



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 24, 2021

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

The Importance of Communication Strategies in Implementing the Dissemination of Development Innovations: A Case Study of the Communications and Information Office of North Sumatra

Muhammada Alfikri

Communication Science Study Program, Faculty of Social Sciences
Universitas Islam Negeri Medan, Indonesia
mhdalfikri474@gmail.com

Abstract. One way to regulate the implementation of a communication process, from planning, implementation to evaluation to achieve a goal. The problem in this research is how to implement the communication strategy of the North Sumatra Communication and Information Office in disseminating development innovations. This type of research is qualitative research. Informants in this study were the heads of the Department of Communication and Information, employees, public relations department, community leaders, journalists, and the general public. The technique of determining the informants using purposive sampling. To obtain data from informants used in-depth interview research techniques, observation, and documentation. While the data analysis mechanism is carried out by data reduction and data presentation. The results of this study found that the communication strategy carried out by the Communication and Information Office of North Sumatra was to build a network that guides the actions taken and at the same time, meaning that after working together Understanding the nature and meaning of a development innovation goal, then determining strategies to achieve these development goals. The form of communication strategy that has been implemented by the Communication and Information Office of North Sumatra is in the form of a communication development program through dialogue with mass media, such as KIM, workshops, interactive dialogue, outdoor media and calendar printing.

Keywords. Communication Strategy, Information Dissemination, Development

Introduction

Dissemination of information is very necessary regarding especially regarding development in an area because a program will be meaningless without a communication strategy because a communication strategy is the most important thing that must be done in order to convey messages or information to the public.(Amin & Priansah, 2019). The communication factor is the most fundamental thing in how an organization can change human behavior on a larger scale, through the elements of a communication strategy, namely the communicator, the message conveyed, the channel or media used, the recipient of the message to the influence or effect designed. to achieve optimal communication goals (Koswara et al., 2019).

The high community resistance to development innovations is an indication of the ineffectiveness of development communication activities carried out (Merwe et al., 2019). This condition is experienced by the Provincial Government of North Sumatra to encourage community participation through the socialization of development innovations. So far, the development communication model applied has not taken into account the different conditions, characteristics, and backgrounds of the target communities. In reality, it can be noted that development programs, ideas, or innovations carried out by the government are not always supported by the community. This is inseparable from the conditions, characteristics, and background of the community concerned so that the need for an appropriate development communication format becomes a demand that must be carried out. In delivering information on development innovations in North Sumatra, community leaders, heads of services, and also the press is involved in these communication activities. The hope is, it can be a funnel of information for the government in disseminating development innovations to the people in North Sumatra. The government must continuously encourage, mobilize, and sometimes even have to make a policy through regulations that require the community to be involved in the development process (Andrusiv et al., 2020). The problems found in the Communication and Information Office of North Sumatra include human resources, in this case employees, even though employees occupy the most important and strategic positions and have a decisive role in a communication strategy. This will create a high level of discipline that greatly affects the quality of work in the dissemination of development innovations.

Methodology

This research is a type of qualitative research so it does not use the term population. The informant determination technique used is a purposive sample. (Sugiyono, 2009). Purposive sampling is a sampling technique with certain considerations. by following the procedure proposed by (Arikunto, 2006). The selection of samples purposively is guided by the following conditions that must be met such as sampling must be based on certain characteristics, characteristics, or characteristics, which are the main characteristics of the population and the subjects taken as samples are really the most important subjects. contains many characteristics contained in the population (key subjects). Determination of population characteristics is carried out carefully in the preliminary study. The research mechanism in determining research informants includes key informants, key informants, and additional informants. The key informants in this study were the Head of the Communication and Information Office of North Sumatra, the main informants were the Head of the Public Relations Division, the Head of the Program Section, and additional informants, namely the community and community leaders who knew the object under study, including religious leaders, community leaders, youth leaders, and traditional leaders.

The selection of informants used the snowball throwing technique. If the object asked the informant is saturated in the sense that the answers given are the same, then the interview process will be stopped. Refer to opinion (Bungin, 2017) explained that the rolling of the sample selection through the snowball sampling technique, both for the sample of informants and social situations, will eventually reach a limit where there is no variation in information (information saturation occurs). At this time the selection of a new sample is no longer needed, in other words the data or information collection activities in the field are considered to have been completed.

To obtain data, a natural qualitative approach is used, where the research process is carried out with a natural or natural background, the process forms a cycle that focuses on understanding the object under study using research fields and research reference fields. In the field research, data collection techniques were used, namely, first, direct observation, namely

observations made to determine the condition of the object regarding various activities of disseminating information on development innovations of the North Sumatra Provincial government. The observer participates in two roles as an observer and at the same time becomes an official member of the group being observed. Second, interviews, which are direct questions and answers conducted with informants and people related to the problem being investigated. In this study, the form of interview used was an in-depth interview. In-depth interviews are a way of collecting data by meeting directly with informants, with the aim of getting a complete picture of the subject matter, which is carried out carefully and repeatedly. Third, conduct a literature review to obtain relevant secondary data to explain the condition of the research subject. Secondary data sources include official documents from the Office of Communication and Information regarding development innovation activities, the number of programs that have been implemented, and development socialization activities in North Sumatra.

Regarding the mechanism of data analysis, research is carried out through three steps, namely data reduction, data display, and drawing conclusions/verification. First, data reduction is carried out by selecting relevant and meaningful data, focusing on data that leads to problem solving, discovery, meaning, or answering research questions. Then simplify and organize systematically and describe the important points about the findings and their meaning. In the data reduction mechanism, only data findings or findings related to the research problem are reduced. Meanwhile, data that is not related to the research problem is discarded. In other words, data reduction is used for analysis that sharpens, classifies, directs, and discards what is not important, and organizes data, making it easier for researchers to draw conclusions. Second, presenting data, which can be in the form of writing or words, pictures, graphs, and tables. With the aim of combining information so that it can describe the situation that occurs. In this case, so that researchers do not experience difficulties in mastering information both in whole and in certain parts of the research results, the researchers make narratives, matrices, or graphs to facilitate the mastery of information from the data. Thus, researchers can still master the data and not sink into conclusions that can become boring information. Third, concluding, which is carried out during the research mechanism as well as the data reduction mechanism, after the data has been collected and is sufficient, then a temporary conclusion is drawn and after the data is completely complete, a final conclusion is drawn.

Results and Discussion

Strategy is perspective, position, plan, and pattern. Strategy is a bridge that connects policies with goals. Strategy and tactics are bridges that bridge the gap between goals and the tools used to achieve them. In short, strategy is a concept that refers to a complex network of thinking ideas, deep understanding, experiences, goals, skills, memories, perceptions, and expectations that guides us to develop a general framework of thinking so that we can decide on specific actions. for the achievement of goals (Wang, 2020).

In the interview with the Head of the Ministry of Communication and Informatics, there is a program to strengthen the Communications and Informatics institution and the relationship between these institutions (groups) which is always and scheduled so that developments in North Sumatra Province can be informed to the public such as the Communications and Information Technology Institutional Strengthening Program and Inter-Institutional Relations, namely: agency press conferences, coffee morning with stakeholders, interaction and propaganda costs, public issue studies, provincial government / public relations meetings, public relations consultation meetings, mass media development, documentation of reporting and library activities of the Ministry of Communication and Information Technology, national-level Bakohumas meetings, central and national regional levels, information examination and

information broadcasting weekly institutions through information media, writing competitions/photo contests for journalists in the framework of the provincial government's anniversary, making news resumes, briefing on the role of mass media in producing strategic programs for North Sumatra to support national development, briefing on journalistic leadership in figures support good government, public service advertisements, advertorials and galleries. especially copy morning we invite Indonesian television, Indonesian Republic radio, press, to cover. Strategy is basically planning and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows the direction, but must be able to show how the operational tactics are. According to the Head. The Public Information Center section explains:

“there are communication, information and mass media development programs, such as: Traditional Media Performances through Television, Empowerment of Community Information Groups (KIM) in districts/ko, National Level People's Performances, Community Information Group Workshops (KIM), Interactive Dialogue through Broadcast Radio, Interactive Dialogue through Broadcast Television, North Sumatra Fair, Outdoor Media Outreach, Making and Printing the Provincial Government Calendar, Panel Discussions / Workshops on Historic and State Days, Public Aspirations at RRI, Let's Ask Doctors at RRI, Come on Ask Doctors at RRI RRI, Our Smart Children at RRI, North Sumatra News on Local TV, Islamic pulpit on TVRI, Christian Catholic/Protestant pulpit on TVRI, pulpit for Buddhism/Hindu and Confucianism on TVRI, delayed broadcasts via television, public service advertisements, performances Traditional Media People in District/Ko, District/City Traditional Media Performance Competition, KIM Coordination Meeting, North Sumatra Talkshow Building at Radio, Talkshow Governor Listens to the People on the Radio, Talkshow on Priority Program for the 2016 Provincial Budget, Talkshow for the Anniversary of the Republic of Indonesia Province on Radio, Talkshow Welcoming Ramadan and Hari Raya on Radio, Competition for Community Information Groups (KIM), Festival of People's Performances at Regional Level. These groups, especially in the community information group (KIM) in the district/city, interactive dialogue through radio broadcasts, traditional folk performances are performed so that people are motivated in their groups to be creative.

The existence of a strategy can not be separated from the goals achieved. This is indicated by a network that guides the action to be taken, and at the same time, the strategy will influence the action. This means that a necessary prerequisite for formulating a strategy is to increase understanding of the objectives. That is after we together understand the nature and meaning of a goal, then we determine the strategy to achieve the goal. Without a goal, then the action that is made is merely a tactic that can escalate quickly, but on the contrary, can degenerate into another problem (Marynissen & Lauder, 2020).

Communication strategy is a combination of communication planning (communication planning) with communication management (communication management) to achieve the goals that have been set. This communication strategy must be able to show how its operations are practically to be carried out, in the sense of the word that the approach (approach) can be different at any time in the communication? R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett, in their book, *Techniques for Effective Communication*, state that the central purpose of communication activities consists of three main objectives, namely: (a) to secure understanding; (b) to establish acceptance; (c) to motivate action. The first is to secure

understanding, ensuring that the communication understands the message it receives. If he is able to understand and accept, then his acceptance must be fostered (to establish acceptance). In the end, the activities are motivated (to motivate action) (Nuraflah, 2020).

In order to develop a communication strategy, thought is needed by taking into account the supporting and inhibiting factors. Before launching communication, it is necessary to learn who will be the target of our communication. Of course, this depends on the purpose of communication. In the communicant, it is necessary to pay attention to factors, namely the frame of reference, the communication message that will be conveyed to the communicant must be adjusted to the frame of reference and the situation and condition actors, namely the communication situation when the communicant will receive the message we convey. . Situations that can hinder the course of communication can be predicted beforehand, can also come suddenly when communication is launched (Krainak & Cornwell, 2019).

One of the goals of a communication strategy is to disseminate information to the public or our target audience. Efforts are made so that the information disseminated is specific and actual information, so that it can be used by consumers. Especially if this information is not just a notification, or a mere motivation but contains an element of education. This is called the strategy of informing.

There are many choices of communication media, ranging from traditional to modern which are currently widely used. To achieve communication goals, we can choose one or a combination of several media, depending on the goals to be achieved, the messages to be conveyed, and the techniques to be used. Communication messages (messages) have a specific purpose. This determines the tactic to be taken, whether it is information technique, persuasion technique, or instruction technique, whatever the technique, first of all, communication must understand the communication message. An important factor in a communicator when he launches communication is source attractiveness and source credibility. Based on these two factors, a communicator in dealing with the communicant must be empathetic (empathy), namely a person's ability to project himself into the role of others.

There is a big difference between the implementation of an activity based on a communication strategy plan and the implementation of activity without a communication strategy plan. For example, to disseminate information to the public about the dangers of dengue fever, the Governor asked a television station to design a communication strategy. Immediately after that, this television station made a media strategy, so it was a strategy for choosing media, compiling messages according to the type of media, a strategy for choosing an object of recording, a strategy for choosing people who would serve as stars for the public service advertisement, and a strategy for choosing a target audience.

The sequence of thinking like this is a communication strategy structure, but this communication strategy will not be effective if you forget and never think about what results in you want to achieve from the socialization because basically communication strategies are implemented to complete an activity as part of efforts to achieve certain goals, achieve certain goals. a specific target group that has been targeted and achieves the desired results despite changes in policies, organizational practices, or individual behavior. Communication strategies can be planned for several targets by involving actors who can have an impact on community policy. Target groups and stakeholders are engaged through meetings, workshops, and training seminars (Giordan et al., 2019).

Communication includes participation activities, dissemination activities, and publishing the results to the general public as well. An effective communication strategy implies an analysis of the context, aimed at identification of the target group, consequent "product" placement, and good execution. The first key is to identify the target groups and adjust the

context for each of them. The second is knowing the stakeholders keeping in mind that the identified main target group can interact with the target group to achieve the goals and objectives of each chosen tactic.

Conclusion

In essence, the effort to implement a communication strategy in an agency is a necessity. The importance of a communication strategy is an inseparable part of the goals to be achieved. The communication strategy carried out by the Communication and Information Office of North Sumatra is to build a network that guides the actions taken and at the same time, meaning that after jointly understanding the nature and meaning of a development innovation goal, then determining strategies to achieve development goals. The form of communication strategy that has been implemented by the Communication and Information Office of North Sumatra is in the form of a communication development program through dialogue with mass media, such as KIM, workshops, interactive dialogue, outdoor media, and calendar printing.

References

- [1] Amin, M. A. S., & Priansah, P. (2019). Marketing Communication Strategy To Improve Tourism Potential. *Budapest International Research and Critics Institute (BIRCI-Journal) : Humanities and Social Sciences*, 2(4), 160–166. <https://doi.org/10.33258/birci.v2i4.575>
- [2] Andrusiv, U., Kinash, I., Cherchata, A., & ... (2020). Experience and prospects of innovation development venture capital financing. *Management ...*. <http://m.growingscience.com/beta/msl/3516-experience-and-prospects-of-innovation-development-venture-capital-financing.html>
- [3] Arikunto, S. (2006). *No Title*. PT Rineka Cipta.
- [4] Bungin, B. (2017). *Metode Penelitian Kualitatif*. PT Raja Grafindo.
- [5] Giordan, D., Wrzesniak, A., & Allasia, P. (2019). The importance of a dedicated monitoring solution and communication strategy for an effective management of complex active landslides in urbanized areas. *Sustainability*. <https://www.mdpi.com/410734>
- [6] Koswara, I., Erlandia, D. R., & Truline, P. (2019). The strategy of marketing communication in tourism industry through one village one product approach in west java province. *International Journal of Psychosocial Rehabilitation*, 23(2), 365–372.
- [7] Krainak, M. A., & Cornwell, D. M. (2019). NASA optical communication strategy and technology. *Photonic Networks and Devices*. <https://www.osapublishing.org/abstract.cfm?uri=networks-2019-NeM2D.1>
- [8] Marynissen, H., & Lauder, M. (2020). Stakeholder-focused communication strategy during crisis: A case study based on the Brussels Terror Attacks. *... of Business Communication*. <https://journals.sagepub.com/doi/abs/10.1177/2329488419882736>
- [9] Merwe, E. van der, Grobbelaar, S., & ... (2019). Exploring the functional dynamics of innovation for inclusive development innovation systems: a case study of a large scale maternal mHealth project in South Africa. *... and Development*. <https://www.tandfonline.com/doi/shareview/10.1080/2157930X.2019.1567884>
- [10] Nurafilah, C. A. (2020). The Communication Strategy of Government in Bulu Cina Village towards Prosperous Village. *Britain International of Humanities and Social ...*. <http://www.biarjournal.com/index.php/biohs/article/view/235>
- [11] Wang, T. (2020). Research on Communication Strategy based on Mobile Information Technology. *Journal of Physics: Conference Series*.

