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**GOVERNMENT COMMUNICATION PATTERNS IN EFFORTS TO  
IMPROVE COMMUNITY WELFARE IN TUWUNG VILLAGE, BARRU  
DISTRICT, BARRU DISTRICT**

*Dian Pratiwi*  
*dianpratiwi@algazali.ac.id*  
*STIA Al Gazali Barrju*  
*Sukmiah*  
*sukmiah@algazali.ac.id*  
*STIA Al Gazali Barru*  
*Muliati Manda*  
*STIA Al Gazali Barru*

**ABSTRACT**

*This research aims to determine the government's efforts to improve community welfare in Tuwung Village, Barru District, Barru Regency and to determine the factors that influence the government's efforts to improve community welfare in Tuwung Village, Barru District, Barru Regency. The data sources were obtained by means of surveys and interviews. The results of this research show that the government's efforts to improve the welfare of the community in Tuwung Subdistrict are through: 1. Deliberation on development plans in the Village/Subdistrict (Musrembang). 2. Assistance with IPAL or Septic Tanks 3. There is assistance from the center, regional government cooperation to oversee a number of central government programs including, Beneficiary Families (KPM) in the Family Hope Program (PKH) and Non-Cash Food Assistance (BPNT). This assistance is used for education, health and family welfare. The factors that influence the government in improving the welfare of the community in Tuwung Village are: 1. development of orderly regional planning and increasing community self-help initiatives. development based on AMDAL (environmental impact analysis).*

**Keywords:** *Patterns, communication, welfare, society.*



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## A. INTRODUCTION

Development in Indonesia which is carried out on an ongoing basis aims to improve the welfare of Indonesian society. It is hoped that development results will be in an effort to reduce the economic and social disparities that occur. Therefore, the government, through the RI Social Service, carries out several activity steps in order to support, empower and provide social services/assistance to community members/groups who have problems or obstacles to being able to live a decent life.

To reduce social disparities due to the level of welfare, the government has recently launched regional expansion, which is the development of regional autonomy with the aim of making the people in the area more prosperous.

The increasing population is a big problem for countries in the world, especially developing countries, including Indonesia. Indonesia is the country with the 4th largest population in the world after countries with economic, social, educational, cultural and criminal problems.

Apart from that, to improve the welfare of society, the government has also launched a 9-year compulsory education program. With the 9-year compulsory education, it is hoped that the mindset of the Indonesian people will further develop. At this time the government is also implementing the BOS (School Operational Assistance) program. This BOS hopes that no more people will drop out of school due to education costs, the government is also holding a package catch-up program, this program is usually attended by fathers or mothers who have dropped out of school, this program consists of the package A program (equivalent to elementary school), package B program (junior high school equivalent), package C program (high school equivalent).

Rochajat Harun & Elvinaro Ardianto stated that, Development has several goals, firstly to increase the standard of living (level of living) for every person, both income, level of consumption of food, clothing, shelter, health services and education. Second, the creation of various conditions that enable the growth of self-esteem in each person through the establishment of social, political and economic systems and institutions that promote human dignity and respect. Third, increasing the freedom (freedom/democracy) of each person in choosing various existing choice variables. For this reason, development is expected to: first, create equality and justice (the

absence of inequality in development, both between regions, between sub-regions, and between community members). Second, empowering the community and alleviating poverty. Third, create and increase employment opportunities. Fourth, increase the income and welfare of regional communities. Fifth, maintain or preserve natural resources so that they are beneficial for present and future generations (sustainable).

Society (as a translation of the term *society*) is a group of people who form a semi-closed (or semi-open) system, where most interactions are between individuals in the group. The word "society" itself is rooted in the Arabic word, *musyarak*. Based on this understanding, a society is a network of relationships between entities. Society is an interdependent community (depending on each other). The term community comes from the Arabic root "syaraka" which means joining in *rta* (participate). In English, the term *society* is used which comes from the Latin word *socius* which means friend. The following is the definition of society according to Soeharto, namely: "A society is a group of people who have the same feelings or are united with each other because they share an identity and 14 shared interests. the same place, a feeling of belonging, and usually the same place." (Suharto, 2010).

Development journalism (JP) was born from the Press Institute, precisely when the Press Foundation of Asia held the first Asian Economic Writers' Training Course in Manila in 1968, which reflected the dual emphasis of JP, namely, economic development in Asia and clear writing techniques regarding that matter. The course participants agreed to call themselves development journalists who are fully aware of their role as part of their nation's efforts to develop economic resources and are not just recording economic events.

At more or less the same time, what was known as development support communication was also known, originating from the United Nations (UN) or the United Nations Development Program (UNDP) in Bangkok. Another precursor to the growth of development communication was the Agricultural Communication Science discipline at the University of the Philippines, Los Banos. Recently, there have also been those who have proposed development advertising. These activities then expanded and were included in the concept and practice of development communication as it develops today. (Rohajat Harun & Elvinaro Ardianto, 2011)

Based on data from the Tuwung Subdistrict office, it is known that the population is 2915 people, 1400 men and 1515 women, covering 973 families with an area of 4.10 km<sup>2</sup>, so it can be stated that the population density per km<sup>2</sup> is around 700 people.

According to Nasikun (2011), the concept of welfare can be formulated as the meaning of the concept of human dignity which can be seen from four indicators, namely, a sense of security, prosperity, freedom and identity.

The Indonesian Central Statistics Agency (BPSI) explains that in order to see the level of household welfare in a region, there are several indicators that can be used as measurements, including the level of family income, the composition of household expenditure by comparing expenditure on food and non-food, the level of family education, the level of family health, and housing conditions and facilities owned in the household. The social welfare problems that have developed so far show that there are citizens whose rights to their basic needs have not been fulfilled properly because they have not received social services from the state. As a result, there are still citizens who experience obstacles in the implementation of their social functions so that they cannot live a life in a decent and dignified manner (Batafor, 2009).

To realize the implementation of government development in an effort to improve the welfare of the community in Tuwung Subdistrict, Barru District, it always begins with various previous preparations such as implementing the Subdistrict Development Planning Conference (Musrembang) so that subdistrict development planning remains environmentally friendly, especially community infrastructure development, environmental road construction and physical development. especially those financed by the Regency APBD.

In connection with the description above, Tuwung Subdistrict, Barru District, Barru Regency, as one of the subdistricts which is quite successful in implementing various forms of development programs in improving community welfare and increasing community empowerment, is still experiencing problems in the government's communication patterns towards its community, especially problems between neighborhood heads. which is considered to be less integrated with its citizens.

Therefore, the author is interested in knowing the factors that influence the government's efforts to improve community welfare in Tuwung Village, Barru District, Barru Regency.

## B. RESEARCH METHODS

This research uses a descriptive type of research using a qualitative approach, which is limited to efforts to reveal a problem or situation or event as it really is so that it is simply to reveal facts and provide an objective picture of the actual situation of the object under study. Meanwhile, the basis of the research is interviews with sources/informants which contain questions regarding matters related to the formulation of the research problem.



**FIGURE 1. CONCEPTUAL FRAMEWORK**

## C. RESEARCH RESULTS AND DISCUSSION

### ➤ . Research Results

This research was conducted at the Tuwung Village office using an interview guide. Where the informants in the author's research were sub-district office staff and the community in Tuwung sub-district. Research in progress g for 14 days, namely from January 20 to February 4 2020. And 10 informants were obtained, with details of 3 Tuwung Village office staff and 7 Tuwung Village residents.

Government efforts to improve community welfare in Tuwung Village, Barru District, Barru Regency

For this reason, researchers asked Mr. Hidayatullah, S.IP., M.H. as Village Head in Tuwung Village along with Mr. Badaruddin, S. Sos as Secretary of Tuwung Village Head and Mrs. Nurul Dewi Susilaningrum, SE as the economic and community empowerment section.

Based on the results of an interview with the Head of Tuwung Village regarding what problems are obstacles in improving community welfare, he revealed that:

"We have natural resources that are quite potential but have not been able to bring in the average level of income growth expected for the welfare of society due to various problems such as the quality of human resources, institutional problems and the availability of infrastructure that is less supportive."

According to him, the conditions that are the cause of the slow achievement of improving social welfare are what should be discussed together on a basic basis. In the discussion, aspects of life development, religion, social and culture must be taken into account. Another aspect that is no less important is increasing the development of the people's economic sector, especially based on agriculture, plantations, animal husbandry, as well as the development of regional tourism.

Meanwhile, Mrs. Nurul Dewi Susilaningrum, SE as the economic and community empowerment section in her interview said that:

"The obstacles in improving community welfare include the uneven development and fulfillment of infrastructure and accessibility between regions. Second, economic development in leading regional sectors is not yet optimal, third, the quality of human resources or human resources is still low, then fourth, the implementation and implementation of good governance is not yet optimal, and fifth, environmental management and preservation is not yet optimal."

Based on the results of an interview with Mr. Badaruddin S. Sos regarding the government's efforts to improve community welfare, he revealed that:

"The government's efforts to improve community welfare are through Development Planning Deliberations (Musrembang), assistance from IPAL or Septic Tanks, and also assistance from the center."

Based on the statement above, the following is the discussion:

a. Musrembang

Every fiscal year, a Village Development Planning Conference (Musrembang) is always held to discuss everything that will be built, both physical and social development. The term Village Development Deliberation (Musrembang) is a standard term that stands alone, meaning that the term already has legal force within the national development framework to gather development information from below or from villages/sub-districts.

The development planning deliberation in the Village/Subdistrict is a forum attended by government shops, the community, religion, youth and women in the Village/Subdistrict. In this way, the community has the opportunity to express wishes, thoughts and ideas for development in their environment. For this reason, Musrembang is something that can involve all components of society in the development process, a forum that can be used to listen to the wishes of the community, and what development they need, and is very useful in knowing the social, economic and political conditions of the nation.

b. IPAL or Septic Tank assistance

IPAL is a Waste Water Treatment Plant which is a means for processing waste in liquid form, for example waste from toilets, washing water or from bathrooms. And among the public it is often said that IPAL is a means for WC waste, better known as a septic tank. Waste water in the form of black water containing dirt will end up in the septic tank. Even though we rarely realize it, the role of septic tanks is very important in the continuity of activities at home because several quite disturbing problems surrounding the bathrooms and toilets that we use every day often arise from septic tanks. For this reason, the government in Tuwung Village provides assistance in the form of IPAL or Septic tanks to people who do not have adequate drainage or wastewater channels.

c. Assistance from the Center

Regional government cooperation to oversee a number of central government programs including, Beneficiary Families (KPM) in the Family Hope Program (PKH) and Non-Cash Food Assistance (BPNT). This assistance is used for education, health and family welfare, but this assistance is still lacking and there are still underprivileged people who do not receive this assistance. Sometimes names proposed by the regional government are not registered and do not match what the

regional government expects. For this reason, the government is expected to be more selective in choosing people who receive assistance so that the aim is to further improve people's welfare in line with what is expected.

➤ Discussion

Good governance requires appropriate structural support. Therefore, from time to time, both central and regional governments must always assess existing structural support, make structural changes in accordance with changing demands, such as restructuring the overall institutional structure and arranging more appropriate positions and functions. In addition, the existing government must always strive to achieve optimal results by utilizing funds and other available resources efficiently. In terms of improving the welfare of residents in Tuwung Village, the government must build good communication patterns with the community.

The community's demand for good public services cannot be separated from the realization of good governance, especially in sub-district areas that have direct contact with the community. Complaints about the poor quality of services in sub-districts show that good governance has not yet been realized at the sub-district scale. This research was conducted to determine the role of the subdistrict government in realizing good governance and improving community welfare, especially in Tuwung Subdistrict.

As for the government's efforts to improve community welfare, according to Mr. Badaruddin, S.Sos as Secretary of the Tuwung Village Head, stated that one of the government's efforts to improve community welfare is through Development Planning Deliberations (Musrebang).

The term Village Development Deliberation (Musrebang) is a standard term that stands alone, meaning that the term already has legal force within the national development framework to gather development information from below or from villages/sub-districts. However, to gain an understanding of the meaning based on a terminological approach, deliberation is defined as exchanging ideas, ideas and attitudes to reach an agreement. Deliberation can also be interpreted as a forum for bringing together opinions and attitudes towards a problem through a forum or a situation to seek agreement to be implemented and held accountable together.

The development planning deliberation in the Village/Subdistrict is a forum attended by government shops, the community, religion, youth and women in the Village/Subdistrict. In this way, the community has the opportunity to express wishes, thoughts and ideas for development in their environment. For this reason, Musrebang is something that can involve all components of society in the development process, a forum that can be used to listen to the wishes of the community, and what development they need, and is very useful in knowing the social, economic and political conditions of the nation. Thus, the Village government and the Tuwung Subdistrict LPM administrators, consisting of influential community figures, played a significant role in the deliberations, in the form of demands for the provision of better community facilities and infrastructure, especially roads, culverts, waterways and markets that are in accordance with AMDAL that has been determined by the Barru district government.

#### **D. CONCLUSION**

Based on the results of research conducted by researchers regarding government efforts to improve community welfare in Tuwung Village, Barru District, Barru Regency, it can be concluded that:

The government's communication pattern in an effort to improve community welfare is still not implemented well because there are still residents who complain about unsatisfactory service levels and neighborhood heads who do not communicate well with their residents. This shows that the principle of transparency has not been fully implemented in Tuwung Village because there is still discrimination or favoritism in services to the community.

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