on the change of development communication paradigm in Indonesia. The shift of development communications perspective from vertical-top down communication models to dialogical participative-horizontal communication model, which has been carried out gradually in the end of the New Order regime should be more developed in this reformation era.

The people-centered development model emphasizes empowerment which means that it emphasizes the reality of community experience in its journey. Therefore, the people-centered development views the creative initiatives of the people as the most important resource for development and it views material and spiritual well-being as the goal to be achieved in the development process.

A communication strategy is needed to achieve a change that leads into improvement, and to achieve a fairly high degree of social participation in achieving that change. The strategy is defined as: the determining pattern of the change goals which is directed through social participation. In addition, strategy is the most effective planning and organizing pattern to achieve predetermined change. A strategy contains conception or perception of the material change input (innovation) with the most effective yet efficient fund and energy which is poured into the system of society, institution, and climate (Hamijoyo, 1979: 12). This current condition is a golden opportunity to start operationalizing the concept of development which goal is very abstract (forming a complete Indonesian society) by further directing the development policy towards the community empowerment.

Conclusion

Based on the results of research and analysis that have been done, it can be concluded that:

1. The existence of local community organizations is understood and appreciated well enough by the rural community; therefore process of assistance in optimizing the empowerment of local community organizations is needed.
2. Strengthening the community institution is necessary, important and should be the main concern of the community and the government so that it can be a "healthy" partner that mutually support and synergize well.
3. In practice, the development process should place the community as an equal partner, the community is placed as an asset that has the potential to become the actors of development itself.
4. The need to optimize the role of local community organizations is important in fulfilling and encounter the needs of the community with the interests of the government, which can accommodate the community participation.

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