

The Use of Media in the Dissemination of Development Information in Kaitetu Village

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ABSTRACT

Communication is a basic human activity. By communicating, humans can relate to each other in daily life in the household, at work, in the market, in society, or wherever humans are. There is no human being who will not be involved in communication. Communication is very important for human life. The development of human knowledge from day to day is due to communication. Communication also forms a social system that needs each other. Therefore, communication and society cannot be separated. This research aims to get an overview of media literacy in terms of using and utilizing the media to convey several messages to cause understanding and changes in community behavior. The final goal of this research is to create a role model of development communication with a media literacy study as a reference. The following is an important point of the purpose of this research: to find out how effective the use and utilization of media is. This research uses descriptive qualitative methods. The type of data in this study uses qualitative data types; the main data sources in qualitative research include informants' ideas, expressions, and views on development communication and media literacy in delivering a number of messages. The informants in this study were selected using purposive sampling. The informants in this study were the government staff of Negeri Kaitetu Central Maluku. This research found that the Kaitetu State Government, in disseminating development information, makes good use of the media; this can be seen from the use of traditional media and new media, such as social media, in disseminating development information in Kaitetu State. The mandatory output that is the target of this research is that the research results will be published in the form of accredited national journals and intellectual property rights. In addition to mandatory outputs, there are also additional outputs in the form of books. This research output is published in the form of articles mentioning the journal's name and the publisher's name, and TKT is Social Humanities and Education.

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Introduction

Communication is a fairly complex process that aims to disseminate or convey meaningful information or messages. Communication is an activity where messages are delivered or received between two or more individuals (Waliulu et al., 2024). Communication is a process of exchanging several messages and meanings that are expected to provide understanding and knowledge from the communicator to the communicant, which can lead to changes in behavior as part of the effect of the communication. According to H.A.W. Wijaya (Ubaidillah in Patricia et al., 2021), communication is the behavior of actions or activities of conveying or passing symbols that contain meaning or meaning. When several messages are conveyed, development communication arises. Development communication in a broad sense includes the role and function of communication (as a reciprocal message exchange activity) between all parties involved in development efforts, especially between the community and the government, starting from the planning process, then implementation and assessment of development (Nasution in (Rumra & Waliulu, 2024).

With the rapid development of technology and information today, various media and innovations have emerged in disseminating information, conveying messages, and obtaining information (Aresti et al., 2023). This also requires every individual to have digital skills. Digital skills refer to an individual's ability to use, understand, and participate in the digital environment (Waliulu et al., 2023). This also allows anyone to become a communication actor by utilizing existing media. In development communication, oral, written, audio, and audiovisual media are needed.

Information is fundamental to knowledge, and an educated and knowledgeable population experiences empowerment and can, therefore, participate in population affairs, social development, and progress (Patrisia et al., 2021).

Furthermore, the use of media to disseminate development information cannot be separated from traditional and new media. The form of new media itself is social media. One of the "current" social media functions is the public service function, where social media is utilized as a medium for public services by state institutions and agencies (Yuliani et al., 2020).

Mass media, both print (such as bulletins or village newspapers) and electronic (such as community radio or internet in villages), are increasingly being used to build an understanding of media at the community level (Kartikawati, 2019). The existence of the media makes citizens quickly realize and utilize communication strategies to solve their problems, meet their needs, and maximize their potential. The development of Information Communication Technology (ICT) and the advancement of Science and Technology (IPTEK) has increased the need for knowledge and information (Moenawar et al., 2017, p. 156).

The government or a community group as a communicator seeks to present information to the public through appropriate media. The right media can minimize misunderstandings that can occur during the communication process. This research aims to get an overview of media literacy, namely understanding and use in conveying some messages to cause understanding and changes in people's behavior. The final goal of this research is to create a role model of media literacy in development communication that utilizes all media and can be used as a reference. The following are the important points of the purpose of this research: To determine the understanding and use of

communication media in disseminating development information. To find a role model in media literacy.

Materials and Methods

This research uses a qualitative research approach. Qualitative research collects data through words, text, or images. The aim is to understand the context, perceptions, and experiences of individuals or groups related to phenomena.

Data Type and Source

a. Data Type

This research uses qualitative data types. The main sources in qualitative research include informants' ideas, expressions, and views on the development of communication and media literacy in delivering messages. This type of qualitative data is expressed in sentences and descriptions; it can even show differences in form levels or levels, although the boundaries are unclear (Moleong, 2021).

b. Data Source

Primary Data

This data source is descriptive data obtained directly at the research location through observation and interviews with relevant informants.

Secondary Data

Secondary data sources are additional or complementary data that complement existing data. The available data mostly consists of documented materials.

Data Collection Technique

The data collection techniques used in this study are as follows:

1. Observation

Researchers make observations by observing and recording behavior or situations directly (Triansyah et al., 2023, p. 20).

2. Interview

The interview referred to in this research is talking directly with informants to get more in-depth information.

3. Documentation

Documentation collects data from written or recorded sources. Data is obtained through references from books and journals related to the research topic.

Research Informants

The purposive sampling method was used to select informants in this research, which included the public government staff in Kaitetu State and the community.

Data Analysis Technique

This section describes the data analysis process undertaken. This includes statistical methods or qualitative analysis used to interpret and extract meaning from the data. There are three activities carried out in conducting data analysis including:

1. Data Reduction. The essence of data reduction is combining and uniforming all forms of data into a form of writing that will be analyzed.
2. Presentation of Data After the data is collected, the researcher groups similar things into categories or groups so that the researcher is easier to conclude.
3. Drawing Conclusions At this stage, researchers compare the data obtained with the data from interviews with subjects and informants, aiming to draw conclusions.

Results and Discussion

The research data will be obtained from the results of interviews conducted with several informants who have been previously determined. The results of the interviews were then compiled and analyzed based on the problems studied. Researchers also make observations to get definite answers according to the situation at the research location. The number of informants in this study was four people. One person is Mr. King, the Head of Kaitetu Village, and the other three are the Village Secretary and the community. The identity of informants in the study can be seen in the following table:

Table 1. Identity of informants

Name	Age	Gender	Role	Initials
M. Armin	51	Male	King/Village Head	KD
Usman Nadir Elly	30	Male	Village Secretary	SD
M. Yani Lessy	42	Male	Community	M1
Syaleh R. Thalib	34	Male	Community	M2

Source: Data Processing, 2024

Research Results

To answer the formulation of the problem, the researcher has conducted interviews with several informants in the field through this reduced method of observation, interview, and documentation. From the data obtained, researchers conducted data and then presented data related to communication strategies and media use in development communication by the Kaitetu State Government.

Media Usage

The development of sophisticated and rapid technology has made several pieces of information that communicants can share and know in seconds. This, of course, cannot be separated from the role of communication media in delivering news or development information to the

public. Media use in communication adjusts to the message or information to be shared with the audience. This adjustment is important because adjusting the media as needed helps deliver messages more effectively.

Based on the results of interviews with informant KD regarding the use of media in delivering information, it is explained that:

"Usually for physical activities, how many people are needed and by the expertise of the community. Information is also conveyed publicly by gathering related people to receive information so that transparency of solid village development information reaches all Kaitetu Villagers. Because jealousy could arise with other parties when one group is appointed, the village government must be wise to distribute the existing opportunities evenly."

Source: Results of Data Processing Research, 2024

Furthermore, regarding the use of media again, informant SD explained that:

"We also have a state website and a Facebook group, but the information on the website is not so complete because we are hampered from the operator side, while for the Facebook group, we only disseminate information in the form of notifications or announcements."

Source: Results of Data Processing Research, 2024

Regarding the use of traditional media such as notice boards and loudspeakers for information dissemination, informant KD explained that:

"Here we still use these media; we adjust to the information to be shared, such as if the information is in the form of names of beneficiaries, information about the flow of registration for such activities we use a notice board, we stick it in the village office for the community to see, while information about gathering activities for deliberation or some kind of meeting at the village office we write to the relevant parties and announce it on the mosque loudspeaker."

Source: Results of Data Processing Research, 2024

Regarding whether the use of media such as loudspeakers is effective or not, informant SD explained that:

"It depends on what is conveyed; if it is related to assistance at 8 o'clock, at 7 o'clock, the community is already at the Village office. However, if it is related to work, the announcement that I will attend at 8 is usually at 9. So like that, related to the type of information conveyed".

Source: Results of Research Data Processing, 2024

Regarding how development information is delivered by outsiders, such as information on education and literacy and how the media is used, informant KD explained that:

"Such information usually involves the community in Kaitetu, the children of the community who will disseminate information related to education and literacy to school-age children by making English and local language classes, as well as holding several competitions at

important moments such as adzan competitions, Quran recitation competitions, volleyball tournaments, and so on."

Source: Results of Data Processing Research, 2024

People, especially young people, use social media more often, so the state government more often uses traditional media or social media, as explained by informant KD:

"On social media, we convey information that is not too specific because this can trigger friction, as young people tend to be sensitive today. Sometimes, what they say is demanded to be accepted even though they do not understand that what we carry out depends on existing regional regulations that are not arbitrary. For example, in yesterday's flooding, the bridge broke down, and the young people themselves commented that the construction of the bridge in Kaitetu was late, unlike in the Wakal and Seith countries. Even though the government has tried to resolve this matter quickly, it has submitted evidence and data, as well as facts in the field, back to the Public Works Office. Things like criticisms raised by these young people are natural things, but we from the village government itself try to provide understanding to them".

Source: Results of Data Processing Research, 2024

Furthermore, informant SD explained that:

"In Kaitetu, an art gallery will be held in October in the courtyard of the mosque, where people will take documentation to be made into a historical documentary so that people who will access the history of Kaitetu country can access through the film. This is used for the utilization of. Existing technology, so several pieces of information can be conveyed better in terms of visuals."

Source: Results of Data Processing Research, 2024

Informant M1 explained related to effective information dissemination media for the community, explained that:

"All media are important. Usually, we get information from the village government from social media if many people respond to the information provided. Usually, the RT will step in to explain the information. Otherwise, it is usually word of mouth."

Source: Results of Data Processing Research, 2024

Informant M2 also explained that:

"I prefer it when all information delivery media function and run in harmony, both traditional and social media".

Source: Results of Data Processing Research, 2024.

From the interviews with informants, it was that the Kaitetu Government, in disseminating development information to the public, uses media by the content of the message to be conveyed. The Kaitetu government utilizes all media, both traditional media and online media. The Kaitetu

government still strives to communicate face-to-face with staff and the community to disseminate development. Information

Media Choices

The selection of media becomes an important stage in using the right media so that the message to be conveyed can be right on target. Information content that has been planned but is not followed by proper media planning can be a problem. Choosing the right media helps make it easier for messages or information to be reached by communicators.

From the results of interviews with informants regarding the media used to convey information to the community, KD informants obtained information that:

" information delivery system on Village budget transparency, work programs, and planning is delivered using billboards as a medium for delivering information ."

Source: Results of Data ProcessingResearch, 2024

Informant KD also provided information regarding other media used to disseminate Development information, namely:

"In Negeri itself, there was a Negeri website that has existed since 2021 but is currently at a standstill because the operator who holds the Negeri website account has left Negeri. We also use the bulletin board to post the list of names of beneficiaries, and we still often use loudspeakers, too."

Source: Results of Data ProcessingResearch, 2024

An informant with the initials M1 also explained the selection of effective media, then obtained information that:

Most of the information comes from Facebook's social media. However, if it is not readable or clear from social media, there is usually an announcement at the mosque, but it is rarely done. The information is spread by word of mouth between one resident and another. "

Source: Results of Data ProcessingResearch, 2024

Discussion

The results of interviews and observations conducted by researchers with informants suggest that informants carry out several strategic stages and use several media in disseminating development information. In this study, researchers analyzed communication strategies and the use of media to disseminate development information to the community.

Media Usage

The use of media in a message formation process is very important. Given the formation of a perfect message, the message or information can be biased if the right media do not support it (Purwaningtyas, 2018). The development of technology that is so message presents so much media that everyone can use to disseminate information or messages, as well as the Kaitetu government. In disseminating development information, the Kaitetui government utilizes all available media.

This study found that in disseminating development information, the Kaitetu government

utilized most of the existing traditional and social media media. For physical activities, information is provided by gathering the community, and announcements are made using loudspeakers in the mosque. In addition, for information related to the vision mission, registration flow, and data on beneficiaries in Kaitetu State, the state government will use billboards and bulletin boards at the village office. The Kaitetu government also utilizes websites and Facebook groups to disseminate development information to the community. Information dissemination in the Facebook group is not too specific; this is done to avoid miscommunication in the middle of the community. The state government also utilizes the website but is constrained by human resources to manage it properly.

The Kaitetu government also still utilizes other traditional media, such as correspondence to parties such as Hamlet Heads, Cadres, and RT Heads regarding meeting notifications. The dissemination of development information is also carried out by involving communities in Kaitetu State; this is because by involving the community, development information that the state government has not conveyed can be conveyed by the community in various ways. The literacy community disseminates development information by creating English learning classes and local language classes and holding several competitions on religious and national holidays, such as Adzan competitions, volleyball tournament competitions, and so on.

In addition, the Kaitetu government utilizes visual media by making history documentary films to disseminate information on development. This documentary film was made in conjunction with the Art Gallery activities in Kaitetu State. The people of Kaitetu Country also prefer that the government utilize all media to disseminate development information to the community.

Media selection as a means of delivering information is very important. Choosing the right media is important so that the message or information to be conveyed to the community can be properly conveyed. After conducting interviews and observations, the researchers found that in Kaitetu village, the dissemination of development information to the community utilizes traditional and social media media. In practice, the selection and use of media adjusts to the message and target communicants to be addressed.

This study found that traditional media used billboards and loudspeakers, and information was still disseminated by word of mouth. In addition to traditional media, social media, such as websites and Facebook, was also found to be a means of delivering information. If the information conveyed is in the form of village budget transparency and work programs, the local government will use billboards to disseminate information. Some information is often disseminated in Facebook groups, but information is conveyed urgently through loudspeakers and announcements in mosques. Interviews with informants also revealed that the Kaitetu district also utilizes the village website to disseminate information. However, there is no operator to manage the website, which is one of the obstacles for the village government. It is also known that Kaitetu uses Marinyo to deliver information. However, it is constrained because the Marinyo position is still vacant, and no people are willing to become Marinyo again.

Media Choice

Media selection is an important stage in maximizing the use of media appropriately and according to needs and facilitating access for the community. Information content that has been

planned can be a problem if it is not followed by proper media planning. Choosing the right media helps make it easier for communicators to reach messages or information.

The information delivery system using billboards is still the village government's choice because it is considered that billboards are easily accessible by the community. Furthermore, the village government also chose to utilize the website to exist in the digital era. However, it was constrained by the lack of operators, so the village government chose to use traditional media in addition to billboards, namely bulletin boards and loudspeakers.

Conclusion

Based on the results of research and discussion through observation, interview, and documentation data collection methods carried out by researchers based on the formulation of existing problems, it can be analyzed and concluded that:

Usage

In disseminating development information, the Kaitetu government utilizes most of the existing media, both traditional and social. For physical activities, information is provided by gathering the community; announcements are made using loudspeakers in the mosque. In addition, for information related to the vision mission, registration flow, and data on beneficiaries in Kaitetu State, the state government will use billboards and bulletin boards at the village office.

The Kaitetu government also utilizes websites and Facebook groups to disseminate development information to the community. Information dissemination in the Facebook group is not too specific; this is done to avoid miscommunication in the community. The state government also utilizes the website but is constrained by human resources to manage it properly. The Kaitetu district government also still utilizes other traditional media, such as correspondence to parties such as Hamlet Heads, Cadres, and RT Heads regarding meeting notifications. The dissemination of development information is also carried out by involving communities in Kaitetu State U.

Media Choice

Media selection is an important stage to take to maximize the use of media appropriately and as needed and to facilitate access for the community. Choosing the right media helps make it easier for messages or information to be reached by communicators.

The information delivery system using billboards is still the village government's choice because it is considered that billboards are easily accessible by the community. Furthermore, the village government also chose to utilize the website to exist in the digital era. However, it was constrained by the lack of operators, so the village government chose to use traditional media in addition to billboards, namely announcement boards and loudspeakers. Traditional media such as billboards, notice boards, and loudspeakers are still the media of choice for the village government and are considered to be able to reach the community.

Advice

1. Practical Advice

From the description that has been explained and the data obtained by researchers while conducting research in StateKaitetu, the suggestions that researchers suggest to state government

staff Kaitetu to be more adaptable to the development of technology and media that is growing rapidly today. The use and utilization of the state website as a medium for disseminating information can be utilized more, starting from the content of information on the website regularly, updating the information, and finding more competent human resources to manage the state website.

Furthermore, the state government can cooperate with various related agencies to disseminate development information. The state government can also conduct IT training related to the use of websites and social media, involving the community, especially the youth of Kaitetu State.

The Kaitetu government can support and maximize the activities of communities or community groups in Kaitetu State by providing training on media use. It can also collaborate with several media practitioners. In this case, communities or community groups can also become communicators in disseminating development information for the community.

2. Theoretical Suggestions

For future research, it is recommended to examine more communication strategies in several other regions in Maluku. The researchers also suggested that future researchers could conduct research related to the knowledge and use of media in the community, considering that people now spend more time with smartphones and access various information quickly and simultaneously from various information media.

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