

THE ROLE OF THE VILLAGE HEADMAN AS A DEVELOPMENT INFORMATION DISMINATION FOR THE COMMUNITY IN CIAKAR VILLAGE, SUB-DISTRICT OF CIPAKU, DISTRICT OF CIAMIS

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ABSTRACT

The purpose of this study is to determine the role of the Village Headman as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis and to find out the obstacles and efforts that faced by the Village Headman as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis. The research design used is descriptive analysis and a qualitative approach. The data used in this study are qualitative data consisting of primary data and secondary data. Data collection techniques in this study are using literature study and field studies in the form of observations and interviews, informants in this study were 13 (thirteen) people. Implementation of information dissemination for community development in the village of Ciakar has not run optimally. Based on field observations and interviews, there were still problems related to the implementation of information dissemination. From the research results, it can be seen that the role of the Village Headman as the Dissemination of Development Information for the Community in Ciakar Village, Sub-district of Cipaku, District of Ciamis is carried out based on three components which are actors, activity, and place. Based on the results of the study, the authors suggest to the village head to improve information management by involving parties who are competent in information technology so that the content or content of the resulting information is more attractive so that people do not act apathetic to information.

Keywords: Role, Village Headman, Information Dissemination, Community

Introduction

Development is something that is always discussed and gets special attention in the sphere of village administration. Garvera (2019) said Local government as the implementer of autonomy has a very strategic role to create a democratic government that is close to the people. The community

paradigm regarding the importance of development is one aspect of the success of the village government leadership, especially the Village Headman who was in office at that time. In essence, the purpose of development is to the welfare of society. In realizing the success of development, the village headman must

be able to explore all the potential that exists in the village, such as the potential of nature, society, Human Resources, as well as other potential.

In the system of regional governance, especially in the village, the village chief's role is very important and even plays a role in all aspects of social life. So that the community often makes the village headman or leader as a reference in matters of daily life, such as political matters, community affairs, even household matters.

Society also assumes that the village chief is one of the elite who have a very respectable position and have great impact on the development of these communities, village headman that is one of the strategic elite in society because of the personality as a figure who has a broad and deep knowledge in a variety of ways.

The implementation of village development, in accordance with the Minister of Regulation Number 114 of 2014 concerning Village Development Guidelines, it is very clearly stated in article 1 paragraph 9 that: Village development is an effort to improve the quality of life for the maximum welfare of the Village community. Furthermore, in the principle of village financial management in article 2 paragraphs 1 and 2, it is stated that: the village government prepares a Village Development plan in accordance with its authority with reference to District / City development planning.

Common people view the success in the development that is held, because

of a Village Headman. They do not know about the underlying regulations regarding the implementation of the development, they know that successful development is the success of the village headman running his area.

The role of a village headman in relation to development is very much starting from development planning that should be able to accommodate the aspirations of the people and understand what community wants for the development.

To carry out the above duties, a village headman must have the ability to communicate well, this is because the level of the community always has different interpretations in receiving the given information. The role of the village headman tends to be not good for the community in improving communication relations, besides that the village headman must be able to pay more attention to the community so that the communication relationship is even better.

Information dissemination has a very big role in transmitting information, especially in terms of development information, both in terms of planning and development information that has been implemented. Dissemination of development information should also be able to answer questions and confusion in the community regarding village development and in interpreting the information they receive.

However, based on the results of observations made by the writer on the

role of the Village Headman as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis, it is still not optimal. This can be proven by the problem indicator that the Village Headman rarely delivers development information from planning and implementation in Ciakar Village, Sub-district of Cipaku, District of Ciamis, so that the development carried out is not in accordance with the expectations of some people. Then the condition of the community in Ciakar Village, Cipaku Subdistrict, the majority of whose education is middle to lower, has an impact on low knowledge of the implementation of development programs in Ciakar Village so that it becomes one of the obstacles in the process of disseminating development information to the community. Furthermore, the Village Headman in disseminating information on governance tends to be in one direction, unable to create interactive communication involving many parties as a principle of common interest. The Village Headman does not make use of information in every message delivery or report on the implementation of development that can be accessed or accepted by the community in general. Finally, the village headman is considered to be less able to identify public information services so that information confusion often occurs in conveying policies.

Based on these problems, the writer compile a formulation of the problem :

1. What is the role of the Village Headman as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis?
2. What are the obstacles faced by the Village Headman as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis?
3. How are the efforts made by the Village Headman to overcome obstacles that arise in his role as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis?

Theoretical Studies

1. Role

According to Soerjono (2013: 212) roles can be defined as : "Dynamic aspects of the position If a person is exercising its rights and obligations in accordance with his position, he exercised a role". The distinction between position and role is for the benefit of science. The two cannot be separated because one depends on the other and vice versa. There is no role without position or position without role.

The role of the Village Headman according to Hendrik, (2013: 60) is as follows :

- a. Stabilizer: The efforts that is made by the Village Headman in creating stability in the development sector
 - b. Innovator: The efforts that is made by the Village Headman in making reforms in all fields of development
 - c. Pioneer: The efforts that is made by the Village Headman as the front man as a setting for the example in the application of reform in all fields of development
 - d. Modernizer: The efforts that is made by the Village Headman in thinking of making a modern government in order to achieve development goals
- spontaneous flow of communication. Resulting in mutual exchange of information and eventually common ground on an innovation”.

Information dissemination is an activity aimed at target groups or individuals so that they can obtain information, raise awareness, receive, and ultimately make use of the information. In a Kominfo Ministerial Regulation Number 17/PER/M.KOMINFO/03/2009 defines that “The dissemination of national information is the mutual dissemination of information from the Government, Provincial Government, and District / City Government to the public, whether requested or not, which can be done through mass media or other forms of communication media and / or communication institutions Public. Changes and developments in information and communication technology and the rapid social and political dynamics will affect the choice of communication strategies and dissemination of public information”.

2. Village Headman

According to Widjaja (2008: 27) that: “The Village Headman is the highest authority in the village and as a formal and informal leader, a leader who at all times is in the midst of the people he leads”. The Village Headman is the head of a village government organization that is strategically positioned and has broad responsibilities.

According to Mashab (2013: 1-2) that the village government is “an organization where they as officers manage the area at the village level, or those who charge up to authorities in organizing the village”.

3. Information of Dissemination

According to Ibrahim (2008:29), information dissemination is “a planned, directed, and managed information dissemination process. This differs from diffusion which is a

Method

The methodology that used by the writer is descriptive and qualitative approach. This type of qualitative design is aimed at obtaining a picture of one reality or testing the fabric of existing or already ongoing facts on the subject. In qualitative research, the role of theory is not in line as in quantitative research, because the model is inductive. can be sorted as follows :

1. gathering information

2. asking questions;
3. building categories;
4. looking for patterns (theory); and
5. building a theory or compare patterns with other theories.

Results and Discussion

1. The Role of the Village Headman as Dissemination of Development Information for the Community in Ciakar Village, Sub-district of Cipaku, District of Ciamis

The role is an expected behavior of someone who has a status. Various roles that are joined and related to one status are called role sets. Within the large framework, community organizations, or what is known as a social structure, determined by the nature of these roles, the relationship between these roles, and the distribution of rare resources among the people who play them. Different societies formulate, organize, and reward their activities in different ways, so that each society has a different social structure. If what is defined as a role is the behavior expected of someone in a certain status, then role behavior is the actual behavior of the person who performs that role.

The role is utilized as an instrument or tool to obtain input in the form of information in the decision-making process. This perception is based on the idea that government is designed to serve the community, so that the views and preferences of the community are valuable inputs to realize responsive decisions.

The research used was the Evaluation of the Information Dissemination Program in Ciakar Village with the opinion of Spradley (Sugiyono, 2013: 215) which can be stated as follows :

- a. "Evaluation in the Dissemination of Development Information for the Community in Ciakar Village, Sub-district of Cipaku, District of Ciamis based on the Implementing Component"
- b. "Evaluation of the role of village headman to disseminate information for the development of society based on components"
- c. "Evaluation of the role of the village headman in disseminating development information for the community based on the location component"

Based on the research results and components, it is still not optimal. This is caused by the weak performance of actors in managing information and distributing information to subordinates. It is necessary to improve managerial capabilities that can improve the performance of elements of village government so as to create common perceptions and community participation in activities carried out by the village government.

The description above relates as explained by Kartono, (2015: 153) which states that: "Leadership is the ability to provide constructive influence on others to make a cooperative effort to achieve the goals that have been planned". The development of

leadership is in line with the interests and needs of humans as social beings who want to be leaders and need a leader. Community participation in the activities carried out by the village headman related to dissemination is still low, so socialization is needed so that the community can obtain information, raise awareness, receive, and ultimately utilize the information.

Based on the results of theory and observation, it is known that the village headman as the executor (actor) is still weak in moving and distributing information to subordinates which results in incomplete information obtained. The village headman in the implementation of information dissemination needs to be supported by increasing managerial capacity, that is planning, organizing, actuating, controlling (POAC) which can increase community participation in activities carried out by village headman is related to information dissemination.

Based on the results of the research component (activity). The weakness of the village apparatus in managing, disseminating and packaging information, so that the information that is not effective is the coordination carried out by the village headman, namely by using the communication aspect with the aim of conveying various information about village development policies to be implemented.

This is in line with the opinion of Schramm, (1973), that dissemination information can be effective if:

1. "The message conveyed can be understood by the audience"
2. "Communicants behave in accordance with the wishes of the communicator"
3. "There is a component fit"

Based on the observation, that the village headman in disseminating information to the community builder with his duties in a planned and directed in order to obtain spontaneous communication lines. The village headman in implementing the dissemination of information development for society based component (activity) need to carry out their duties in the dissemination of information, coordination do the village headman by using the communication aspect with the aim to deliver information about the policy of rural development will be conducted in the Ciakar Village and also to the local community so that the community can participate in development.

Based on the results of theory and observation, it is known that dissemination of development information for the community based on components (activity) requires the dissemination of information that is planned, directed, and managed, and the messages conveyed can be understood by the public so that information exchange occurs and eventually there is a common opinion regarding an innovation.

Based on the results of the component research (place) that in the

facilities and infrastructure there are already technological devices such as computers, Wi-fi, websites, which can be accessed by the public, there are applications that have been used, namely greet the residents, whose function is to make this information more effective as well as precise, and accurate. Although it has been the availability of various means of supporting infrastructures, In fact that it does not make public information easily enticed with the information necessary to the packaging and the content interesting information so that people are interested in accessing information. The obstacles that faced by the Village Headman as the Dissemination of Development Information for the Community in Ciakar Village, Sub-district of Cipaku, District of Ciamis, are shown by the weakness of information management in the information dissemination process, which has an impact on the community's responsiveness in receiving information. The efforts that made by the Village Head to overcome obstacles that arise in his role as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis, namely by improving managerial dissemination through aspects of action such as implementing physical security, personal security, operational security, communication security, and network security.

As for Todaro (2010: 28), the development process must have 3 core objectives :

1. "Increasing the availability and distribution of various kinds of staple goods {food, clothing, shelter, health, protection and security}"
2. "Improved living standards not only in the form of increased revenue. But also includes the addition of job creation, improvement, quality of education, as well as increased attention to the cultural values and humanity. Where all of that is not only to improve material welfare but also to foster the personal identity of the nation concerned"
3. "The expansion of economic and social options for individuals and nations as a whole, namely by freeing them from dependency"

Based on the results of observations, the role of the village headman in Ciakar Village, Sub-district of Cipaku, District of Ciamis, includes the availability of supporting infrastructure for information applications, information technology equipment equipment, increased community responsibility, and information packaging that is attractive to the community so that people are not apathetic and interested in accessing this information. So the emphasis of the Management Information System (MIS) is related to the delivery of

quality information to customers (Endah, K., Nursetiawan, I., & Vestikowati, E., 2017).

Based on the results of theory and observation, it is known that the dissemination of development information for the community based on components (place) is formed by the existence of places, facilities, applications, and information packaging that is attractive to the community so that people are interested in this information after the flow of information runs well from village elements to the community. Then the stages of development value will follow such an increase in the standard of living which is not just an increase in income. However, it also includes additional job opportunities, improvement, quality of education, and increased attention to cultural and human values. Where all of that is not only to improve material welfare but also to foster the nation's personal identity.

2. Obstacles that is Found in Dissemination of Development Information in Ciakar Village, Sub-district of Cipaku, District of Ciamis

Based on the research that the obstacles encountered in efforts to increase public participation in efforts to improve the dissemination of information development in the Village Ciakar, Sub-district of Cipaku, District of Ciamis among which are the lack of dynamics in the process of

implementation of the Development Information Dissemination. miscommunication often occurs in the delivery of information resulting in frequent miscommunication between the village government and the community, ineffective information conveyed to the community from the implementers in conveying information to the community so that the information conveyed is inaccurate, and cannot store important information properly, lack of speed of information to the community in accessing information in the media or village accounts and implementing members of information channeling late in posting important information, lack of information known to the village headman in detail about the information to be conveyed, in the socialization of members carried out by the village head to the community, many were absent, the lack of coordination carried out by the village headman because it is difficult to communicate, often misunderstandings occur in responding to information between the community and the village government and implementation officers are difficult to coordinate with The fact is that the quality of the information media is not supported by the accuracy of the information provided and the quality of the information media, which is not supported by the accuracy of the information provided. Based on the results of the study, the obstacles that faced by the village headman, namely the information known to the village

headman were less detailed, and in conducting socialization to the community, many people were absent, the coordination of the village headman was that it was difficult to communicate because there were often misunderstandings in responding to information. Understanding and deepening the material to be conveyed to the community, the obstacles to the Village headman, namely that there are no documents for reporting at the end and not being up to date in seeking further information about development information in the community, and the position of the village headman, namely the quality of information media has not been supported by the accuracy of information information provided and the packaging of the contents of the information have not attracted the public.

3. The Efforts That Is Made in Overcoming Obstacles to Dissemination of Development Information for the Community

Based on the results of the research, to overcome the obstacles that faced by the Village Headman are efforts to disseminate development information in Ciakar Village, Sub-district of Cipaku, District of Ciamis, namely improving management in disseminating development information through coaching, providing accurate information, monitoring the community, involving the community delivery of information dissemination, implementation of management

elements, namely planning, organizing, actuating, controlling (POAC), regarding the implementation of the delivery of information dissemination, avoiding miscommunication in the delivery of information can use aspects of action such as implementing physical security, personal security, operational security, communication security, and network security. In addition to making the information conveyed to the community more effective through the Village Headman, increasing the speed of information to the community, being able to make the community understand the information provided, and the language conveyed must be a language that can be understood by the community, and in coordination must provide accurate, complete information. And it is true in fact to be conveyed to the public and convey information must be in detail so as to minimize misunderstanding in the information. Efforts in the quality of information media must be supported by the accuracy of the information provided. The need for information support facilities such as Wi-fi access, computer equipment, and village information applications.

Conclusion

Based on the research results, the writer concluded as follows : The role of the Village Headman as Dissemination of Development Information for the Community in Ciakar Village, Sub-district of Cipaku, District of Ciamis has not been optimal

based on the components (actors), this is indicated by the weak performance of actors in managing information and distributing information to subordinates. It is necessary to improve managerial capabilities that can improve the performance of elements of village government so as to create common perceptions and community participation in activities carried out by the village government based on components (activity). The village apparatus is still weak in managing, disseminating, and packaging information, so the information is not effective. The coordination done by the village headman by using the communication aspect with the aim to deliver information on rural development policies will be implemented. Based on the place component (place) that in the facilities and infrastructure there are already technological devices such as computers, Wi-fi, websites, which can be accessed by the public, there are applications that have been used, namely greeting residents, whose function is to make the information more effective so that it is faster, precise, and accurate. Despite the availability of various supporting facilities for information, in fact it does not make people easily attracted to information, it is necessary to have attractive packaging and content of information so that people are interested in accessing them. The obstacles that faced by the Village Headman as the Dissemination of

Development Information for the Community in Ciakar Village, Sub-district of Cipaku, District of Ciamis, are shown by the weak process of information dissemination, which has an impact on the community's responsiveness in receiving information. The efforts that made by the Village Headman to overcome the obstacles that arise in his role as the dissemination of development information for the community in Ciakar Village, Sub-district of Cipaku, District of Ciamis, namely by improving managerial dissemination through aspects of action such as implementing physical security, personal security, operational security, communication security, and network security.

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