

Effectiveness of Communication between Sub-district Officers and RW Heads

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Abstract. Effective communication at the sub-district level is crucial to ensure that public policies and services, particularly Population Services, are clearly communicated to the community through the Neighborhood Association (RW) apparatus. Effective communication will increase community understanding and participation. This research was driven by obstacles in socialization in Cicendo District, such as the diverse educational backgrounds of RW heads and the potential lack of motivation without material elements in coaching activities. The purpose of this research is to examine the relationship between the effectiveness of communication socialization and the level of understanding and participation of RW heads in Cicendo District. The research used a quantitative method with a descriptive approach. Data were collected through a survey (questionnaire) involving 56 RW heads throughout Cicendo District, using a positivistic paradigm and analyzed using Descriptive Data Analysis. The results of the analysis indicate that communication between Sub-district Officers and RW heads has generally been effective. Sub-district Officers are considered capable of delivering informative messages (Recipient and Message Content Aspects), using appropriate media (Media Aspects), and presenting an easy-to-follow socialization format (Format Aspects). However, it is recommended to improve the quality of communication media using videos or infographics, hold special training for RW heads, and adjust the duration and timing of socialization for more optimal participation.

Keywords: *Communication Effectiveness, Population Services, Head of Community Unit.*

A. Introduction

Governments in Indonesia, from cities to sub-districts, serve as liaisons between the people. Although the status of sub-districts is unique and regulated solely by state regulations, (Jerry Wesli, Novie R. Pioh), As an autonomous region, the regional government has the freedom to regulate community interests in order to improve the quality of public services. (Andi Agus Putrawansyah, 2018). In this case, the sub-district becomes the main link in Population Services, which is an important issue related to population growth and public demands for administrative services. (Dini Siti Patimah, 2020).

This study focuses on Cicendo District, Bandung City (ranked second in terms of service in Bandung City), which held a program called "Population Service Development and Socialization Activities for RW Heads." RW Heads are important because they are grassroots social institutions that are close to the community and can strengthen the function, welfare, and public participation. (Auliya Dewi, 2023). Using new media is a new bridge in terms of time, use, production, and distribution. One of its prominent characteristics is the interaction between humans. (Maya Amalia Oesman Palapah, 2020).

According to the Secretary of the Cicendo Sub-district, Ganjar, the main problem (communication barriers) in implementing these activities is that the diverse educational backgrounds of the RW often result in inconsistent and inconsistent understanding of the socialization material. Considering backgrounds, experiences, and circumstances, this is necessary because everyone essentially receives the communication process in different ways. (Maya Amalia Oesman Palapah, 2023). Socialization that does not involve material elements or direct benefits makes RW administrators less motivated to implement the information conveyed, so the message becomes ineffective.

Data from the Bandung City Central Statistics Agency shows that while the population of Cicendo aged 15 to 19 was 7,206 in 2021, it increased to 7,444 in 2023. However, this figure contrasts with reports of declining ID card (*KTP*) services. In 2021, the number of *KTP* services reached 6,643, while in 2023, it dropped to 6,578. This decline demonstrates the urgency to improve and improve more effective population services.

Effective communication is a key element in socialization, where the goal is to transmit culture and ensure messages are understood. (Soerjono Soekanto, through Echols et al., 1989). To achieve Effective Communication, it must be measured by six dimensions (Hardjana, 2000:23):

1. Receiver
2. Content
3. Media
4. Format
5. Source
6. Timing

The effectiveness of communication in Cicendo District needs to be improved and maintained. This research is expected to provide strategic contributions and recommendations to improve the quality of communication and public services between the sub-district government and the neighborhood unit (*RW*) heads.

B. Method

The researchers used quantitative research with descriptive analysis techniques and data collection using a descriptive approach. The population selected for this study was 56 neighborhood association (*RW*) heads.

Using the total sampling method. Total sampling is a method where the number of samples is the same as the population. (Sugiyono, 2007). This method was chosen because the population studied was less than 100. In this study, the population consisted of 56 heads of neighborhood associations (*RW*) in Cicendo District, Bandung City. The data collection techniques used in this study were questionnaires, interviews, and observations.

C. Result and Discussion

In the descriptive analysis in this study, data were obtained from the results of data processing from the two variables collected through questionnaires distributed to 56 selected respondents as

samples. Respondents were asked to fill out several questions in the questionnaire based on the facts they experienced in the field with a Likert scale (strongly agree, agree, disagree, strongly disagree). Then the two variables were analyzed including the independent variable (X) Communication Effectiveness in Cicendo District. Based on the data collected from the questionnaire, a data interpretation process was carried out to display the scores of each measurement instrument used. Before that, basic statistical calculations were carried out first, such as mode, median, and interval. The calculation steps carried out are as follows:

Largest Data = $56 \times 4 = 224$

Smallest Data terkecil $56 \times 1 = 56$

It can be concluded that the ideal score for all items is 224. Then, determine the medium from the research data as follows:

Medium Largest data value + Smallest data value

Medium $224 + 56 : 2$

Medium 140

From the calculations above, the medium value obtained is 140, so that from all the calculations a continuum is obtained which can be described as follows:

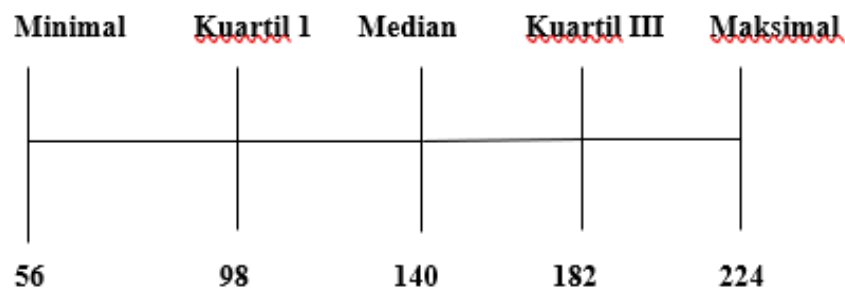


Figure 1. Quartile Diagram

Based on descriptive analysis of questionnaire data obtained from 56 neighborhood association (RW) heads, it was found that the implementation of service socialization by sub-district officials received a positive response. Measurements were conducted using a four-level Likert scale, and scoring results indicated that the majority of items fell into the agree and strongly agree categories, indicating that the communication process during the socialization activities was quite effective.

In general, respondents assessed that the information conveyed during the socialization was well understood and relevant to their needs and duties as neighborhood association heads. This was reflected in the high scores on the information comprehension item, with one item receiving a score of 197, categorizing as strongly agree. These findings indicate that the messages conveyed were not only received but also supported the implementation of tasks at the neighborhood level.

Table 1. Accumulation of Respondents' Answers regarding the Receiver Sub-Variable (X1)

Statement Items	1	2	3	4	Skor
1	0	5	17	34	197
2	0	5	36	15	178
3	0	5	15	36	199
Total	0	15	68	85	574

Receiver or User sub-variable (X1) respondents assessed that the information received was clear, aligned with community needs, and delivered completely. The score obtained for this sub-variable was in the high category, indicating that the characteristics of the message recipient support successful communication. This aligns with Effendy's (2017) view that communication effectiveness is strongly influenced by the recipient's ability to understand and interpret the message.

Table 2. Accumulation of Respondents' Answers regarding the Message Content Sub-Variable (X2)

Statement Items	1	2	3	4	Skor
1	0	5	36	15	178
2	0	5	29	22	185
3	0	5	23	28	191
Total	0	15	88	65	554

Message Content sub-variable (X2) respondents gave a positive assessment of the quality and relevance of the message delivered. The clarity and completeness of the message content were deemed appropriate to the respondents' needs, thus facilitating the understanding of service information. This finding supports Lasswell's (1948) communication model, which emphasizes the importance of the message element in achieving communication goals.

Table 3. Accumulation of Respondents' Answers regarding the Communication Media (Media) Sub-Variable (X3)

Statement Items	1	2	3	4	Skor
1	0	5	30	21	184
2	0	5	28	23	186
Total	0	10	58	44	370

In the Communication Media sub-variable (X3), the use of media in outreach activities was deemed effective in facilitating information comprehension. Respondents felt comfortable with the media used, enabling messages to be delivered in a more engaging and understandable manner. This aligns with Arsyad's (2019) opinion, which states that communication media plays a crucial role in clarifying messages and increasing the effectiveness of information delivery.

Table 4. Accumulation of Respondents' Answers to the Message Format Sub-Variable (X4)

Statement Items	1	2	3	4	Skor
1	0	5	28	23	186
2	0	6	29	21	183
3	0	5	32	19	182
Total	0	16	89	63	551

Sumber: Olahan Peneliti, 2024

Furthermore, in the Message Format sub-variable (X4), the socialization activity format was deemed easy to follow and provided opportunities for participants to discuss and ask questions. The interactions established demonstrated that communication was two-way. This aligns with the concept of dialogic communication proposed by Mulyana (2020), where communication effectiveness is characterized by active participation from the recipient.

Table 5. Accumulation of Respondents' Answers regarding the Message Source Sub-Variable (X5)

Statement Items	1	2	3	4	Skor
1	0	5	33	18	186
2	0	5	34	17	183
3	0	5	35	16	182
Total	0	15	102	51	551

Message Source sub-variable (X5), the source was deemed competent and credible in conveying information. Respondents' trust in the source also strengthened the acceptance of the message. This aligns with the source credibility theory proposed by Hovland, Janis, and Kelley (1953), which states that the expertise and trustworthiness of the message source influence the recipient's attitude.

Table 6. Accumulation of Respondents' Answers to the Sub-Variable of Punctuality (Timing) (X6)

Statement Items	1	2	3	4	Skor
1	0	6	32	18	180
2	0	5	33	18	181
3	0	7	32	18	182
Total	0	18	97	54	543

Timing sub-variable (X6) respondents assessed that the timing and duration of the socialization were appropriate and did not disrupt routine activities. Timeliness is a contributing factor to the success of the outreach program, as the message is delivered in a conducive environment. Rogers (2003) states that the temporal context is crucial to effective communication.

Overall, the descriptive analysis results indicate that the service outreach program implemented by sub-district officials was successful and effective. The predominance of agree and strongly agree categories across all sub-variables confirms that the implemented communication strategy is capable of meeting the information needs of neighborhood association (RW) heads and supporting improvements in the quality of public services.

D. Conclusion

Based on research findings on the effectiveness of communication in population service development and outreach activities for neighborhood association (RW) heads in Cicendo District, it can be concluded that communication conducted by district officials was generally effective, although several aspects still needed improvement.

Analysis using the six dimensions of communication effectiveness according to Hardjana (2000) showed that:

1. Receiver: The neighborhood unit heads generally understood the information presented. Most found the messages easy to understand and relevant to their needs in serving the community, although a small number still experienced difficulties due to differences in educational background and experience.
2. Content: The socialization material is considered relevant and important. However, the delivery still needs to be more practical and applicable to facilitate its implementation in the field.
3. Media: The communication media used is still conventional and lacks variety. Many

neighborhood heads feel that visual or digital media can increase understanding and interest in the material.

4. Format: The activity format was quite structured and systematic. However, some participants felt the discussion time was insufficient, reducing the space for active participation.
5. Source: Sub-district officials were deemed competent and credible in delivering material. They were able to answer questions and explain information clearly, thus gaining the trust of the neighborhood association (RW) heads.
6. Timing: The timing of the activity was deemed appropriate, although for some neighborhood association (RW) heads, who were busy with other activities in their respective areas, the activity felt inflexible.

Thus, it can be concluded that communication between sub-district officials and neighborhood association (RW) heads during the coaching and outreach activities was quite effective. However, optimization of media, delivery methods, and time allocation is still needed to ensure more impactful and efficient communication.

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