

VILLAGE HEAD COMMUNICATION STRATEGY IN DISSEMINATING INFORMATION AND SERVICES IN THE HAMPARAN PERAK PILOT VILLAGE

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Abstract. Communication Strategy is essentially a planning and management to achieve a goal. However, to achieve these goals, the strategy does not function as a road map that only shows direction, but must be able to show how operational steps to obtain the expected results. This research is a type of qualitative research that aims to describe the communication strategy of the head of hamparan perak village in disseminating information on pilot village services and to find out how obstacles are experienced by the village head in socializing the program. The results of this study show that the strategies carried out by the Head of Hamparan Perak Village in Socializing the Pilot Village Program include: 1) Determining the Objectives of the Information Receiving Object; 2) Conducting Persuasive Techniques in providing information on Pilot Villages and 3) Building Educational Communication. In socializing the pilot village program to the community, the Head of Hamparan Perak Village also experienced several obstacles including: 1) Obstacles in the delivery process, This happened because the Village Head had difficulty in conveying messages to the community who incidentally did not have a broad understanding of the pilot village; 2) Physical obstruction, this can be caused by, for example, poor hearing and disturbances in the system and disturbances in the system loudspeakers (sound system); 3) Social Barriers, this occurs because of the high selfishness of the people who are still attached to them as if they are able to live without the presence of the government

Keywords: communication; information; service strategy; pilot village

I. INTRODUCTION

As social beings, communication is a major need for every individual. In the process of communication, each individual must have goals and objectives to be achieved. Regardless of the way they communicate, each individual will play their own role so that the expected goals are achieved [1] Therefore, to achieve this communication goal, an effective communication strategy is needed for the success of the expected goals. Strategy is essentially planning and management to achieve a goal. However, to achieve these goals, the strategy does not function as a road map that only shows directions, but must be able to show how operational tactics [2] in their book Communication strategy states that "actually a strategy is the whole conditional decision about the actions that will be carried out to achieve the goal. Then it can be seen that, formulating a communication strategy means taking into account the conditions and situations (space and time) faced and that will be possible to face in the future to achieve effectiveness. Conveying information correctly is also a mandate from Allah SWT to human beings on earth in order to provide guidance to other people, this Allah affirms in the Qur'an Surah An-Nahl verse 125 as follows: [3]

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

It means: "Call (people) to the way of your Lord with wisdom and good teaching, and argue with them in a good way. Verily it is your Lord, He who knows better who is lost in His ways and He knows better who is instructed."

Communication as a tool for leaders to convey their policies, because with effective communication it will provide results in accordance with what is desired. Leaders or managers who act as communicators, have a very important role in influencing organizational behavior, because a leader is responsible for the smooth running or not of the work done by his subordinates. The smooth flow of communication applied by the leader will obtain success in all fields, both in the fields of politics, economics and development [4] Therefore, every organization makes communication a basic element in building change and achieving the organizational goals they have formulated [5].

The success of the Prophet Adam as a noble man among God's creations was also due to his success in communicating with Allah Almighty in understanding the objects around him. This is explained in God's word "And He taught Adam the names of all things, then He showed them to the Angels, saying "name me the names of all these things, if ye are right" [6] This verse can be understood that God has carried out a communication process to his creature named Adam to understand all what is around him so that Adam can become a good man, because previously Angels "protested"

to God rejecting humans in creation, because in the view of Angels humans are a source of conflict or a source of problems in the world [7].

The village government, which is also the smallest organization in the structure of the government area, is the spearhead in the village government system will be in direct contact with the community [8] Therefore, the system and mechanism of village government implementation are strongly supported and determined by the communication strategy implemented by the village government through the village head as the main communicator whose role is to provide good information services that are easy to understand by the village community who in fact are farmers. The Village Head as the head of government within the scope of the Village must be able to play his role and function optimally both as a public servant and as an intermediary who can provide solutions to problems that arise in the community covering the scope of the area under his authority. The aspirations conveyed by the community must be heard and followed up by a Village Head so that what is a common goal can be achieved as expected [9].

The village head as a communicator will be faced with various problems that arise in the community, these problems usually lead to a lack of community understanding of information services provided by the village government, the village community is very minimal in high knowledge so that it is not easy for information that comes out of the village government to be directly applied by the community. Therefore, as a communicator, the village head must have various resources and efforts so that the delivery of information that is needed by the community can be conveyed well and received directly by the village community [10]. Based on the results of a survey by the information supervision agency Dana Desa Indonesia or LPIDD stated that the level of understanding of villagers on information provided by village governments through the sample used, namely as many as 1567 villages in Indonesia, obtained data only 45% of village communities understand and implement all provisions submitted by village governments, this has an impact on the low realization of village community development programs in Indonesia and figures village development that is still far from the target value set by the government [11]. Seeing the low understanding of the village community about the information provided by the village government, an innovation and optimal strategy are needed so that it will affect the success of the government in implementing development cannot be separated from the war of a village head, therefore it is very necessary for village heads who have reliable performance to be able to carry out the duties and responsibilities that have been given to them. Of course, the low understanding of the community is very hampering if pemerintah desa mengikuti program- Village Innovation Program implemented by the central government. One of the villages that is currently participating in a village innovation program is Hamparan Perak Village, one of the villages located in Deli Serdang district, North Sumatra Province, this village is currently participating in one of the programs made by the Village ministry, namely the pilot

village program. In its implementation, the pilot village is community empowerment through a program created by the Community Empowerment Office to explore the potential that exists in each village, the potential developed is in the development of MSMEs and Village Market Development. Therefore, to realize this mission, optimal strategic participation of a village head is needed to provide socialization about information services to the village community about programs that will soon be realized regarding the implementation of pilot villages in the area, so that the community can participate in realizing the village into a pilot village. Through this problem, the researcher is very interested in developing it further into a journal with the title "Communication Strategy of Village Head in Socializing Information and Services of Hamparan Perak Community Pilot Village". The objectives of this study are 1) to find out how the strategy carried out by the Village Head in Disseminating Village Information and services in the Implementation of Pilot Villages, 2) to find out what are the obstacles strategies carried out by the Village Head in Disseminating Village Information and services in the Implementation of Pilot Villages.

II. RESEARCH METHODS

The research method used is using qualitative methods (qualitative research). According to Fadhli [12], qualitative research is observing people in the environment, interacting with them and interpreting their opinions about the world around. Qualitative research aims to explain phenomena deeply through in-depth data collection. By taking a specific approach, it is more directed at the case study approach to reveal the village head's communication strategy in Disseminating Village Information and services in the Implementation of Pilot Villages. Basically, research with the type of case study aims to know about something in depth [13].

Data collection techniques are carried out by: 1) participatory observation, researchers observe what people do, listen to what they say, and actively participate in their activities. Through this observation, it is hoped that researchers can obtain various data that are not obtained through interviews. So that it can determine the informant to be researched so that it is easy to get information for research purposes. 2) In-depth interview (interview), in this process obtaining information for research purposes by means of face-to-face questions and answers between the interviewer and the informant or interviewee, with or without using interview guidelines, where the interviewer and informant are involved in a relatively long social life. 3) Documentation method, the purpose of research results from observation or interviews will be more credible or reliable if supported by data in the form of information, photos of activities and other relevant references to strengthen research results. Sampling in qualitative research uses purposive sampling techniques with data source sampling techniques through certain considerations. The informant in this study was the Head of Hamparan Perak Village. The stages in the qualitative data

analysis method include: 1) recording the data generated in the field, then providing code so that the data source can still be traced. 2) collect, sort, classify, and analyze them using analytical tools. 3) think by making the data categories meaningful, looking for and finding patterns of relationships in making general findings [14]. In this case, researchers use source triangulation techniques (data) and triangulation methods to test the validity of data related to research problems researched by researchers by checking data obtained through several sources, both from books, observations, and interviews and documentation.

III. RESULTS AND DISCUSSION

Hampan Perak Village Head's Strategy in Socializing the Pilot Village Program

Hampan Perak is located on the East Coast of Sumatra Island. At present, Hampan Perak is one of the villages in Hampan Perak sub-district which is affiliated to Deli Serdang Regency, North Sumatra Province, Republic of Indonesia. Located 20 km from Medan. The majority of this population is Malay (90%), Javanese (10%), Chinese (10%), Karo and Batak (5%). The history of the emergence of the silver expanse village began It is said that when opening the village, Datuk Setia Raja found a piece of silver lying there. That is why this place is referred to as the Silver Expanse. Currently, Hampan Perak Village is led by a village head named Muhammad Helmi S.E who was elected through the results of the village head election vote on August 22, 2022. As one of the administrative areas of Hampan Perak village places its administrative services in the village head's office located Jl. Kebun Baru No. Desa Dusun 5, Hampan Perak, Kec. Hampan Perak, Deli Serdang Regency, North Sumatra 20374, in accordance with the organizational structure of the village government Hampan Perak has 7 hamlet heads with 8 village government staff consisting of administrative staff, financial staff and community service staff. Hampan Perak Village has a fairly large population consisting of 1,567 people with a total of 456 households, the people of Hampan Perak Village have the majority of jobs as plantation employees, because the location of this village is in the PTPN II plantation area, therefore some people in this village work as garden employees, and some others work as traders.

Being an innovative village head certainly requires effective programs aimed at increasing progress and village community empowerment, therefore Mr. Muhammad Helmi S.E as the head of Hampan Perak village is currently making efforts to empower village communities by participating in the pilot village program launched by the Ministry of Villages of the Republic of Indonesia. Pilot Village is a program under the auspices of the Community and Village Empowerment Office to explore the potential that exists in each village, namely in the development of MSMEs and Village Market Development [15]. The implementation of the Pilot Village Program requires intensive guidance and assistance from the Community and Village Empowerment

Office to one of the villages that meet the criteria in each sub-district to become a model for development in the pilot village program consistently in the relevant sub-district area. With the aim that the village is more advanced by highlighting the potential in the fields of economy, MSMEs, education, and tourism in each village to be more optimized and competitive so that later when it is optimal, the villagers will be empowered and can be independent, and will also have a positive impact on other villages in one sub-district to participate in exploring the potential of the village and be further developed [16].

The Pilot Village Program can provide benefits that can be felt later by each village, where the villages selected in the Pilot Village Program can pioneer other villages and be able to develop all the local potential that exists in each village, and it is hoped that each village will be able to overcome its own problems and later can realize prosperity, independence, and community welfare. By being initiated by the respective Village Heads who must be able to create a creative new program or innovation to create a creativity to explore all the potential that exists in each village. The target of this Pilot Village Program is first, to concentrate and improve development activities in empowering rural communities with the implementation of Village governance with the implementation of all provisions stipulated in Law Number 6 of 2014 concerning Villages and its Implementing Regulations. Second, to accelerate the implementation of Law Number 6 of 2014 in villages in Gresik Regency. Third, to develop the Village according to its potential, to achieve village independence, where each Village Head is required to be active, creative, and innovative and able to motivate and invite their residents to create a product or creativity in order to be able to advance the excellence in their respective villages. Communication becomes a tool or media for a leader, especially the village head, in delivering work programs, because effective communication can provide results in accordance with what is the goal of development. Subejo [17] argues that in the use of strategies in the field of communication that become a determinant in providing understanding to others, so that the message conveyed by the communicator can be well understood by the communicant. Then, Abror [18] in developing development, a communication planning strategy is needed to be carried out with the following steps:

1. Establishing communicators as the main actors in communication activities must be rich in ideas and full of creativity.
2. Setting target targets and analyzing audience needs, namely the community as the target of communication programs, where the community determines the success or failure of a program.
3. Compose a message that is tailored to the program to be conveyed. This message is informative, persuasive and educational.
4. Select communication media and channels, including available communication resources.

Every development program requires communication that functions to establish and connect one person to another,

and plays an important role in planning, coordination, and information, this is a communication strategy for the village head in implementing every work program and policy that has been set. Damsuki [19], explained that communication strategy is a combination and communication planning and communication management to achieve a goal. Thus, communication in its application becomes a transaction to improve work and optimize desires in an institution or agency that has a form and strategy.

Therefore, in order to succeed in the socialization of the pilot village program in Hamparan Perak Village, a strategy is needed so that good communication is established between interested parties, including the community, government and private parties. Where, the village head acts as a communicator and has a very strategic role to socialize the pilot village program. In order for the program to be understood by all levels of society because in general the village community is still unfamiliar with the information services provided by the village government, it is necessary to have a communication style that is an approach to the community so that the community can easily understand the information services regarding the pilot village program applied. Based on the analysis of the results of interviews conducted by researchers with several parties concerned with this issue, researchers have obtained data related to the strategy of the head of hamparan perak village in socializing the pilot village information service program to the hamparan perak community as follows:

1. Determine The Purpose And Object Of Receiving Information

Society as a social being, is very sensitive to matters of persuasion, propaganda, agitation and nerve warfare. This is because humans have the freedom to choose the best according to their thoughts and experiences. Therefore, in conveying information, it takes a target who will receive the information, so that when it can be known who the target is, it will be easy to recognize the characteristics of the recipient of the information, this will make it easier for communicators to easily convey the information [20]. This is what Mr. Muhammad Helmi S.E as the Head of Hamparan perak Village did in socializing the Pilot Village program, the first step taken by him was to compile a message and determine the purpose of the information he would convey. This is in accordance with the interview conducted by the researcher to Mr. Muhammad Helmi S.E as follows:

"There are several things that I need to prepare in conveying this pilot village information to the community, the most important thing is to determine who the object we will go to then what the characteristics of the object and finally we evaluate the object will this information be accepted or not then if our information is rejected what is our next plan, This we should detail in as much detail as possible. Our object is the community as a whole, but we also need parties who will further convey the information to the community, they are BPD, LPM, PKK, Community Leaders and Youth Leaders. After we have goals, we

affirm our parties to contribute more to conveying messages to the community. "

Through the interview above, it can be concluded that the first technique carried out by the Head of Hamparan Perak Village in Socializing the Pilot Village Program is to determine the target or target information, after that he does information or provides general information to the target so that the information object thinks to ask something he does not know through the information that is still general, So that when two parties ask each other questions, the silus of communication will run well. As happened in the field, the Head of Hamparan Perak Village in delivering his information, before the information was conveyed, he first compiled the messages, chose a language that was easy to understand and learned the characteristics of the objects to be given the information. This is in line with the opinion of Ramadhani & Prihantoro [21] said that the strategy choice model looks at how the communicator chooses between various message strategies to achieve a goal, while the message design model pays attention to how the communicator builds messages to achieve goals. The process then becomes a step to determine the communication strategy by compiling messages. The conditions that need to be considered in compiling messages are:

- a. The message should be designed and conveyed in such a way that it can attract the attention of the target.
- b. The message should use signs that point to the same experience between source and target, so that they are mutually understandable.
- c. The message should evoke the personal needs of the target party and suggest some way to obtain those needs.
- d. The message should suggest a way to obtain a need worthy of the group situation in which the target is mobilized to give the desired answer.

2. Conducting Persuasive Techniques in providing information on Pilot Villages

Informative technique is a form of message content, which aims to influence the audience by providing light. The form of communication delivered by Muhammad Helmi S.E as the Head of Hamparan Perak Village, namely providing initial information related to the implementation of the pilot village program through community discussions. The informative message delivered by the Head of Hamparan Perak Village contained an invitation to jointly formulate what must be prepared in carrying out the pilot village activities, at this stage the village head invited several levels of village society including LPM (Village Community Empowerment Institution), BPD (Village Consultative Board), PKK mothers and community leaders and youth leaders, this is in accordance with the statement of Mr. Muhammad Helmi as Village Head Silver Overlay through Interviews with Researchers as follows:

"The success of this Pilot Village Program cannot be separated from the results of our hard work to socialize it to the community, because our people who still have insight into government programs are

laymen, therefore we must strive so that this information can reach directly to the community, we carry it out by conveying information in language inviting the community to participate in this program, Because in reality the community will not want to listen to information from the village government if we do not participate in them, therefore at this early stage we invite them to deliberate and then we give them their respective roles and tasks because with this we can appreciate them, so they are willing to help realize this pilot village program".

Based on these interviews, it can be concluded that in socializing this pilot village program, the village head has a persuasive communication strategy or an invitation to the community to play a role in the success of the pilot village program, because later this village will be assessed by the assessment team from the Arau village community empowerment office called The PMD office to be able to be tested for feasibility, whether this village has the criteria as a pilot village or not, therefore the role of the community is very important in the implementation of this program, the Hamparan Perak village government cannot stand alone in meeting the criteria of the pilot village, therefore the community must be involved in helping meet all the needs needed in the implementation of this pilot village. The Communication Strategy carried out by the Head of Hamparan Perak Village above has become a very appropriate strategy to do, This is in line with the opinion of Suryaningih, [22], said that the persuasive communication strategy strategy is a combination of persuasive communication planning with communication management to achieve a goal, namely changing the attitude, opinion and behavior of a person / audience. Therefore, in the strategy created, it must reflect tactical operations. So, what must be determined is who our target is, what message will be delivered, why it must be delivered, where is the delivery location, where is the location of the delivery of the message, and whether the time used is appropriate enough.

Ardiansyah et al., [23] divided two forms of persuasive communication strategies, including *Redundancy* and *Canalizing* as follows:

1. *Redundancy* is a way of influencing the audience by repeating the message to the audience. In providing policies or inviting the people of Hamparan Perak Village to participate in the pilot village program, Muhammd Helmi S.E as the village head often invites the Hamparan Perak community to participate in helping the village government meet the criteria for the pilot village.
2. *Canalizing* is understanding and examining the influence of groups on individuals or audiences. In order for the message to be well received by the community, Muhammd Helmi S.E as the village head was able to process the message he conveyed in a language that was easily understood by the people of Hamparan perak such as soft and humorous words.

3. Building Educational Communication

Educative communication is the process of conveying information to other people or parties carried out in a planned manner on the basis of awareness with the intention of producing something useful for himself, others and society. Every communication there is always a communicant (who is invited to communicate) and a communicator (a person who communicates). The relationship between communicants and communicators is very close in the sense that they always interact or connect intensely to convey messages. This is what was built by the Head of Hamparan Perak Village, Mr. Muhammad Helmi, in socializing the Pilot Village program in his area. In this method, Mr. Muhammad Helmi has invited the people of Hamparan Perak village to participate in the success of the pilot village program, the next step adopted by him is to build educational communication, which is to provide awareness to the community of the tasks and roles that have been given to these communities which have been compiled and planned in the early stages of previous deliberations. This is in line with the statement of Mr. Muhammad Helmi as Head of Hamparan Perak Village through interviews with researchers as follows:

"After I have done the planning and deliberation, the next step I provide information about community awareness to always maintain the cleanliness of the village environment, because this is very important as an assessment of this conttohan village program. Later our village will be assessed from aspects of village administration, service to the community, village cleanliness and village security, some of these aspects will be assessed by the team from the PMD Deli Serdang office. Therefore, I often do socialization to the community in the form of providing knowledge to them in the form of a picture of a dirty village and its impact on health, all of which I do to provide understanding and awareness to the community. Because our community, if they are just given information about the pilot village, they certainly do not understand and do not want to participate in helping the village government to achieve this pilot village award."

The Communication Strategy carried out by the Head of Hamparan Perak Village above has become a very appropriate strategy to do, this is in line with Yenni's opinion, [9], in the book *Interaction and Motivation for Teaching and Learning* It is explained that interaction or communication is said to be educative if it meets several requirements as follows;

1. On the basis of consciousness. This means that the communication that is built is really known and understood as a whole by the communicant and communicator.
2. Have a specific and clear goal. Communication is really meant to build brotherhood of intimacy with one another.
3. Direct others towards positive things. This means that what is communicated is really intended for good and correct purposes from the perspective of social norms and religion.

4. Produce products that are useful for himself and others (society). That is, the communication really has or adds value to the process of human life.

From the above it can be concluded that the communication strategy carried out by Mr. Muhammad Helmi as the Head of Hamparan Perak Village using the Educational Communication Method is very good, because this strategy will have a direct impact on the people of Hamparan Perak who still have low knowledge of understanding of the pilot village, in this communication strategy the community will be given education related to all forms of village implementation processes pilot from the beginning until it can be selected as a Pilot Village of Deli Serdang Regency.

Factors Inhibiting the Village Head's Strategy in Socializing the Pilot Village Program to the Hamparan Perak Community

According to Fauzi, [8], obstacles in communication generally occur when delivering messages from communicators to communicants often occur in the absence of understanding as desired, even misunderstandings arise. The message cannot be received perfectly due to differences in symbols or language between what is used and what is received. Or there are other technical obstacles that cause ideas for the smooth communication system of both parties. This is also felt by the head of hamparan perak village in socializing the pilot village program which experienced several obstacles as follows:

a. Bottlenecks in the delivery process

This obstacle can come from the communicator who has difficulty in delivering his messages, does not master the message material, and does not have the ability as a reliable communicator. This obstacle can also come from the recipient of the message because of the difficulty of the communicant in understanding the message well. This can be caused by the low level of mastery of language, education, intellectuality and so on contained in communicants. This happened because the Village Head had difficulty in conveying messages to the community because the people of Hamparan Perak Village in general only attended school up to the high school level so that the village head found it difficult to adjust the message material in the pilot village program which in fact the languages used government terms that were very difficult for the community to understand.

b. Physical barriers

Physical means can hinder effective communication, such as poor hearing and interference with the system and interference with the speaker system (sound system) that often occurs in a lecture room, seminar, meeting, etc. This can make the messages ineffective until they reach the communicant appropriately.

c. Social Barriers

The existence of people who are difficult to socialize with resulted in the information conveyed by the village head being cut off only to the parties participating in the socialization of this pilot village program, salah satu contohnya ketika BPD (Badan Permusyawaratan Desa)

conveying information to one community group, but the community only seemed to listen but did not take the meaning or implementation of the information, BPD explained that for the community every week working together on the hamlet road, but out of a total of 50 families that had been given information, only 23 families were present at the time of the mutual assistance. On the other hand, people who are still selfish often reject information submitted by the village government. Of course, this obstacle will have an impact on the progress of the village and the implementation of this pilot village program, because Hamparan Perak village if it wants to become a pilot village must meet several criteria made by the pilot village testing team, so this will reduce the success rate of Hamparan Perak village to become a pilot village at the deli serdang district level.

IV. CONCLUSION

Strategy is essentially planning and management to achieve a goal. However, to achieve these goals, the strategy does not function as a roadmap that only shows direction, but must be able to show how operational tactics are. The strategies carried out by the Head of Hamparan Perak Village in Socializing the Pilot Village Program include: 1) Determining the Objectives of the Information Receiving Object; 2) Conducting Persuasive Techniques in providing information on Pilot Villages; 3) Build Educational Communication. In socializing the pilot village program to the Hamparan Perak community, the Head of Hamparan Perak Village also experienced several obstacles including: 1) Obstacles in the delivery process, This happened because the Village Head had difficulty in conveying messages to the community because the people of Hamparan Perak village in general only attended school up to the high school level so that the village head found it difficult to adjust the message material in the pilot village program in fact the languages use government terms; 2) Physical obstruction, this can be caused by for example poor hearing and interference with the system and interference with the speaker system (*sound system*); 3) Social barriers, this happens because of the high selfishness of the people who are still attached to them as if they are able to live without the presence of the government.

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