

THE EFFECTIVENESS OF VILLAGE GOVERNMENT COMMUNICATION WITH COMMUNITY IN PROVIDING SOCIAL ASSISTANCE DURING COVID-19 PANDEMIC AT RAHARJA VILLAGE WONOSARI DISTRICT

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ABSTRACT

This research aims to determine the effectiveness of village government communication with the community in providing social assistance during the COVID 19 pandemic in Raharja Village, Wonosari District.

Method in this research is a type of descriptive qualitative research. Qualitative approach is a research method that is directed at understanding social phenomena from the participant's perspective, by interviews, observation and documentation steps.

Result showed that the village government communication with the community was quite effective, but it still needs to be improved so that the community felt satisfied with the way of communication carried out by the village government in providing social assistance where the COVID-19 pandemic was in Raharja village, Wonosari district. The factors that hinder the effectiveness of village government communication with the community in providing social assistance in Raharja Village were the village government's ability to communicate, the language style used by the village government in conveying information to the community was still unclear, and different messages.

Keywords: Communication, Government, Village, Covid-19

INTRODUCTION

Indonesia announced the main case of corona virus infection due to Covid-19 in early March 2020. Since that moment, various prevention efforts have been carried out by the government in reducing the impact through the Covid-19 pandemic in several sectors. Almost all sectors are affected, not only the health of the economic sector, but also a serious impact due to the corona virus pandemic. The limited activities of citizens affect business activities which in turn have an impact on the economy. The report from the Central Statistics Agency (BPS) in August stated that Indonesia's economic development in the second quarter of 2020 was minus

5.32 percent. Initially, in the first quarter of 2020, BPS reported that Indonesia's economic life was quite alive at 2.97 percent, down considerably through agrowth of 5.02 percent in the corresponding period last 2019.

During the corona virus pandemic, there have been various changes in the social and economic conditions of residents. Social limitations in various activities were always carried out in overcoming the spread of the corona virus. The latest adaptation patterns in carrying out healthy behaviors, such as washing hands by using soap, avoiding crowds, or wearing masks or face protection, were quite effective ways to

deal with being infected with the corona virus. The used of hand sanitizers is expected to minimize the spread of the virus to other people. Besides that, hand sanitizers can also be called quite practical in use because they can be carried easily. Based on those certain opinions, the Village Government conducts socialization about the limitations of social interaction, social contact and communication.[1]

The outbreak of the Covid-19 corona virus does not also affect the health aspect, but also the economic aspect with the welfare of the community. Governments, both central and regional, were designing various social assistance agendas for citizens to ease their burdens in the midst of the pandemic.

Currently, Indonesia is faced with an unfavorable situation and condition, caused by the Corona Virus or Covid-19 outbreak.

Corona viruses are a large family of viruses that cause disease in humans and animals. In humans, it usually causes respiratory tract infections, ranging from the common cold to serious illnesses such as Middle East Respiratory Syndrome (MERS) and severe acute respiratory syndrome.

A new type of corona virus that has been found in humans since the extraordinary event that appeared in Wuhan, China in December 2019. Besides that, we also know the name Covid-19, whose general symptoms are fever, dry cough, and shortness of breath. For this reason, a number of policies have been set by the government. to carry out social control and keep the spread of Covid-19 by urging not to leave the house and even complying with all health protocols including wearing masks, maintaining distance, washing hands, and staying away from crowds.

Social Assistance (Bansos) includes the transfer of money and goods handed

over to residents in order to maintain through the possibility of forming social risks by increasing the welfare of citizens. Social

assistance can be given directly to citizens and community institutions, including assistance where non-governmental institutions in the field of education and religion are not always selective. Social assistance (Bansos) includes the transfer of money and goods that are handed over to residents in order to protect through the possibility of creating social risks by increasing the welfare of citizens. Social assistance can be given directly to citizens or community institutions including assistance where non-governmental institutions in the field of education and religion are not always selective. In duration, social assistance can be temporary (for disaster victims), or always (for people with disabilities) in the form of money or goods.

Throughout 2020, the Ministry of Social Affairs has distributed a number of social assistance, including the routine social assistance distributed by the Ministry of Social Affairs, namely the Family Hope Program (PKH), the Cash Social Assistance Program for participants in the Basic Food Program (BPNT) for non-PKH with the Rice Bansos (BSB). There are also social assistances that are disbursed to residents who affect the corona virus pandemic.

In this case, policy makers need to understand the communication patterns of citizens, especially rural residents. Of course, it would be more hick to look at rural residents from the perspective of the past. Times have changed, the political system has changed. The failure of government agendas is more likely due to the neglect of the impact of communication, an identification of socio-cultural structures with a system that is applied to one area/village,

resulting in the formation of errors in the implementation stage.

Basically, Raharja Village is a multicultural society or ethnic diversity, namely the Gorontalo and Balinese tribes, so it is prone to errors in communicating in understanding the diction conveyed because of the style of language and culture (culture). Misunderstanding misinterpreting each individual can have a different reality. Everyone's reality is called subjective because everyone has a different point of view according to experience, culture, embedded values, and others.

Understanding in imperfect diction can also result in abnormalities in the communication stages carried out by communicators in the communicant, when we talk to the person using diction that they do not understand, so that messages that have not been conveyed in a certain way can also be difficult to understand perfectly by those who do not understand the meaning through diction-certain.

Cultural phenomena can also prevent the stages of individual communication. Those who live around Balinese culture, may have difficulty communicating with those who live and live in the vicinity of the Gorontalo area. The impact of culture is closely related to the phenomenon of speaking style and language style which can also be a result of communication disorders.

Residents have structures with various layers, various structures with layers of residents depending on the complexity of the residents themselves. The more complex one of the residents, so that the structure of the residents is also more difficult. The complexity of citizens is also determined by various cultures with the stages obtained. The richer the people are in their culture, the more difficult the social stages are obtained.

Style of speech and style of language, can also be a result of the difficulty of the message being understood, or the message being misunderstood, to include a result of communication disorders that tend to be more experienced. Like when people who always communicate in the Gorontalo tribal dialect communication style, so certain things can make it difficult to communicate who always communicate using the Balinese dialect style.

Several stages of communicating with citizens are structurally related to layers or various cultures with the social stages found in certain citizens, also depending on the impact on the audience, either individually, by groups or by the widest community. Then the substance of the form and the form of communication are determined by :

- 1) The parties involved in communicating (communicators with audiences).
- 2) The way to go
- 3) Interests and purposes of communication.
- 4) Scope of implementing it.
- 5) Channel used; with
- 6) The content of the message that was delivered.

Communication in government organizations is needed in order to provide as much information as possible to a multicultural society. Information provided to the public through communication is an important thing to pay attention to, because if we provide information that is not understood by the community then our communication with the community is not effective.

This communication will be needed to facilitate the performance of the village government and the satisfaction of the people of Raharja Village with assistance from the government. The village has a bigger

role because it is the spearhead of the formation and improvement of the welfare of the citizens.

In communicating directly (face to face) both to individuals within individuals and individuals within groups and groups within groups, groups with citizens, so that the cause of individual (interpersonal) linkages includes understanding the communication, but mass communication is the stage of communication carried out through mass media in several purposes of communicating as well as in conveying information to the widest audience. Furthermore, so that the most important elements in mass communication are communicators, mass media, mass information (messages), gatekeepers, audiences (public) with feedback [2] The village government is also more aware of population data with certain styles of language and culture, vulnerable sick, residents experiencing Termination of Employment (PHK), people with low incomes, residents who work informally or residents who have considerable financial resilience.

The lack of community knowledge and skills in understanding and managing social assistance programs requires communication and the participation of the village government to socialize social assistance whether by what scheme or for whom social assistance is given, therefore for good citizens we should always be honest where are we staying? deserve help or not. Don't let social assistance not reach the target. When certain things are experienced so that the goal through social assistance is to relieve community members who cannot already be neglected so that they can meet the basic needs of their lives.

Management includes a specific stage, which is structured through actions: planning, organizing, executing, with control carried out in

determining as well as realizing the goals that have been determined through the use of human resources with other sources. Understanding of the management function among experts is relatively diverse [3]. But then, the management function can be seen in two main explanations, namely organic benefits with complementary benefits. Organic functions are related to all functions that are absolutely implemented by management, but complementary functions are related to all functions which, although not yet absolutely implemented by the organization, are best carried out because the implementation of complementary functions can increase organizational performance.

There are some experts suggest:

1. According to Patterson with Plowman, suggesting that management can be defined for one of the techniques, the intent with the goal through which a group of people is determined and explained.
2. According to Lawrence A Appley, management is the art of getting things done through the efforts of other people.
3. Frans Sadikin said management is a stage in the creation, maintenance, by operating a company organization that aims to always pass human effort in a systematic, coordinated and cooperative manner.

Listening through certain definitions so that a communication goal is to change actions through several steps or stages of communicating in managerial proximity, so that communicating goals can be realized in an effective way. Next, you can highlight the division of management functions based on the experts who have been adapted [4].

Communicate for the means through which citizens participate in democracy.

He describes communicating in a way: an orator or speaker builds an argument in giving a speech to the listeners [5]. Organizational communication is defined as the presentation and interpretation of messages between communication units that are part of an organization [6].

The concept of effectiveness is a broad concept, covering various factors inside and outside the organization. Effectiveness is related to the extent to which the organization achieves the goals that have been determined, as the opinion of experts in the Office Management book [7]. Effectiveness of communication concerning aspects of definition, joy, causes of attitudes, good social relations, and actions. Regarding these aspects, it is closely related to the effectiveness of government communication in information about the COVID-19 pandemic to the public.[8]

RESEARCH METHODS

These observations include the type of descriptive observation in qualitative closeness. This type of observation can be carried out through a qualitative method. It means that the data collected is no longer how much the values are, but certain data originating through interview scripts, field notes. So that the goal through these observations, is to describe and reveal, as well as describe the empirical reality behind the phenomenon in the deepest, detailed and complete way. The use of this qualitative method is to match the empirical reality in the theory that is applied in using descriptive closeness.

Qualitative proximity is one of the methods of observation that directs the understanding of social phenomena through the participant's perspective.

This type of observation is descriptive observation. Descriptive procedures are fact- finding in the appropriate interpretation. Also researching the

problems of the citizens with the procedures determined for the citizens, these conditions, activities, attitudes, with the stages that will take place through one of the phenomena.

The source of data used in the observation is a separate observation, when the observer directly interacts with the observation informants (in this case, the subject of observation). Observations for observation instruments carry out direct contact with informants in order to produce primary data sources with secondary data sources.

1. Primary Data Source

Primary data sources are data that directly generate data in collecting data. In this case, the data was obtained directly through the informant by interviewing in the deepest way when using interview instructions with ease in conducting interview equipment, namely the tape recorder.

The informants in this research are:

- (1) Head with Village Apparatus 5 a number of
- (2) BPD management of 3 people
- (3) Community leaders totaling 20 people

2. Secondary Data Source

Secondary data sources are sources that have not directly generated data for data collection. Sources that facilitate these observations include books and literature that are related to the problems observed. The data management procedures used in these observations are observation, in- depth interviews (indept interviews) with documentation.

a. Interview

The interview technique used in these observations is an in- depth/free interview technique,

which is a form of data collection technique that is often used in qualitative descriptive observations. The focus of the questions in this interview is related to communication

b. Documentation

Documentation is one of the data retrieval techniques in collecting by analyzing the documents, whether written documents, pictures or electronically, there is documentation that is used to support these observations, namely cellphones.

2. Data analysis technique

The data analysis technique used is descriptive quantitative data analysis technique, which is an analysis based on the data obtained and then developed into a hypothesis with the following stages:

a. Data reduction

Data reduction means summarizing, sorting out the main points, focusing on the most important things, looking for themes with patterns. Furthermore, the reduced data can produce a very clear description, which makes it easier for observers to carry out data collection.

b. Data Presentation

The presentation of data on qualitative observations is carried out in the form of the shortest description, charts, related to criteria, and the like. Presentation of data is a matter that can facilitate the design of the next work in accordance with what has been understood in a certain way.

c. Verification/Conclusion

Conclusions from qualitative observations include recent

discoveries that were not previously available. Findings that can be like a description or description of an object that is not clear after being observed can become clear.

RESULT RESEARCH

a. The Effectiveness of Forms of Oral Communication in Providing Social Assistance during the Covid-19 Period

Oral communication is communication that is delivered directly or face to face. In this research, the form of oral communication is intended to describe the way the Raharja village government communicates with the village community regarding the provision of social assistance during the Covid-19 pandemic.

The results of the interview with NS as the secretary of Raharja Village were as follows:

“The form of verbal communication about social assistance to the community is to explain in detail in a meeting so that the community can understand the purpose or intent of the assistance to be provided so that the assistance can be of good use” (interview, 5 July 2021).

The results of the interview showed that a form of communication between the village government and the community in providing social assistance is verbally through a meeting about the objectives and benefits of social assistance.

b. Effective Form of Written Communication

Effective communication with the government is more important, especially during the current pandemic, the communication conveyed by the village government in delivering aid during the COVID-19 pandemic uses written

communication. Village government written communications can be interpreted in notification letters, and announcements on information boards. The results of the interview above showed that one form of communication between the village government and the community in providing social assistance is in writing through billboards and village information boards.

The results of the interview above showed that the understanding of the village government was different so that the delivery of messages to the community was also different between the village secretary and the hamlet head.

Through the interview data, it could be concluded that the message to be different in communication is a factor that affects the village government's communication in conveying messages or information to the community in providing social assistance for covid 19, so it is hoped that the village government must be consistent in delivering messages to the community, especially during the pandemic. at the moment. The results of observations in the field showed that:

- a. delivery of different messages could be
- b. delivery of different messages can bekan pemerintah desa sering berbeda.
- c. The understanding of the village government is different so that the delivery of messages to the community is also different between the village secretary and the hamlet head. This raises questions in the minds of the people.
- d. In this context, language plays a role in the formation of messages conveyed for communicators to communicants, comparisons and language

insights can influence the communication that is carried out. For example, when communicating participants do not understand the language used in communication well, of course they have not been able to respond to communication that is carried out properly.

- e. Style of speech and style of language, can also be a result of the difficulty of the message being understood, as well as the message being understood incorrectly, to the point that it is a consequence of a communication disorder that tends to always be experienced. Like when people who always communicate use the Gorontalo ethnic speaking style, so certain things can have difficulty communicating who repeatedly speak using the Balinese speaking style.
- f. Cultural phenomena can also prevent individual communication stages. For them to be left behind around Balinese culture, it may be difficult to communicate with those who live and live in the vicinity of the Gorontalo area.

These cultural factors are closely related to the phenomenon of speaking style and language style which can also be a result of communication disorders. Result of interview with NS as secretary of Raharja Village Stated that:

Factors that influence communication about social assistance to the community, namely the village government conveys in a language style that can be understood by the community about the purpose or intent of the assistance to be

provided so that the assistance can be of good use.(Interview 5 July 2021)

DISCUSSION

a. The Effectiveness Oral Communication Form in providing Social Assistance during the Covid-19 Period

Oral communication is communicating to be conveyed directly or face to face. In this research, the form of oral communication is intended to describe the way the Raharja village government communicates with the village community regarding providing social assistance during the Covid-19 pandemic.

The results of the research on the village government's verbal communication process with the community in providing assistance during the pandemic can be concluded bahwa:

- a. The form of verbal communication from the village government to the community receiving social assistance is delivered through meetings and direct delivery to homes;
- b. The information conveyed relates to the form of assistance, its purpose and benefits and the schedule for receiving it.
- c. The communication is not open, but only for the recipient so that it is not widely known by the rest of the community.

b. Effective Form of written communication.

Communicating effectively when the government is the main issue, especially during the current pandemic, the communication conveyed by the village government in the delivery of assistance during the COVID-19 pandemic uses written communication. Village government written

communication can be interpreted in notification letters, and announcements on information boards. The results of the research on the written communication process of the village government with the community in providing social assistance during the pandemic can be concluded:

- a. One of the written communications carried out by the village government is by making billboards and village information boards with the aim of making it easy for the beneficiaries to get information.
- b. In addition to billboards and information boards, written communication from the Village government is also carried out through invitation letters and attaching the names of the beneficiary communities.
- c. Written communication carried out by the village government regarding the provision of social assistance is only specifically for those who are registered as beneficiaries.

In addition to communicating with the masses for citizens, communicating internally with the government is also the most important in dealing with Covid19. Communicating internally within the organization cannot be underestimated. When communicating in a certain way, it can be appropriate in fluency as well as in one of the organizers so that it can facilitate direction as well as the purpose of conveying information for a very broad period. Communicating can produce information for both the outermost and innermost parties, using interactions in a series of social stages, obtaining causes, for tools in problem solving. The observations were carried out using a qualitative method

- a. Revealing where mass communication has a central role

when responding to the Covid-19 pandemic

- b. Revealing where mass communication has a central role when responding to the Covid-19 pandemic.

Research entitled

The Role of Government Communications in Improving Services to the Community”

This research aims to realize government in service to citizens is very often using interpersonal closeness. The research method uses qualitative research to get the results: The role of government communication when improving services to residents of the Bengkol village, Mapanget sub-district, Manado city is not good enough, this is due to the government not using the normal stages of communication in the form of providing services to the general public. Until sometimes it seems long when the administration service.

As explained in the results of previous research that communication is a specialty of social interaction, namely one of the links that gives rise to stages that always affect individuals, individuals with groups or with groups, both in relation to interacting with village government within the village community.[11].

c. Factors influencing communication

At the communication stage of the village government with residents during the COVID-19 pandemic, there are various factors to influence communication, including:

1. The ability of the village government to communicate with the community in providing social assistance during the pandemic during the

covid 19 pandemic is now very influential, the village government as a communicator always has the best power when communicating, so that communication effectiveness can be achieved very quickly. In accordance with the observation data so that conclusions can be drawn where:

- a. the village government's ability to communicate with the community is still less effective because their education is below average.
- b. the village government's ability to communicate is still less effective because it still raises many questions in the minds of the community. (3) The communication ability of the village government with the community is still less effective where the delivery of the village government is still unclear and the village government is still less active when dealing with the community.
- c. Language Usage

In this case, language plays a role in forming messages to convey. There is a communicator in communicating, differences and language insights can affect when communicating is done. For example, when the participants do not understand the language used when communicating well, of course they cannot respond to the communication that is carried out properly too.

The results of observations of researchers in the field show that one of the factors that influence village government communication when distributing social assistance during the current pandemic is the use of language where in Raharja village consists of ethnic groups, namely the Balinese and Gorontalo tribes,

therefore the language used by the village government In conveying information, it must be in accordance with the tribe based on observational data, conclusions can be drawn.

The communication between the village including:

- a) The impact on influencing communication about social assistance to the community is that the village government conveys in a language style that can be understood by the community.
- b) In communicating at this time it would be nice for the village government to use government and the community has been quite effective, but it still needs to be improved so that the community is satisfied with the way of communication carried out by the village government in providing social assistance during the COVID-19 pandemic in Raharja village, Wonoasari district everyday language. so that, people can understand the effectiveness of social assistance, because in Raharja Village consists of Gorontalo and Balinese tribes.

- c) Different message delivery

Delivering different messages is also one of the factors that affect the effectiveness of village government communication in conveying information during the COVID-19 pandemic.

Through observational data, it can be concluded that different messages in communication are one of the factors that influence village government communication in conveying messages or information to the community in providing social assistance stones for COVID 19, so it is hoped that the village government

must be consistent in delivering messages to the community, especially during times of crisis. current pandemic. The results of observations in the field show that:

- a. delivery of different messages can be.
- b. the delivery of messages to the community carried out by the village government is often different.
- c. The understanding of the village government is different so that the delivery of messages to the community is also different between the village secretary and the hamlet head. This raises questions in the minds of the people.

CONCLUSION

In the results of the research, the effectiveness of village government communication with the community in providing social assistance during the COVID-19 pandemic in Raharja Village, Wonosari District, it can be concluded that: of village government communication with the community in providing social assistance during the covid 19 pandemic in Raharja Village consist of the village government's ability to communicate, the style of language used by the village government when delivering information to residents who still do not understand and different messages.

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