Group Communication Strategy in Disseminating Information from the Medan City Communication and Information Service

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ABSTRACT

Citizens can access the information they need every day through the internet in today's information age. Individuals have been significantly affected by the emergence of web 2.0 technologies on the internet, especially the decentralization of information creation and distribution. This shows that anyone can create and disseminate knowledge online. When disseminating information from the Medan City Communication and Informatics Office, descriptive qualitative techniques are used in group communication strategies. Qualitative techniques can be considered as a way to conduct research that generates descriptive information about individuals or their behavior in the form of written or spoken words that can be compared with the context and the individual as a whole and used for analysis. The information dissemination strategy of the Medan City Communication and Informatics Service by evaluating their needs, implementing strategies through various counseling, understanding their situation, and providing feedback in a way that is understandable to the audience. To simplify the process of delivering messages, messages will be prepared, both through the pre-interaction stage and through the creation of information and message plans. The method will be decided through written and direct communication. Direct correspondence through the empowerment of officials to residents by utilizing communicated or communicated in language when conveying is recorded as hard copy as the medium used.

Keyword: Group Communication, Dissemination, Information, Strategy

1.   INTRODUCTION

In today's information age, residents can get the information they need every day through the internet. Individuals have been significantly affected by the emergence of web 2.0 technologies on the internet, especially the decentralization of information creation and distribution. This shows that anyone can create and disseminate knowledge online. Despite the lack of total access equality, improve information accessibility (Rumata, 2017). In the midst of millions of pieces of information scattered on the internet, providing public information is a formidable challenge for the government. In Indonesia, internet usage continues to increase from year to year. According to the latest information released by the Indonesian Internet Service Providers Association (APJII) in 2016, there are 132.7 million internet users in Indonesia, or 51.7% of the country's total population (APJII, 2016). According to the same data, 92.8 million people (or 69.9%) most often use media to access the internet through mobile phones. This number is higher than the previous year which reached 88.1 million users.

Although the percentage of Indonesians who use the internet to access public information continues to increase every year, this technology has not been able to replace traditional communication tools. This can be seen from the fact that global sites such as YouTube.com and Google.com continue to dominate the Indonesian web space. Detik.com, on the other hand, is fourth for the most popular websites in Indonesia. The activity "seeking information from government organizations" ranked 10th (out of 16 activities) or by 28.4%, according to a survey of ICT indicators conducted in 2015 and published by the HR Research and Development Agency of the Ministry of Communication and

Informatics, while "Opening social networking sites" occupies the top position (72.3%) among the frequent activities of Internet users.

In accordance with the Regulation of the Minister of Home Affairs No. 86 of 2017 Regional Long-Term and Regional Long-Term Development Plans, Regional Medium-Term Development Plans, and Local Government Work Plans, Procedures for Evaluating Draft Regional Regulations on Development Plans, and Procedures for Planning, controlling, and evaluating regional development. The next step is the Strategic Plan (Renstra) for each Organizational Tool. OPD is used by the Regional Development Planning Agency (Bappeda) to refine the initial draft of the Regional Medium-Term Development Plan (RPJMD).

Strategy has its roots in the ancient Greek terms "stratos," meaning army, and "agein," meaning leadership. According to (Cangara, 2013), istilah military known as "General Art" or "best design to win the war" is called strategy. Ahmad S. Adnan Putra said that strategy is part of the plan and that plan is a consequence of strategy. In this way, the technique in pith is the preparation and executor to achieve certain functional practice goals (Rosady, 2000). Then according to (Effendy, 1989) cited by Jalaluddin, strategy is something that is planned (planning), and management must be able to demonstrate operational strategies in order to achieve a strategic goal.

The Strategic Plan (Renstra) is a report that occurs due to vital regulatory exercises. The process of the organization in determining the strategy and deciding how to allocate resources to achieve a predetermined strategy is called strategic planning. Since its inception five decades ago, this strategy has played an important role in management strategy. Strategy itself can mean many different things, but in general, it includes: 1) setting goals, 2) determining the steps to take to achieve the goals, and 3) utilizing various resources to carry out those steps. In another sense, the strategy outlines how a goal will be achieved using existing resources. Strategy is a pattern of activity that develops and requires an organization to adapt to its environment. It can be planned or observed. (Primary et al., 2012).

The term "communication strategy" was later defined by (Liliweri, 2013) as "a method for establishing an optional and consistent transmission of various communication alternatives." Communications must: (1) inform; (2) inspiring; (3) give instructions; (4) sharing information; and (5) assist in making decisions. , according to Liliweri (2011). In addition, Lasswell suggests developing an efficient communication plan.

The discussion of the study of strategic communication will have a significant impact on the success of any form of organizational development due to the importance of strategic communication in the process of developing the organization of an enterprise. Onong Uchyana claims (Effendy, 1989) methodology is fundamentally regulating and executive to achieve objectives. However, to achieve the goal, the strategy must show how the tactics are practiced in addition to serving as a roadmap. According to this strategy, communication is a combination of communication planning (also called communication planning) and management (also called communication management) to achieve a goal. To achieve this goal, the communication strategy must demonstrate how tactical operations should be carried out. It should also be noted that the approach may change at any time, depending on the circumstances.

In an organization, context can occur vertically, horizontally, or diagonally in an effort to convey messages, ideas, and information. It indicates the organization of internal communication (Internal Communication). If we draw this conclusion, it turns out that this internal communication is just a vertical and horizontal exchange of useful information within the organization. As a result, a communication strategy is needed that can make it easier for an organization to organize, control, and design forms of communication that are directly related to organizational goals.

The definition of "information" must first be understood before one can identify information needs. Information is a collection of symbols that can be understood, communicated, and used to make decisions (Fidel, 2012). According to (Wilson, 2000), information science is not a field of study founded on a single legal entity or the theoretical principles of a monopoly of nature. In contrast, information science research is a practical science, similar to medicine and agriculture, to which different fields can contribute methods and findings. As a result, a number of new sub-disciplinary studies in information science include: buyers conducting studies, correspondence studies of the field of well-being, taking investigations of authoritative options, for configuration studies and dataframeworks.

Blum asserts that the environment has the greatest impact on public health status. Behavioral factors, entry into the well-being and administration of hereditary data are different elements that influence the level of general well-being (Notoatmodjo, 2007). Healthy conditions cannot be created by one factor alone; Instead, they are connected to each other.

2. RESEARCH METHOD

A descriptive qualitative approach is used in the group communication strategy in the dissemination of information from the medan city communication and information service. In (Bogdan & in Moleong, 2001) The qualitative method can be considered as a method for conducting studies that generate descriptive information about people or their behavior in the form of written or oral phrases that can be compared with the background and the individual as a whole and used for analysis. Qualitative Research Objectives search and collect information from under a sea of data. The methodological approach of this study is a case study, according to (Yin, 2009) In his book "Case Studies" he says: In design and method it is mentioned that case studies can be broken down into three categories: descriptive case studies, exploratory case studies, and explanatory case studies.

Qualitative research examines the natural or contextual background of an entity or a whole. According to (Moleong, 2018) and (Lincoln et al., 2005), this is done because of the natural ontological desire that the existence of facts as a whole cannot be understood regardless of the context. In qualitative research, the researcher collects most of his data on his own or with the help of others. Therefore, when collecting data in the field, researchers actively participate in social activities and follow research locations.

Utilizing qualitative methods such as observation, interviews, or document review in qualitative research This qualitative method is used for a number of reasons, including the fact that it is easier to deal with various realities than other qualitative methods, since this method presents the truth directly between researchers. and respondents, as well as being more sensitive and able to adapt many common influences to the value patterns faced.

3. RESULT AND ANALYSIS

Some experts suggest that communication is a reciprocal process with several elements namely communicators, communicants, messages, media and effects some experts suggest that communication is a reciprocal process with several elements namely communicators, communicants, messages, media and effects . Groups cumulatively can be interpreted as a collection of individuals who give rise to identity and dynamics. In addition, the group can also be interpreted as a continuity of taste which eventually forms an action (Cockayne & Salter, 2023; Marsili, 2022; Rai et al., 2021; Verkuyten, 2021).

Group communication can be interpreted as communication that has a large impact and serves as a forum for negotiations. Group communication is elite and professional so as to bring out the dynamics. The importance of group communication is to form a network, however group communication can lead to individualistic tendencies(Besley, 2020; Koivumäki & Wilkinson, 2020; Kushananto & Daud, 2019; Pilny, 2021; Schäfer & Fähnrich, 2020; Wall, 2021). Therefore, group communication must involve a wide range of linguistics as part of the strategy (Soekarno et al., 2022). Generally a strategy aims as a response and requires qualified planning(Arandas & Ling, 2020; Nurjaman & Zebua, 2022).

The strengths and weaknesses of the Medan City Communication and Informatics Service, as well as the values adopted by the implementers were identified through the use of Strengths and Weaknesses, Opportunities, and Threats (SWOT) analysis techniques in the strategic process of communication and the Informatics Communication Service (Diskominfo) of Medan City. and pay attention to the expectations of the wider community for the services provided by the Medan City Communication and Informatics Service to identify opportunities and threats that arise from the City Communication and Informatics Service outside Medan. The issue strategy of the Medan City Communication and Informatics Service for the next five years is based on the findings of the analysis. Kominfo is here as a forum for equal distribution of literacy so that there is no literacy bullying (Subowo et al., 2022)

From the results of the study, it can be seen that officers of the Medan City Communication and Informatics Service always recognize everyone in the target community. This is done to ensure that the communication process is effective and efficient and on target. This is done because the level of education of the people in the Medan city area varies, thus affecting the knowledge and capacity of the community to process new information. Every officer of the Medan City Communication and Informatics Service is required to communicate before communicating knowing the target to be targeted. As the opinion (Cangara, 2013) ini clarified that the purpose of the communicator message is the audience. Of course, it depends on the purpose of communication, such as informing new communicants about the order or instructing them to perform certain actions (persuasive or instructive methods). The conditions experienced by the community are used to develop communication goals for health practitioners. Officers can convey information or messages to the community according to the conditions faced by the community by knowing the conditions experienced by the community at that time.

According to the Medan City Communication and Informatics Office, regional heads also play a role in disseminating information in their respective regions. This is because the leaders of each district are educated individuals who have been educated so that they can be role models or examples to teach the public not to trust information of unknown origin (hoax). The communication strategy of the Medan City Communication and Informatics Service group to disseminate information and get to know the audience is going well. Officers seek to find audiences by studying or disseminating information and collaborating with parties related to the government in order to know or understand the target community well and avoid mistakes in conveying information or messages in order to communicate appropriately.

The essence of a communication process is a message, that is, a collection of words or symbols conveyed by the communicator to the communicant. By focusing on one idea or topic before moving on to the next, these health workers can get their message across to the community and citizens in the most effective way. In addition, officials also often send messages to residents in the form of invitations to carry out health-related activities, such as cleaning ditches or removing dirt that is not in the sea or other open places.

While officers can still get the message across to residents, they must still abide by the law. For example, they cannot force citizens to participate in an interaction if they do not want to. In addition, when preparing messages, officers sometimes face challenges such as citizen resistance and counseling participation. Therefore, officers must be patient when communicating their messages or sharing what they want to say. All this was done so that the police could contact everyone because, obviously, if the message was not conveyed to the population, it would have a negative impact on them.

The preparation of messages by information delivery officers or messages to the people of Medan City must pay attention to the needs of the audience and use language that is easy to understand. Determine the central idea of the problem that needs to be brought to the attention of society. When a number of factors are considered, such as the circumstances and psychology of the individual to be communicated with, the officer's message can be conveyed effectively. Officers and communicators will certainly have difficulty communicating with citizens when the community or citizens are in an unstable state. Drafting messages Sometimes, officers have difficulty conveying their messages to residents because they do not want to participate in socialization. Even so, officers can still convey messages to residents, but must follow rules, such as not being able to force themselves to speak if they don't want to. As a result, thetask force must calmly convey a message or interact with people. All this was done so that the police could make contact with all residents because it was clear that failure to do so would have a negative impact on them. .

It is considered an effective messaging strategy because officers can explain and understand the information or message they want to share with the public in detail through direct or oral communication methods. When it comes to communicating messages from the police to residents with hearing loss and other disorders, this is less successful due to restrictions on residents in absorbing communications that cannot be directly absorbed by residents. The extent to which citizens are able to capture or receive the messages sent determines the effectiveness of sending messages. According to (Arifin, 2006), an effective communication strategy involves the communicator first trying to understand the terms of reference and the communicant's area of experience before devising appropriate

messages and strategies. That's the point: The goal is for the message to be received first, then changed by the desired communicator.

The communication of a person or group that is more intimate with another person or group can be directed with effective communication. When it comes to changing one's perspective on behavior and attitudes, communication can be considered effective. Because communicators can master communication media, such as face-to-face communication, communication becomes effective. When the communicator anticipates a change in the communicant's behavior, face-to-face communication is used. As health workers, they must be able to facilitate openness regarding emerging conditions. If employees and the public are able to interact honestly with incoming stimuli, a condition of openness can be realized. Officials and citizens engaged in face-to-face communication. It is necessary to establish a dialogue between citizens and officials. Officers are open and willing to listen to residents' criticisms and suggestions.

Communication media becomes the main focus of attention of each individual, especially during the process of disseminating information. Officials from the Medan City Communication and Informatics Service, one of the metropolitan city government agencies, tried to communicate with local residents through the media as well. This process of communication leads to the dissemination of information facing the public.

There are some locals who still have trouble understanding the message. is an obstacle faced by officials of the Ministry of Communication and Informatics in communicating. To overcome these obstacles, officers or communicators in other places continue to try to get close to personal and arrange more detailed messages according to the needs of the audience. It can be concluded that the obstacles faced by officers in communicating are in the process of delivering messages.

According to (Dawn, 2009), that having the option to do correspondence really, it would not be enough if with a little luck to find out the variables that affect the adequacy of the correspondence alone. Understanding the communication barriers that exist is also important. This can happen if the language used is complex and ambiguous, if various symbols or media are used between the sender and receiver, or if the language is too challenging.

4.   CONCLUSION

The information dissemination strategy of the Medan City Communication and Informatics Service is as follows: First, get to know your audience by evaluating their needs, implementing strategies through various counseling, understanding their situation, and providing feedback in a way that is understandable to the audience. public and community Secondly, to facilitate the process of delivering messages, messages will be prepared, both through the pre-interaction stage and through the creation of information and message plans; Thirdly, how the method will be decided through written and direct communication. Direct correspondence through the empowerment of officials to residents by utilizing communicated or communicated in language when conveying is recorded as hard copy as the medium used.

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