

COMMUNICATION ACTIVITIES AND COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF *THE COMMUNITY ACTION PLAN*

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ABSTRACT

Community communication and collaboration activities in the form of participation are expected to support DKI Jakarta government programs, especially in Marunda Village in structuring slums in the Community Action Plan. (CAP) The objectives of this study are: (1) Analyzing community communication activities in Marunda Village in CAP activities, (2) to analyze the level of community participation in CAP activities, and (3) to Analyze the relationship between communication activities and community participation in CAP development in Marunda Village. The research method used is quantitative research with research samples in 3 RT in RW 01, Marunda Village. Data analysis Descriptive analysis, by providing an overview of the condition of the research variables, and correlation analysis (Spearman Rank) is an analysis used to determine the close relationship between several variables. The results of the research that community communication activities use interpersonal communication and group communication such as meetings at the RT level. Most people have communication tools (HP), so information can be conveyed through WhatsApp Group (WA). In addition, the distance between houses that are very close makes it easier to convey directly to residents. The level of community participation is quite high, this can be seen from the support from the community during the implementation of the CAP. The results of the correlation test show that there is a positive relationship between communication activities and community participation in CAP development. In addition, a good level of communication activity can increase community participation which encourages the development of CAP, among others, there is a high enough motivation to organize a healthy environment.

Keywords: communication activities, community participation, community action plan

1. INTRODUCTION

DKI Jakarta Province is a province that has a population growth rate of 0.92% per year for the period of 2011-2020 (BPS, 2021). The population growth rate, among others, causes population density and environmental conditions in DKI Jakarta. (Patrisia, 2010) inadequate government measures in controlling population growth, poverty rates, and urban services are factors in the growth of urban slums.

One of the efforts made to organize a slum environment is a *Community Action Plan* (CAP). The objectives of the *Community Action Plan* program that have been achieved by the Decree of the Head of the Public Housing and Settlement Area Service Number 781 of 2018 are clean water, environmental roads, green open spaces, children's playgrounds, waste management, fire hydrants, public street lighting, economic activity facilities, and social activity facilities. CAP is a form of collaboration between residents and the DKI Jakarta Provincial Government. CAP is organized with the aim that residents are involved in the housing and settlement construction planning process that suits their needs. Collaboration between the government and the community is carried out through communication processes. The DKI Jakarta Government through the Public Housing Office of the Settlement Area carried out communication processes to achieve CAP. The slum management program is contained in the DKI Jakarta Governor's Regulation Number 90 of 2018 concerning Improving the Quality of Settlements in the Context of Structuring Integrated Settlement Areas. The role of the government has become crucial in conveying messages and information to the public.

One of the efforts that have been made by DKI Jakarta is the arrangement of the Aquarium Village. The collaboration process between the government and the community in Kampung Aquarium is considered to have gone well enough to implement the program in an even greater direction, namely the realization of the long-term goal of the program in the form of permanent housing development. It's just that a little difference of opinion is often spelled out at the time of program formulation between the community and the government (Muhtadi, 2020).

Community Action Plan (CAP) is one of the methods of participatory planning of the community in the development of its territory. This program is expected in the development planning process to place community participation as a development goal and not just as one of the development approaches. One of the roles of facilitators in empowering the community is group strengthening. That good relationship between the facilitator and the group drives the growth of the group. The group can develop positively if it finds a good atmosphere of the group so that the capacity of the group can be increased (Wiyati, 2014). Participatory roses that are built are seen from the behavior of the community through the process of communication.

In the new era of communication, a development communication paradigm emerged that involved participatory in the process of communicating to decision making. Communication is needed to support development that involves the community understanding each other's agreed understandings for the progress of a place. community involvement and role are needed in the implementation of development programs (Sukarni, 2018). Development communication that is created as well as socialization activities carried out by the government can have a positive impact on the creation of a healthy environment. the knowledge and attitudes of the community on the banks of the Citarum river in living and healthy behaviors increased with socialization or educational activities (Fuady, 2020).

In implementing the program, of course, communication activities cannot be separated, both with the government and members and other elements. Communication activity is largely determined by how many similarities of perception occur between the communicator and the communicant to the message conveyed. The greater the similarity of perceptions, the more successfully the communication process reaches its goals. The communication activity carried out by a person or group will determine the effectiveness of communication (Astuti, 2007). In addition, the program of empowering and structuring slums through CAP, a process of community participation in development is needed. This program is expected in the development planning process to place community participation as an agent of development.

One of the CAP areas is in Marunda Village, which includes RW 01 thanks to the category of slums and densely populated. Marunda Village has an area of 50% residential, while the other 50% is in the form of empang, industry/warehousing, and trailer truck garages. (BPS, 2020).

Based on this background, community communication and collaboration activities in the form of participation are expected to support the DKI Jakarta government program, especially in Marunda Village in structuring slums in the *Community Action Plan*. The research raised the title of Communication Activities and Community Participation in the Development of *Community Action Plans*. The development process with community empowerment is followed by communication processes. It is hoped that through communication activities there will be a similarity of perceptions that occur between the communicator and the communicant to the message conveyed. The empowerment and management of slums through CAP, especially in Penjaringan Village, can be seen from the factors of communication activities and the level of community participation in development. The objectives of this study are: (1) Analyzing community communication activities in Marunda Village in CAP activities, (2) Analyze the level of community participation in CAP activities, and (3) to analyze the relationship between communication activities and community participation in CAP development in Marunda Village.

2. RESEARCH METHODOLOGY

(Sugiyono, 2013). The positivism paradigm is used in this study because the research approach used is quantitative and uses survey methods and explains the causal relationship between the variables studied. This type of research is explanatory. Explanatory research is a type of research that explains the relationship between two or more variables (Kriyantono, 2014). The variables used in this study were individual characteristic variables (X1), communication activity variables (X2); variable participation rate (Y). In this study, the population was residents of the community in Marunda Village, especially RW 01. The sample is a subset of the subjects of the study who can represent the entire data (population).

Samples are part of the various numbers and characteristics possessed by the population (Sugiyono, 2013). To make it easier to determine samples in this study, it used *multi-step random sampling* techniques with sampling stages in 3 RTs in RW 01 RW in Marunda Village with a total of 30 respondents. Kerlinger and Lee (2000) suggested as many as 30 samples as the minimum number of samples in quantitative studies. tag. Data analysis Descriptive analysis, by providing an overview of the conditions of research variables, and Correlation analysis (*Spearman Rank*) is an analysis used to determine the closeness of the relationship between several variables.

3. RESULTS AND DISCUSSION

Description of Communication Activities and Community Participation

Based on the results of the study, in general, the education of high school respondents (46.7%) and junior high school (33.3%), however, there are still many people who have elementary education. As for the age range of most of the ages 41-50 years (43.3 %) and 41-50 years (33.3 %), the following is presented a table of public education;

Table 1. Education and Age of Respondents

Education	Percentage	Age (years)	Percentage
Sd	20,0 %	>30	16,7 %
Junior High School	33,3 %	31- 40	43,3 %
High School	46,7 %	41-50	33,3 %
		>51	6,7 %

Source: Research Results, 2022.

At the beginning of CAP activities, starting with socialization to the community in Marunda Village, socialization was carried out in stages, at the village level by involving elements of RW and RT, and subsequently, RT carried out socialization to its residents. The initial stage of CAP activities received community resistance, this was because it would certainly damage some of the fronts of people's houses, but the Chairman of RW 01 gave a proposal to the planners to start the point at RT 02 and RT 03. This is so that people in other RTs can see the results of CAP's activities. Cap activities carried out are the construction of drainage and environmental roads. In general, respondents have high motivation in encouraging and improving the quality of the environment (53 %). In addition, there is also a very high motivation that CAP activities are part of improving the quality of the residential environment (73 %).

The convenience that is felt especially for RW and RT administrators is that most people have communication tools (HP), so that information can be conveyed through the WhatsApp Group (WA). In addition, the distance between houses that are very close together makes it easier to convey directly to its residents. Communication activities are carried out through interpersonal communication, media communication (HP), and group communication, namely through meetings at the RT level.

The role of residents of the RW 01 community in efforts to improve the quality of their settlements is

- a. Carry out environmental clean service work assisted by PPSU to maintain and maintain existing facilities and infrastructure/ infrastructure.
- b. Involving many parties such as RW, RT, PKK (Dasawisma and Jumantik, Majelis Taklim), Karang Taruna, LMK, and Community Leaders and Companies around RW 01.
- c. Increase the empowerment of residents in waste management through community contributions.
- d. Propose improvements and procurement or addition of environmental facilities and infrastructure adapted to the conditions of narrow and dense settlements in Rembug RW 01 and Musrenbang Marunda Village.

Relationship of Research Variables

Based on the results of data processing, that to the positive relationship between communication activities and community participation in the development of CAP (0.386). This means that a good level of communication activity can increase community participation.

Table 2. Correlation of Community Activity with Community Participation

Correlations				
			Communication Activities	Community Participation
Spearman's rho	Communication Activities	Correlation Coefficient	1.000	.386*
		Sig. (2-tailed)	.	.035
		N	30	30
	Community Participation	Correlation Coefficient	.386*	1.000
		Sig. (2-tailed)	.035	.
		N	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Research Analysis Results, 2022

Cohen and Uphoff's theory (1977), community participation in this study includes a form of Participation in Evaluation where the community can supervise all government activities without exception. The method used is direct or indirect, either through criticism, suggestions, protests, complaints, reports and so on which can later be followed up (Ardila, 2020). The Community Action Plan was chosen because this method can build the capacity of the community to carry out actions according to problems, needs, and potential resources. The Community Action Plan (CAP) method is based on the perspective of good urban governance. The results of the analysis that the Community Action Plan can be carried out for the arrangement of slums through the stages of preparation, socio-environmental mapping, and approval of the Community Action Plan and a new location map (Ministry of Public Housing, 2011). It added that the Community Action Plan (CAP) is an independent community action to plan and implement efforts to improve the quality of their settlements (Ministry of Public Housing, 2011:10)

The advantages of CAP include: (1) There is large participation from the local community; (2) By implementing CAP, solutions to problems come from within the community and this is by their needs and priorities; (3) Ensure that all relevant groups participate in activities, especially women and other often forgotten community groups; (4) Ensure acceptance and support of solutions by local communities. While the weaknesses of CAP include: (1) It requires time and resources to integrate all relevant stakeholders in the process; (2) Finding consensus among all community members can be very time-consuming; and (3) CAP will not develop without the motivation and strong encouragement of the local community (Fathy & Yogiswara Anuraga, 2019).

(Anton Simbang, 2019) The relationship between community participation and the quality of the slum environment in Rajawali Village and Budiman Village. Empowerment must be increased to encourage community participation in maintaining the quality of the residential environment and preventing new slums. He added that the results of measuring community participation were 58.63% at a sufficient or moderate level. The dominant aspects of slums causing slums are the environmental sanitation aspects of settlements (quality of wastewater treatment, environmental drainage, and waste management) and aspects of securing fire hazards. Spearman correlation analysis shows that community participation affects the environmental quality of settlements.

According to Arstein (in Sumiyarsono, 2010), the community's assessment of community participation or participation or the degree of community involvement in development programs implemented by the government is classified into eight typologies, namely manipulation, therapy, information giver, consultation, referral, partnership, a delegation of power, and controlling society.

The results showed that community participation in Jodipan Village was very good because the community participated in every existing activity by doing cooperation, cleaning the environment, and coloring housing so that it did not look shabby, this community participation was supported by the Malang City Government (Yiska, 2018)

4. CONCLUSION

- a. In general, the education of respondents is high school (46.7%) and junior high school (33.3%), however, there are still many people who have elementary education. As for the age range, most of the ages are 41-50 years (43.3 %) and 41-50 years (33.3 %). Most people have communication tools (HP), so that information can be conveyed through WhatsApp (WA). In addition, the distance between houses that are very close together makes it easier to convey directly to its residents. Communication activities are carried out through interpersonal communication, media communication (HP) and group communication, namely through meetings at the RT level.
- b. The level of participation in encouraging the development of CAP includes, among others, the existence of fairly high motivation in the community, high communication activities between the management and the community, and community participation. On the other hand, some factors hinder CAP, namely, there are community concerns because the improvement of environmental roads and *drainage* in front of the house can damage the porch or the front of the resident's house.
- c. The results of the data analysis show that there is a positive relationship between communication activities and community participation in the development of CAP (0.386). This means that a good level of communication activity can increase community participation.

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