

# THE EFFECTIVENESS OF THE GOVERNOR'S COMMUNICATION IN THE SYNCHRONIZATION OF REGIONAL DEVELOPMENT IN WEST JAVA: STUDY OF WEST JAVA GOVERNOR'S KOPDAR ACTIVITIES

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**Abstract.** This research is motivated by the problem of the Provincial Government and Regency/City Government not being in sync in implementing regional development for the community. To overcome this problem, the Governor of West Java created a government communication pattern in the form of Regional Development Communication Activities called “Komunikasi Pembangunan Daerah (KOPDAR)” as an effort to synchronize regional development for the community. The aim of this research is to determine the effectiveness of government communication carried out by the governor during West Java Governor's KOPDAR activities in the context of synchronizing regional development in West Java. In this research, the author used a descriptive method with a quantitative approach. Research data was obtained through distributing questionnaires to 55 respondents who were participants in West Java Governor's KOPDAR activities, interviews, field studies along with observations and literature studies. The research results obtained show that the assessment of the effectiveness of government communication in West Java Governor's KOPDAR activities in the context of synchronizing regional development in West Java is based on indicators of the quality of communicators, information conveyed and media or communication channels in the very high category, while communication indicators and indicators of the communication atmosphere between communicators and communication is in the high category. The conclusion obtained from the results of the research carried out is that the assessment of the effectiveness of the governor's communication in synchronizing regional development in West Java Governor's KOPDAR activities seen from all indicators is in the high category. Thus, government communication carried out during West Java Governor's KOPDAR activities in the context of synchronizing regional development in West Java is said to be effective government communication.

**Keywords:** effectiveness; government communication; synchronization, KOPDAR

## I. INTRODUCTION

The Indonesian government's main priority in carrying out its functions is to carry out national development. Development is a process of change for the better through planned efforts. This change process can cover the entire social system, such as politics, economics, infrastructure, defence, education, technology, institutions and culture (Syafi'ie, 2004). With the principle of decentralization, which is the transfer of authority from the central government to regional governments to regulate and manage their own households, regional governments are clearly responsible for all government functions, duties and authorities in accordance with the main functions of government, namely service, empowerment and development (Salim, 2007).

The Regional Government of West Java Province, as mandated by Law Number 23 of 2014 concerning Regional Government and Government Regulation Number 33 of 2018 concerning the Implementation of Duties and Authorities of the Governor as Representative of the Central Government, of course clearly plays a role as a representative of the central government which has the aim of improving the welfare of the entire community as stated in has been mandated in

Pancasila and the 1945 Constitution. The West Java Provincial Government as the party that has the authority and position as a representative of the central government is obliged to make various efforts in the context of development and improving the welfare of the community in the districts and cities for which it is responsible. . Efforts to improve community welfare in the region are realized through regional development.

The Governor as the regional government of West Java Province, in planning and implementing regional development as an effort to resolve regional problems that have been determined in the RPJP of West Java Province, of course needs to prepare a good communication process in order to create effective communication to achieve synergistic and regional development goals. As a representative of the central government, of course the West Java Provincial Government has the authority to organize government communications to coordinate with regional heads from each district and city to synchronize the direction of regional development and work together to achieve community welfare. So of course the West Java Provincial Government must be able to communicate and coordinate well so that it is

always synergistic with the regions below it to realize the regional development goals.

Talking about coordination at the regional level cannot be separated from the communication role carried out by the governor to district and city regional heads. This communication process is basically a process of conveying messages regarding regional development that has been determined and will be carried out by the governor together with the regents and mayors in order to create prosperity and happiness for the people in their regions (Munir, 2013). Communication between governors and regents/mayors is very important in implementing regional development. The communication carried out must be effective communication, communication that successfully achieves targets with feedback (response) that is in accordance with the expected goals (Hasan, 2005). This is what can be said to be effective communication. Communication will be successful (there is a similarity in meaning) if the message conveyed by the communicator matches the frame of reference or desired goal (Effendy, 2015).

In 2023, the Governor of West Java will aggressively campaign for the importance of effective and synergistic government communication between the provincial government and district and city governments. The Regional Government of West Java Province has carried out a communication process which is packaged in an activity called "Komunikasi Pembangunan Daerah" (KOPDAR) of West Java Province as a means for the Governor and the Regent and Mayor to synchronize, synergize and optimize the development direction that has been determined. This includes regional development plans in the infrastructure sector, including those included in national and provincial strategic projects that will be implemented in each district/city area. In implementing West Java Governor's KOPDAR, the Governor of West Java conveyed the steps for submitting a proposed regional development plan, as well as all regents and mayors throughout West Java submitted ideas and thoughts written in a draft proposal for five development priorities to be carried out in their respective regions. respectively and given to the governor in order to achieve development goals in the region.

Within these limits, it is assumed that the governor is the communicator and the regent/mayor is the communicant. In this position, the governor has the authority to explain and is responsible for considering and even responding to these wishes in accordance with the capabilities of the APBD and applicable regulations. The Governor of West Java conveyed the steps for submitting a regional development plan proposal and then absorbing the aspirations of 27 regional heads throughout West Java which were outlined in the District/City Regional Development Proposal related to strategic development priority programs for 2024. In the Regional Development Proposal submitted to the governor, the regents and mayors propose various developments for the region and its people. Among them is development that is included in strategic issues and regional problems in the 2005-2025 RPJP Amendment, including those related to the education, health,

development of superior human resources, and adequate infrastructure for the community.

When the communication process takes place in a series of West Java Governor's KOPDAR activities, it is of course necessary to research whether the government communication carried out by the Governor of West Java as a communicator is effective government communication or not. An assessment of the effectiveness of government communication carried out by the Governor of West Java in KOPDAR activities needs to be carried out to find out the extent of the effectiveness of government communication carried out in these activities, whether it is in accordance with the theory of communication effectiveness because communication can actually be said to be effective if the quality of the communicator is assessed as good, the information conveyed by the communicator is well received by the communicant, the appropriateness of the media and communication channels prepared, how the communicator responds and the extent to which the communicator creates a good communication atmosphere with the communicant (Martani & Lubis, 1987). Through this assessment of the effectiveness of government communications carried out by the Governor of West Java, it can also be a consideration regarding the continuation of West Java Governor's KOPDAR activities. Therefore, researchers are trying to examine the effectiveness of government communication carried out by the Governor of West Java in the implementation of West Java Governor's KOPDAR based on the indicators that the author has described, to see and determine the effectiveness of government communication carried out by the Governor of West Java in KOPDAR activities. West Java which was carried out together with the Regional Heads of Districts and Cities throughout West Java Province.

## II. RESEARCH METHODS

The research carried out was descriptive research with a quantitative approach. With a quantitative approach, it will be possible to determine the numerical magnitude of the dimensions of government communication effectiveness in West Java Governor's KOPDAR activity. This research uses univariate variables, which means it only uses one variable (single variable), namely the effectiveness of government communication. In this research, there are two types of data, namely primary data and secondary data. Where primary data is data that was first collected by researchers (Sanusi, 2014). Primary data in this research was obtained by distributing questionnaires to 55 respondents who were present during the KOPDAR activity, namely the Regents and Mayors (or their representatives) throughout West Java Province. Meanwhile, secondary data is obtained from existing sources. Secondary data can be in the form of documents or literature related to the effectiveness of government communication. Because the population is not too large, there is no need to draw samples to determine the number of respondents. Thus the number of respondents in this study was 55 respondents. The sampling technique used is a purposive sampling technique, which is a technique for determining samples with certain

considerations (Arikunto, 2013). These considerations are based on certain characteristics that are considered to be closely related to previously known population characteristics (Sugiyono, 2012). So in other words, the sample units contacted are adjusted to certain criteria that are applied based on the research objectives or research problems.

### III. RESULTS AND DISCUSSION

The following research data is the result of data collection obtained from questionnaires distributed to 55 respondents and supported by field observations. All statements regarding research data have been tested for validity and reliability (data attached). The population in this study was the Regent/Mayor and Head of Regency/City Governance Section who were 55 participants in the West Java Governor's KOPDAR. Because the population is not very large, no sampling was carried out in this study. The following is the respondent profile which includes gender, age and latest education.

Table 1. Gender of Respondents

Type Sex	F	%
Man	47	85.5
Woman	8	14.5
Amount	55	100.0

Source: Author, 2024

Based on table 1 above, it can be seen that 47 people or 85.5 percent of respondents who filled out the questionnaire were male. There were 8 female respondents who filled out the questionnaire or 14.5 percent of the total respondents. Thus, the majority of respondents in this study were male.

Table 2. Results of Research on Communicator Quality Indicators

Evaluation Communicator Quality	Very don't agree	Don't agree	Disagree	Agree	Strongly agree	Total
Ability Language	0 (0%)	0 (0%)	0 (0%)	12 (21.8%)	43 (78.2)	55 (100.0%)
Technique Communication	0 (0%)	0 (0%)	0 (0%)	18 (32.7%)	37 (67.3)	55 (100.0%)
Method Communication	0 (0%)	0 (0%)	0 (0%)	14 (25.5%)	41 (74.5%)	55 (100.0%)
Average evaluation quality communicator on effectiveness communication government						14.19/3= 4.73

Source: Author, 2024

In this case, if the proportions of agree and strongly agree are combined they reach 100 percent. The author assesses that this is because Governor Ridwan Kamil, in conveying information and material regarding the synchronization of regional development in West Java, is always systematic, having a structure from general to specific so that the information conveyed is quite clear. For the communication method sub-indicator, it is similar to the two previous sub-indicators. This sub-indicator is also dominated by answers of strongly agree and agree which, if added up, reach 100 percent.

The Effectiveness of the Governor's Communication in Synchronizing Regional Development in West Java at KOPDAR From the Quality of Communicators

The quality of the communicator is an important factor in an effective government communication process. Because the communicator is the source, main actor and control in government communication activities. The assessment of this indicator will determine how the respondent assesses whether the quality of the communicator is good or bad, in this case the governor as a communicator in government communications carried out during the West Java Governor's KOPDAR activities. So it will be seen how respondents assess the quality indicators of communicators based on sub-indicators of language skills, communication techniques and communication methods.

From the description above, it can be concluded that the majority of research respondents considered that the governor as a communicator in government communications carried out in the KOPDAR activities had good language skills in conveying information and material in the context of synchronizing regional development in West Java Province. Apart from that, if the categories of agree and strongly agree on the language ability indicators are combined, the percentage reaches 100 percent. This figure shows that all respondents considered that the governor as a communicator in government communications in the KOPDAR activities had good language skills when conveying information and material in the context of synchronizing regional development in West Java. For sub. indicators of communication techniques, it can be concluded that the majority of respondents who filled out the questionnaire assessed the governor in the context of clearly conveying information and material regarding the synchronization of regional development in West Java.

This indicates that the communication method used by the governor when conveying material and information on regional development synchronization is good, straightforward and not complicated.

From the explanation presented above, it can be concluded that all sub-indicators for the communicator quality indicator have the largest proportion in the strongly agree category, which means that the majority of respondents think that the governor as a communicator in government communications carried out during KOPDAR has communication quality

which is very good. However, the quality of the communicator, in this case the governor, must always be maintained to support effective government communication.

The Effectiveness of the Governor's Communication in Synchronizing Regional Development in West Java during KOPDAR Activities From the Information Submitted The information conveyed is one of the most important indicators in an effective government communication process. Because the information conveyed is the main content of what is being communicated in a government communication. The content of information or messages becomes the substance in

government communication activities. This indicator will also determine how respondents assess whether it is important or not, whether the information conveyed in government communications carried out in KOPDAR is useful or not. So it will be seen how respondents assess the indicators of the information conveyed on the effectiveness of the governor's communication in synchronizing development. regions in West Java based on sub-indicators of information content, nature of information, purpose of information and benefits of information.

Table 3. Results Study Indicator Information Which Be delivered

Information Assessment be delivered	Strongly disagree	Don't agree	Disagree	Agree	Strongly agree	Total
Fill in the Information	0 (0%)	0 (0%)	0 (0%)	30 (54.5%)	25 (45.5%)	55 (100.0%)
Characteristic Information	0 (0%)	0 (0%)	0 (0%)	19 (34.5%)	36 (65.5%)	55 (100.0%)
Objective Information	0 (0%)	0 (0%)	0 (0%)	17 (30.9%)	38 (69.1%)	55 (100.0%)
Benefit Information	0 (0%)	0 (0%)	0 (0%)	18 (32.7%)	37 (67.3%)	55 (100%)
Average evaluation information Which delivered to effectiveness communication government						18.46/4= 4.61

Source: Author, 2024

For the information content sub-indicator, the agree category reached 54.5 percent, and was followed by strongly agree answers of 45.5 percent, which when added up reached 100 percent. It can be concluded that the majority of respondents felt that the information conveyed by the governor in government communications carried out in the context of synchronizing regional development at KOPDAR was complete information. For the sub-indicator of the nature of information, 65.5 percent of respondents who chose the category strongly agreed, it can be concluded that the majority of research respondents felt that the information conveyed by the governor in government communications carried out during KOPDAR activities was important information in the context of synchronization regional development in West Java. The next sub-indicator is information objectives. The majority of respondents in this study assessed that the information conveyed by the governor in government communications in the KOPDAR activities really supported the objectives of synchronizing regional development in West Java. This is because the information submitted by the governor contains procedures or mechanisms for submitting regional development proposals to the Regency/City government. And this is seen as an effort to realize the goal of synchronizing regional development in West Java. Furthermore, the sub-indicator of the benefits of information, the majority of respondents in this study considered that the information conveyed in government communications carried out by the governor during the KOPDAR activity was useful information in efforts to synchronize regional development in West Java.

From the explanation presented above, it can be concluded that all sub-indicators for the information conveyed indicator have the largest proportion in the strongly agree category, which means that the majority of respondents considered that the information conveyed by the governor as a communicator in government communications carried out during is complete, very important, useful and supportive information for the purpose of synchronizing regional development in West Java.

The Effectiveness of the Governor's Communication in Synchronizing Regional Development in West Java in KOPDAR From Media Indicators and Communication Channels

Communication media or communication channels are an indicator that cannot be separated from the communication process. Media or communication channels are the means used to convey messages from the communicator to the communicant. In other words, media or communication channels can be interpreted as a place where messages from the communicator are delivered, communication channels are also the path through which a message passes from the communicator to the recipient. The assessment of this indicator will determine how respondents assess whether or not the KOPDAR Activities are appropriate as a media or communication channel for government communications carried out by the governor in achieving the functions and goals of synchronizing regional development in West Java. So it will be seen how respondents assess media indicators and communication channels based on sub-indicators of channel form, function, objectives and benefits.



Table 4. Results Study Indicator Media And Channel Communication

Media Assessment and Channels Communication	Strongly disagree	Don't agree	Disagree	Agree	Strongly agree	Total
Form Channel	0 (0%)	0 (0%)	3 (5.5%)	20 (36.4%)	32 (58.2%)	55 (100.0%)
Function Channel	0 (0%)	0 (0%)	1 (1.8%)	37 (67.3%)	17 (30.9%)	55 (100.0%)
Objective Channel	0 (0%)	0 (0%)	0 (0%)	32 (58.2%)	23 (41.8%)	55 (100.0%)
Benefit Channel	0 (0%)	0 (0%)	0 (0%)	36 (65.5%)	19 (34.5%)	55 (100.0%)
Average media assessment And channel communication to effectiveness communication government						17.56/4= 4.39

Source: Author, 2024

In sub. Indicators of channel form, the majority of research respondents considered that KOPDAR was said to be suitable as a media or communication channel in the context of synchronizing regional development in West Java. Because, if the categories of agree and strongly agree on the language ability indicators are combined, the percentage reaches 94.6 percent. This figure shows that almost all respondents considered that the KOPDAR activities were worthy of being a communication channel for government communications carried out by the governor to synchronize regional development in West Java. However, there were also 3 respondents or 5.5% percent who said they did not agree if the KOPDAR activities were used as a media or communication channel for the governor's government in the context of synchronizing regional development in West Java.

For sub. indicators of communication channel function. Some respondents who filled out the questionnaire assessed that the KOPDAR activities functioned well as a government communication channel in the context of synchronizing regional development in West Java. Where, from the results of this assessment, it can be seen that the proportion of the agree category has the most respondents, namely 37 respondents or the equivalent of 67.3 percent. Followed by the strongly agree category of 30.9 percent or 17 respondents. And if combined the agree and strongly agree categories reached 98.2 percent. Although there was 1 respondent who disagreed, which indicated an assessment that KOPDAR activities were not functioning well as a government communication channel, the percentage was only 1.8 percent. Sub indicator objective channels are dominated by agree and strongly agree answers If added up to 100 percent. This indicates that respondents consider the KOPDAR activities to be a government communication channel that supports the

goals of synchronizing regional development in West Java. For sub indicator next is benefit channel, similar to the previous sub indicator. This sub-indicator is also dominated by answers of strongly agree and agree which, if added up, reach 100 percent. This indicates that respondents assess the KOPDAR activities as a government communication channel that is used to have benefits for synchronizing regional development in West Java.

From the explanation presented above, it can be concluded that all sub-indicators for media and communication channel indicators have the largest proportion in the agree category, which means that the majority of respondents consider the KOPDAR activities as a government communication channel used by the governor in the context of synchronizing development Regions are good government communication channels.

The Effectiveness of the Governor's Communication in Synchronizing Regional Development in West Java in KOPDAR Activities From Communication Indicators

The communicant is the recipient of the message or information conveyed by the communicator. Communication certainly cannot be separated from the communication process. The message from the communicator will be received by the communicant and then the communicant will translate the message into an action or deed. The assessment of this indicator will determine how the respondent assesses the participants and the respondent's ability to understand the messages and information conveyed at the KOPDAR Activity. So it will be seen how the respondent's assessment of the communicant indicators is based on the sub-indicators of the number of communicants, the character of the communicants and the ability of the communicants to interpret information

Table 5. Results of research on communication indicators

Communicative Assessment	Very not agree	Don't agree	Disagree	Agree	Strongly agree	Total
Amount Communicate	0 (0%)	0 (0%)	16 (29.1%)	26 (47.3%)	13 (23.6%)	55 (100.0%)
Character Communicate	0 (0%)	0 (0%)	2 (3.6%)	39 (70.9%)	14 (25.5%)	55 (100.0%)
Communicative Ability to Interpret Information	0 (0%)	0 (0%)	0 (0%)	42 (76.4%)	13 (23.6%)	55 (100.0%)
Average evaluation communication to communication effectiveness						12.38/3= 4,12

Source: Author, 2024

For sub indicator amount communicants, the majority of research respondents considered that the number of participants who became communicants at the KOPDAR activities were said to be suitable as recipients of messages or information regarding the synchronization of regional development in West Java. Even though the number of respondents who chose to disagree was 29.1 percent, if the assessment figures in the agree and strongly agree categories were combined the figure was around 70.9 percent. This figure shows that almost all respondents considered that the number of participants who were communicants at the KOPDAR activities were said to be suitable as recipients of messages or information regarding the synchronization of regional development in West Java.

The next sub-indicator is the character of communicants, most of the research respondents assessed that other participants who were also communicants who attended the KOPDAR activities helped each other in understanding the information conveyed by the governor in the context of synchronizing regional development. This sub-indicator is also dominated by agree and strongly agree answers which when added up reach 96.4 percent. Even though there were 2 respondents or around 3.6 percent who chose the disagree category, the large number of numbers in the agree and strongly agree categories certainly indicates that the respondents in this study agreed that other participants who were also communicants who attended the KOPDAR activities helped each other. in understanding the information conveyed by the governor in the context of synchronizing regional development. The next sub-indicator is the ability of the communicant to understand the information conveyed. This is different from the two previous sub-indicators. In this sub-indicator, there were no respondents who chose the disagree category. However, they have similarities because they are dominated by agree and strongly agree answers

which when added up reach 100 percent. This indicates that the respondents were able to properly interpret or understand the information conveyed by the governor in the context of synchronizing regional development in West Java during the KOPDAR activities.

From the explanation presented above, it can be concluded that all sub-indicators for the communicant indicator have the largest proportion in the agree category, which means that the majority of respondents consider that communicants or all participants in the KOPDAR activities are recipients of messages or information conveyed by the governor in The framework for synchronizing regional development is appropriate communication, understanding the messages and information conveyed well.

The Effectiveness of the Governor's Communication in Synchronizing Regional Development in West Java in KOPDAR Activities From Indicators of the Communication Atmosphere Between Communicators and Communicants

Indicators of the communication atmosphere are very important considering that the communication atmosphere can encourage both communicators and communicants involved in a communication to communicate openly, relaxed and friendly with others in a communication activity. The assessment of this indicator will determine how respondents assess the atmosphere of communication between communicators and communicants at the West Java Governor's KOPDAR activities. So it will be seen how respondents assess communication indicators based on sub-indicators of communication patterns, communication systems, place of communication, time of communication, environmental conditions during communication as well as obstacles or disruptions during government communication. The results of the assessment of the indicators of the communication atmosphere of the communicator and communicant can be seen based on the following table:

Table 6. Research Results of Communication Atmosphere Indicators Between Communicators and Communicants

Assessment of the Communication Atmosphere of Communicators and Communicate	Strongly disagree	Don't agree	Disagree	Agree	Strongly agree	Total
Pattern Communication	0 (0%)	0 (0%)	0 (0%)	30 (54.5%)	25 (45.5%)	55 (100.0%)
System Communication	0 (0%)	0 (0%)	2 (3.6%)	30 (54.5%)	23 (41.9%)	55 (100.0%)
Place Communication	0 (0%)	0 (0%)	9 (16.4%)	24 (43.6%)	22 (40%)	55 (100.0%)
Time Communication	0 (0%)	0 (0%)	15 (27.3%)	30 (54.5%)	10 (18.2%)	55 (100.0%)
Condition Environment	0 (0%)	0 (0%)	12 (21.8%)	34 (61.8%)	9 (16.4%)	55 (100.0%)
Obstacle / Disturbance	0 (0%)	0 (0%)	13 (23.6%)	33 (60%)	9 (16.4%)	55 (100.0%)
Average evaluation atmosphere communication between communicators and communication to effectiveness government communications						24.82/6= 4.13

Source: Author, 2024

From the description above, it can be concluded that the majority of research respondents assess the governor as a communicator who has succeeded in creating good communication patterns so that the government communication atmosphere runs smoothly so that communicants can understand what is meant to be conveyed. This can be seen from the ratings in the agree and strongly agree categories, the combined figure reaches 100 percent. This figure shows that almost all respondents assess the governor as a communicator who has succeeded in creating good communication patterns so that the government communication atmosphere runs smoothly so that communicants can understand what is meant to be conveyed.

The next sub-indicator is the communication system. Most of the research respondents agreed that the governor during the KOPDAR activity gave the participants the opportunity to ask questions. This shows that the governor has created a good communication system because the governor as a communicator creates a two-way government communication system where reciprocity occurs from communicator to communicant and from communicant to communicator. With such a communication system, government communication will be effective because messages are responded to and received more clearly and understood. It can be seen that this sub-indicator is also dominated by agree and strongly agree answers which when added up reach 96.4 percent. Even though there were 2 respondents or around 3.6 percent who chose the disagree category, the large number of numbers in the agree and strongly agree category certainly indicates that the respondents in this study agreed that the governor had succeeded in creating a good government communication system and thus the aim of synchronizing regional development through KOPDARI can run effectively.

The next sub-indicator is where this communication differs from the previous two sub-indicators. In this sub-indicator, it should be noted that the figure in the disagree category is large, namely 16.4 percent or 9 respondents. However, the proportion in the agree and strongly agree categories reached 83.6 percent, with each assessment in the agree category being 43.6 percent or as many as 24 respondents and in the strongly agree category being 40 percent or as many as 22 respondents. The large number of assessments in the agree and strongly agree categories indicates that the respondents considered that the location for implementing KOPDAR was good and supportive as a place for the governor to carry out government communications in the context of synchronizing regional development in West Java. Next, the sub-indicator of communication time, the majority of respondents agreed that the timing of government communication in KOPDAR was on time. This can be seen from the assessment results of respondents who chose the agree and strongly agree categories, reaching 72.7 percent. However, the research results also show that the numbers in the disagreement category are large. Thus, even though the proportion in the disagree category is still below 50 percent, of course it is necessary to evaluate the implementation time.

Next, for sub. Indicators of environmental conditions can be concluded that some respondents who filled out the

questionnaire considered that the environmental conditions at the time of the KOPDAR activities supported participants to understand the message conveyed by the governor in the context of synchronizing regional development in West Java. Where, from the results of this assessment, it can be seen that the proportion of the agree category has the most respondents, namely 34 respondents or the equivalent of 61.8 percent. The strongly agree category was 16.4 percent or 9 respondents. And if combined the agree and strongly agree categories reached 78.2 percent. However, there were 12 respondents who said they did not agree, which indicated an assessment that the environmental conditions at the time of the KOPDAR activities were not good as an environment for government communication. Just like the previous indicator, this needs to be addressed through evaluation so that government communication runs more effectively. Furthermore, in the sub-indicator of obstacles/disruptions, respondents agreed that there were no obstacles/disruptions that occurred when the KOPDAR activities took place. Because the proportion of agree and strongly agree together reaches 83.6 percent. With the absence of obstacles/disruptions when government communication takes place, the course of government communication is not disturbed and runs smoothly so that it can support government communication which supports the goals of synchronizing regional development in West Java

Table 7. Conclusion Results Study

No	Indicator	Mark	Category
1	Communicator quality	4.73	Very Tall
2	Information Which be delivered	4.61	Very Tall
3	Media And channel communication	4.39	Very Tall
4	Communicate	4.12	Tall
5	Communication atmosphere between communicator And communication	4.13	Tall
Amount Average		21.98 / 5 = 4.39	Tall

Source: Author, 2024

From the explanation presented above, it can be concluded that all sub-indicators for indicators of the communication atmosphere between communicators and communicants have the largest proportion in the agree category, which means that the majority of respondents consider that communicants or all participants in the KOPDAR activity as recipients of messages or the information conveyed by the governor in the context of synchronizing regional development is appropriate communication, understanding the message and information conveyed well

#### IV. CONCLUSIONS

Based on the researcher's analysis, it can be concluded that in the KOPDAR activities there was a good communication atmosphere between communicators and communicants. This

is marked by the communicator giving the communicant the opportunity to ask questions which starts a two-way communication process. The established two-way communication will certainly increase the understanding of the communicants, so that the government communication carried out will become effective government communication.

Based on the results of research conducted regarding the effectiveness of the governor's communication in synchronizing regional development in West Java with a study of the KOPDAR activities, it can be concluded that the respondents' assessment of the effectiveness of the governor's communication in synchronizing regional development in West Java during the KOPDAR activities was seen from all indicators are included in the high category. Thus, it can be concluded that the government communication carried out during the KOPDAR activities in the context of synchronizing regional development in West Java is said to be effective government communication.

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