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The Role of Communication Leaders in Planning And Acceleration of Development In Tanjung Alam Sei Dadap Asahan Village

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ABSTRACT

This study aims to determine the role of communication from community leaders in development planning including the construction of village roads, the development of drinking water sources, the National Community Empowerment Program (PNPM) Mandiri, the preservation of community traditions and the construction of mosques. in Tanjung Alam Village, Sei Dadap District, Asahan District. Participation of community leaders is involvement carried out by non-formal circles. When talking about the community, it means talking about the community itself, community leaders are representatives of the village community. In this study, researchers used descriptive qualitative research with data collection techniques through interviews, observation and documentation. There were 7 informants in this study taken using a purposive sampling technique, including the Head of Tanjung Alam Village, 2 community leaders of Tanjung Alam and 4 members of the Tanjung Alam Village community. The researcher used an interactive data analysis model to describe the results of the research into a data analysis technique and to check the validity of the researcher's data using a triangulation technique. The focus of this research is the communication role of Community Leaders in development planning in Tanjung Alam Village. The data analysis technique used in this study is descriptive qualitative, namely collecting data by conducting interviews with related parties. The results of the research show that the role of communication of community leaders is to increase knowledge in development so that development planning is carried out by referring to applicable regulations, and upholding community ethics and values .

Keywords: *Communication, Community Figures. Development Planning, Participation.*

INTRODUCTION

Village development is very important so that it becomes a benchmark for whether the development plan of a village is going well or not. If the planning goes well and is optimal, then of course village development will definitely go according to plan or in other words it will be successful. If the development plan does not go according to what was previously agreed upon, then the development of the village has not been said to be successful.

According to Law no. 32 of 2004, the village is a legal community unit that has territorial boundaries that are authorized to regulate and manage the interests of the local community, based on local origins and customs that are recognized and respected in the

system of government of the Republic of Indonesia. The existence of this law is so that the implementation of equitable village development can be carried out. Theoretically, there are at least four rural development strategies that can be implemented, namely the agricultural modernization strategy, the anti-poverty strategy, the new pattern of growth strategy, and the land-reform strategy (Syahyuti, 2006: 192).

The essence of rural development is to humanize rural people so that they become dynamic, mature, independent human beings who have the courage to face and overcome environmental challenges. The position as the subject of the rural population gave rise to a rural development approach as a totality (Kasiyanto, 1994: 206).

Rural development efforts need to be approached in various ways, such as exploring potentials by the local community, fostering appropriate technology which includes the creation, development, deployment and use of the technology, fostering business organizations or implementing units that carry out the application of appropriate technology to achieve development goals. , as well as fostering supporting policies that include inputs, costs, credit, markets, and others that provide a harmonious climate for development (Slamet, 2003: 12). Implementation of the development itself, the final goal to be achieved is to improve people's lives

In determining this village development plan, village development meetings are needed between groups who are community representatives, be they community leaders, village heads, hamlet heads, and so on. The village development planning meeting (Musrenbang) is a deliberation activity that is carried out annually by village stakeholders to make development plans on a regular basis based on the Village Medium Term Development Plan (RPJMD). If the Musrenbang goes well, it can build village progress, by maximizing the potential and available resources both inside and outside the village.

This village development planning meeting, like in many other places, also took place in Tanjung Alam Village, Sei Dadap District, Asahan Regency. Tanjung Alam Village is one of ten villages in Sei Dadap District, Asahan Regency, North Sumatra Province with an area of Tanjung Alam Village of approximately 285 Ha, consisting of 7 (seven) hamlets. Tanjung Alam Village is inhabited by 5328 inhabitants consisting of 2706 male souls and 2622 female souls with a total of 1397 family heads.

At present, almost all development activities are carried out using participatory development methods, but each development activity has differences in the targets of the community that are planned to participate in planning activities up to the implementation of development.

Development planning cannot be carried out without community participation, as well as costs or a budget. This budget is called the Village Revenue and Expenditure Budget (APBDes), because this development is carried out in the village , the concept of village deliberation itself is participatory and dialogical. Deliberations are held to take citizen participation, the intended form of participation is that in Tanjung Alam Village it can be seen how the role of community leaders is in voicing development plans in their respective hamlets, because in every hamlet in Tanjung Alam Village there are community leaders with various backgrounds of experience, work and education.

Based on what has been described, the researcher is interested in knowing how important the role of community leaders' communication is in voicing development planning for the benefit of many communities, of course to find out the role of communication of community leaders participating in planning and implementing development in Tanjung Alam Village, Sei Dadap District, Asahan Regency. There are several interesting things about the communication role of community leaders in voicing and providing input on planning and accelerating development including the construction of village roads, the construction of drinking water sources, the National Community Empowerment Program (PNPM) Mandiri, the preservation of community traditions and the construction of mosques.

LITERATURE REVIEW

Basic Concepts of Communication

The word communication comes from the Latin word *communicare* which means to inform. The word then developed in English Communication, which means the process of exchanging information, concepts, ideas, ideas, etc. between two or more people. In simple terms, it can be stated that the notion of communication is the process of sending messages or symbols that contain meaning from a source or communicator to a recipient or communicant with a specific purpose.

According to Onong Uchjana (2014) the notion of communication is basic, in the sense that communication must at least contain the same meaning between the two parties involved. It is said to be minimal because the communication activity is not only informative, namely so that other people understand and know, but also persuasive, namely so that other people are willing to accept an understanding or belief in doing an action or activity and so on. In line with the development of communication science as a multidisciplinary science, the definitions given by experts are increasingly numerous and varied. Each has an emphasis on meaning, scope and context that is different from one another .

According to Hovland, Jannis and Kalley quoted in (2016: 12) Communication is a process through which a person (communicator) conveys a stimulus (usually in the form of words) with the aim of changing or shaping the behavior of other people (audience). This definition from Hovland, Jannis and Kalley shows that communication is a process that occurs between one person and another. It also emphasizes that the communication activities carried out have the goal of changing or shaping the behavior of other people who are the target of communication (influence).

Communication development

Initially the term development communication was popularized by scholars and policy makers in the United States, then was soon introduced to Europe and developing countries around the world. Then the term development became a major issue in international organizations even though there is no universally understood formulation (Nasution, 2004).

Development Communication is the process of delivering material in order to improve something to make it better. In a broad sense, Development Communication is an

activity of exchanging messages reciprocally between all parties involved in development efforts, especially the community and government, from the process of planning, implementing and evaluating development. Specifically, development communication is all efforts and methods , as well as techniques for conveying messages or ideas and development skills originating from those who initiate development aimed at the wider community. The application of development communication in the life sector stated above, when examined further, shows the similarity of a number of characteristics which include (Nasution, 2004):

- a) Applying principles, systems and communication technology, as one of the main components in achieving the objectives of its activities.
- b) Providing an important role for communication within the structure of the development activities concerned.
- c) Using and developing methodologies and systematic approaches in the use of communication in the scope of its activities.
- d) Development communication has objectives, including providing information, being persuasive (arousing feelings), changing behavior, changing opinions or opinions, realizing community participation, and increasing income. These development communication goals are expected to cause changes in society or social change.

Public figure

In society, there are usually certain people who are a place to ask questions and a place to ask for advice from other members of the community regarding certain matters, which is what is called a Community Leader. They have the ability to influence other people to act in a certain way . Community leaders occupy formal positions, but are influential informally, this influence grows not because it is supported by power or formal bureaucracy.

Community involvement is usually represented by community leaders. Community leaders are people who have influence in society, both formal and informal (Kusnadi and Iskandar 2017). Participation can be divided into two, namely vertical and horizontal participation. Vertical participation occurs because under certain conditions the community is involved or takes part in another party 's program where the community is in a lower position, while horizontal participation occurs when the community has the ability to do business with the skills they have. Every member of the community group participates horizontally with one another, which means carrying out cooperative activities with other parties. This participation can show that society can develop independently (Jahi, 1993: 25).

Society participation

According to Katz and Kahn, a role is an action taken by a person based on his character and position. According to Sumaryadi (2005: 46), participation is the role of a person or community group for development either in the form of statements or activities

in providing input. Community participation is a central concept, as well as a basic principle of community development because it is closely related to the idea of . In short, participation is a tool and a goal to achieve something that is expected. Participation here is the ability of the community to carry out activities in such a way as to achieve increased welfare.

Participation of community leaders is community involvement represented by non-formal circles. According to KBBI, non-formal means that it is not official to be non-formal, namely those who do not get formal appointments as leaders, they are appointed because of attitudes, knowledge, or qualities that are superior to society in general. So the participation of community leaders here is the same as the participation of the community itself.

The meaning of community participation is the participation of the community in solving problems and viewing available resources, as well as making decisions to determine solutions to solving problems and involving the community itself in solving problems. This participatory planning has important and positive impacts, including if this community participation can be carried out optimally, it can make development run well and according to the desired plan, and can make the community prosperous. The substance of participation is the approval of the community in taking policies in order to solve problems and to make plans in village development.

The verbal communication approach is the dominant approach from community leaders or opinion leaders in an effort to increase community participation in development such as the use of the village fund budget, the use of village funds is a direct discussion from the opinion leader to the community, in any situation, whether formal, meeting, meetings, and community events, including non-formal events when on the road, garden, or any place, while non-verbal communication is very little used in providing motivation to increase community participation in development using village budget funds (Haq, Rembang and Onsu, no date)

If development is carried out without community participation, then village development is very difficult to implement, because in this development, community participation is very important, and also to avoid a time when development does not match the opinion of the community, it will cause rejection in the village. If there is no community participation, this can lead to misappropriation of funds from village government officials because the community does not know about the funds channeled, especially for village development.

METHOD

This study uses a qualitative approach, the focus of the research is the participation of community leaders in development planning in Tanjung Alam Village, Sei Dadap District. Informants who are the source of data include village heads, hamlet heads, and community leaders including several residents who live in Tanjung Alam Village. The analysis technique used in this research is descriptive qualitative analysis.

Data collection techniques were carried out in three ways, namely interviews with informants, both village heads, community leaders including residents of Tanjung Alam Village, Sei Dadap District. Observations were made by researchers on meeting activities regarding development plans at the village office including development activities in the field. While documentation was obtained in the form of notes, interview recordings and several other supporting documents. Qualitative data analysis was carried out by collecting data, then selecting and grouping according to interests, after which the data was presented and conclusions were drawn. Meanwhile, to check the validity of the data, the researcher used a triangulation technique.

FINDING AND DISCUSSION

Tanjung Alam Village as a village that is located side by side with the capital of Asahan Kisaran Regency, should race to increase progress, in line with the growth and development of Kisaran City as a center for trade, government, education, services and various other business activities. The progress of the district capital can of course be harmonized with the condition of Tanjung Alam Village in carrying out development activities in various possible sectors.

Of course, physical and non-physical development in Tanjung Alam Village must be in accordance with the needs of the Tanjung Alam Village community. The current conditions are that almost all development activities are carried out using participatory development methods, but each development activity has differences in the target community planned to play a role. as well as in planning activities up to the implementation of development.

From the results of the researcher's interview with the Head of Tanjung Alam Village, Lasmi S, an explanation was obtained that according to him development in the village was hampered during the Covid-19 pandemic, this was due to a lack of available funds, as a result, a number of development sectors in the village had to stop. in Tanjung Alam Village, it always involves community participation, in this case, community leaders.

Community involvement can be seen where the community is included to participate in planning activities up to the implementation of development, only actors who have important positions, for example community leaders, village officials, in contrast to what is carried out in community empowerment programs to overcome poverty where each stage of activity from planning to implementation must involve the community as a whole regardless of age, gender, position in society, and level of education.

Based on the results of interviews with several informants, the role of communication from community leaders in the development of Tanjung Alam Village has an important meaning in realizing the interests of the people who live in various hamlets. Where each hamlet has community leaders with different roles, especially in village development. Community leaders will submit a proposal if in a hamlet there are several developments that must be carried out according to the needs of the people in the hamlet.

The informants as well as community leaders namely Nuri Ani and Abdul Rahim, S.Ag, MA, where they said that the development in Tanjung Alam Village included the

process of building drinking water facilities, planning for road construction, implementing the independent National Community Empowerment Program (PNPM). , preserving community traditions, and planning for the construction of mosques in each hamlet.

Then based on the results of the interviews that the researchers conducted with several responses from the residents of Tanjung Alam Village, including Ahmadi, Irwandana Sitorus, and Umiati, where they thought that the development in Tanjung Alam Village had not shown progress as expected by many people. Among them; in road construction it is still not good, because there are still many damaged roads that have not been paved, even the main roads that have been paved have started to deteriorate because vehicles with loads exceeding the tonnage are often passed by, in other words the vehicle load is beyond the endurance limit of the road, so it is necessary to pay attention to the condition roads in the Tanjung Alam Village area to be repaired immediately. Then, the construction of the riol is still lacking and there is a need to continue the construction of the riol in Tanjung Alam Village. Furthermore, the current construction of a drinking water facility in one of the hamlets in the village of Tanjung Alam, which is still under construction, which is around 50% to 60%, is hampered due to the Covid-19 pandemic.

From some of the things previously described above, to find out the role of community leaders in Tanjung Alam Village, Sei Dadap Asahan District, the researcher focuses on several things that the role takes place, of course in the context of planning and accelerating development, both physical and non-physical, including:

The Role of Community Figures in Planning for the Development of Drinking Water Facilities

For the common welfare of the village community, the role of community leaders is needed in development planning and the village head is also required to participate in village development planning. Where, there are issues in a hamlet in Tanjung Alam Village, to be precise, located in hamlet II, that there is discomfort with the availability of less clean water.

Therefore, the main role of community leaders and village heads is urgently needed, so that the community can feel comfortable in the availability of clean water, planning for the construction of drinking water facilities is carried out, which is a regionally owned business unit engaged in the distribution of clean water to the general public.

This development plan is carried out in order to be able to provide the best possible clean water supply service to the people of Tanjung Alam Dusun II village, especially the needs of the community in using clean water for drinking, cooking, washing and other needs

The Role of Community Figures in Road Development Planning

The condition of the roads in Tanjung Alam Village that are traversed by the community for their daily activities are not all or all of the roads are in good condition. Where there are small or large holes along the way. Especially during the rainy season, the road conditions are muddy, muddy and flooded. So that people need patience in dealing

with road conditions that have not been paved. The intended roads are mainly roads that are in residential areas.

This is where the role of community leaders is needed, who will collect information about the damage to the road and what is needed for road repair, whether filling up the holes with sand or immediately carrying out the construction of the asphalt road, all according to the available budget funds. Then it is discussed together to find a solution in the budget so that the road development plan can be implemented immediately.

The Role of Community Leaders in the Implementation of the National Community Empowerment Program (PNPM) Mandiri

In the era of globalization, the National Program for Community Empowerment (PNPM) is a National Program in the form of a framework as a basis and reference for the implementation of community empowerment-based poverty alleviation programs.

The role of community leaders here as a team implementing independent rural PNPM activities provides funds directly from the central (APBN) and regional (APBD) channels to village collective accounts in sub-districts. Where village communities who take PNPM Mandiri can use these funds such as loans for economic groups for business capital. Even community leaders always urge members of the PNPM recipient community to use it on target to avoid using it solely for consumptive purposes, so that it will be difficult to return funds that are of a loan nature.

The Role of Community Figures in Preserving Traditions

Custom is an act that has always been carried out from the past until now, the rules are habits that are always used in society. Habits of a society that has been entrenched in the actions it does are called traditions. As for the rules that are carried out in the community, it has become a habit that is always carried out in the community. The role of community leaders is very much needed in preserving the traditions of the local community, to be precise in the village of Tanjung Alam.

Traditions that have been preserved include: wedding festivities, circumcision feasts for the apostles, naming ceremonies and kekah festivities. Where is the role of community leaders participating in this tradition. Indigenous peoples as supporters of cultural heritage, especially the older generation, still have the desire or tendency to maintain past culture, while most of the younger generation tend to be more open and ready to carry out cultural renewal in the hope of achieving their goals in life.

Therefore, the importance of the role of community leaders in preserving the traditions of the community in the village of Tanjung Alam and the participation of the community to support and work together so that traditions that have been around for so long are maintained, here the role of communication of community leaders plays a very important role in fostering understanding among the community about the importance of keeping traditions alive and developing from generation to generation.

The Role of Community Figures in Mosque Construction Planning

In each hamlet in Tanjung Alam Village there are community leaders in order to develop development in the hamlet, where the role of community leaders can find out the deficiencies in the facilities and infrastructure of mosque buildings in their area. In order for the realization of complete mosque facilities such as the expansion of the mosque building due to the increasing number of people so that with the expansion of the mosque building, the community is not jostling when carrying out prayers, as well as the provision of complete mukenas, prayer mats and Al-Quran. And currently there is a process of repairing the mosque located in Hamlet I, Tanjung Alam Village, where the funds obtained were sourced from proposals submitted to entrepreneurs, the governor's office, as well as funds from donations from the people of Dusun I Tanjung Alam Village

Related to the construction of this worship facility, communication shown by community leaders plays an important role, because community leaders in Dusun I Desa Tanjung Alam are able to mobilize the community to participate in providing waqf or infaq towards the needs needed, communication through this persuasive approach is usually carried out in mosques or at informal meetings, the effect was quite significant in growing community participation in the construction of mosques, especially in procuring building material needs including funding needed.

CONCLUSION

Village development is very important as a benchmark for whether the development plan of a village is going well or not. Development planning cannot be carried out without community participation, as well as costs or a budget. Community participation is usually represented by community leaders. The community leader himself is someone who is a representative of the community in his sub-village in a village, in order to participate in development in the village.

It can be concluded that the communication role of community leaders is very important in village development, community leaders play a role in the interests of a hamlet. If there are community needs that are not yet available, the role of community leaders is needed to immediately carry out development planning by conducting deliberations in advance with the community in the hamlet. The roles of community leaders in Tanjung Alam Village include the role of community leaders in planning the construction of clean water facilities, planning for road construction, implementing the development of an independent national program for community empowerment (PNPM), preserving community traditions, and planning for the construction of mosques in each hamlet.

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