

# Political Communication of the Head of Korleko Village in Enhancing Developmental Innovation: Critical Discourse Analysis of Teun a Van Dijk

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## ABSTRACT

*Communication is one of the channels to convey information to the public. The village head as the highest government head in the village is guided to be able to interact well and provide welfare to the entire community. Development innovation will never run well without effective communication between village heads, community leaders and local villagers. This study uses the critical discourse method of Teun A Van Dijk who pays attention to dismantling the political communication discourse of the Korleko village head hidden behind the text. The results of this study also show that the discourse that is built is not very effective in the interaction between the village head and the local community for the political communication channel in the public space is less effective to the community. As for others, such as the creation of information boards and the disclosure of the Village Budget as a form of transparency and effective public communication, are not optimally (closed). As a result, people who do not fully trust the village government demand the use of technological media such as Facebook, WhatsApp, Instagram and even YouTube to display Village Budgets as a form of honesty and one of the principles mandated by the Constitution.*

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## 1. INTRODUCTION

Indonesia is a large country consisting of various regions, islands, tribes, races and religions. A large country, referred to as the Unified State of the Republic of Indonesia, is quite preoccupied with the emergence of various conflicts at the local level and uneven development in the regions. Whereas the ideals of regional autonomy should be able to make development based on local needs, the community is obliged to take part in making decisions. However, there are many deficiencies and even irregularities that are still being conducted by regional governments, especially village governments, resulting in less optimum development due many unclear and unsustainable regulations. The Law no. 06 of 2014 concerning Villages has a very good mission; that is as an institution that is closer to the community Village is given special authority by the state to be strong, advanced, independent and democratic so that it can create a strong foundation for enhancing development towards a prosperous and just society (Eko, 2014).

Initially, village autonomy was contained in the new law to describe it as an independent village (Desa Mandiri), with a broad concept in various literatures and discussions about the village. Because village autonomy is authentic, complete and wholesome which the government denied (Widjaja, 2003). Therefore, the government respect the original autonomy owned by the village. The concept of village autonomy directly requires the readiness of various parties, both from human resources and village infrastructure for the progress of village organizational resources.

The village is an organization that is the smallest, and closest to the community. Therefore, the village government deals directly with its community members in the fields of administration, development, service, and community empowerment. Conditions, such as administrative service processes and social conflicts, often occur in the community villages. So that the village head and village apparatus are required to provide service to the community regardless of holidays. Because the village is known as the closest organization and government administratively and geographically which is easy for the community to access, the village government is very integrated with the pulse of daily socio-cultural life for its people.

Communication is very important since it is a social interaction in the activities of human life that is inseparable in various fields, including in political activities. Communication usually occurs anytime and anywhere, because one of the principles of communication is that it occurs in the context of space and time. Because every communication event will certainly involve communication elements to determine the effectiveness of communication, because, in general, communication emphasizes how to persuade as a form of the desired effect, meaning that the communicator is trying to convince people to want to do something they want (Morissan, 2015).

Therefore, in the perspective of communication on democratic principles, one of the village heads' ways to obtain a good perception in society is to communicate. Because communication is a tool to get closer to the public. Communication is very broad, we can communicate through mass media such as (TV, radio, newspapers, Facebook, WhatsApp and others). Because the process of democratization in the management of natural resources is very dynamic, democracy does not adhere to a single view but by way of consensus or voting (Permatasari & Seftyono, 2014). In practice, the village head can utilize communication channels to achieve the desired goals. So that with good communication, the community will give a good response, because the village head's personal communication is the main requirement in realizing good synergy from various parties including other local subjects.

In addition, through this spirit, the study of governance in the village is also interesting to continue to be observed, developed and realized in the implementation of village government in order that transparency in village government performance and synergy among subjects can be realized. Thus, good governance at the village level includes village autonomy which includes decision making based on local wisdom at the village level. Meanwhile, from an economic perspective, the management of village resources (both natural and human resources) is based on the participation, aspirations, and interests of a village (Eko & Dwipayana, 2003). Therefore, leaders at the village level are guided to make policies that support the performance, abilities and interests of the citizens as a whole. The interaction between the village head and the community will be encouraged in order to advance the existing potential, because local leaders must know the potential of their village to be used as a source of village original income. This approach can be seen from the economic, ecological and political aspects (Seftyono, 2012).

Every leader in the village is required to be able to adapt with good political communication skills to have the community support every program from the village government easily. The development is expected to rely on honesty, transparency, initiative and even the characteristics of village leadership (Maskun, 1994). However, the existing management does not cover formal potentials, such as: education, economy and others. Thus, trust, social networks that good reciprocal responses from various existing local subjects. A good potential in the presentation of good political communication will be able to maximize the

response of the community and existing natural resources. From this description, the focus of this research study is how does the village head's political communication improve development in the village?

## 2. RESEARCH METHOD

This study applies a descriptive qualitative approach, using the discourse analysis technique of the Teun A Van Dijk model. This discourse analysis pays attention to dismantling hidden aspects behind a text, such as ideology, social cognition, social change, and in accordance with the context in which the discourse is produced. The discourse analysis of the Teun A Van Dijk model consists of three elements, i.e., text dimensions, social cognition, and social analysis. The text dimension, seeing the text consists of several structures that support each other. The first is the macro structure which is the general meaning of a text which can be observed by looking at the topics or themes put forward in a news story. Second, the superstructure which is the structure of the discourse related to the framework of a text, how the parts of the text are arranged into the news as a whole. Third, micro structure is the meaning of discourse that can be observed from small parts of a text, namely words, sentences, propositions, clauses, paraphrases, and pictures. Social Cognition is related to how a text is produced, this element looks at the awareness of journalists who form the text. Meanwhile, the Social Context is an intertextual analysis by examining how discourse on village head political communication is produced and constructed in society (Humaira, 2018).

## 3. RESULTS AND DISCUSSION

### 3.1. Political Communication and Development

Political communication in a broad framework is subject's efforts to achieve his goals since politics is basically communicating. The important thing in political communication is communicative, persuasive delivery to the communicant. So it is important the processing or packaging of messages conveyed to the public so that they are easy to receive or understand. And the effectiveness of framing is built through the media to influence society (Hamad, 2010). The existence of political communication and development can be seen in the space of how the government delivers its vision and mission in the form of policies. Meanwhile, the role of the community is to control the policies that will be implemented.

Furthermore, the role of the media in overseeing every democratic political policy of the government can be seen in three major aspects. First: Watchdog Role, the media in this case serves as a tool to control and monitor village activities and oversee the course of development progress from power. Second: Information and Debate, the media has the ability to bridge the interests of two directions: the government and the people. This means that the media in a democratic format should not be biased towards one party. And Third: Voice of the People, the media as a public means to convey ideas and ideas to villages or policy makers (Curran, 2012). Political communication not only provides an overview of the direct interaction between power and society, but the media is democratically capable of providing a good influence, and can inspire power and society.

Village political communication is very influential on development innovation, by definition development innovation is the village's ability to utilize natural resources. So that the village is able to optimally utilize the potentials of natural resources in village development. The ability of villages to manage and utilize natural resources is enormous, because villages cannot only rely on or be oriented towards a budget from the center but must be able to work independently to provide prosperity and welfare for their people. The concept of village development experiences operational approach constraints. The approach that often plays with numbers is quantified in qualitative data. Development is no longer in the achievement of growth. Although this is important, equity, efficiency, and balanced sustainability in economic development are also prioritized, because these are very important in today's village development (Suharyanto & Sofianto, 2012).

Development must be viewed as a multidimensional process that includes various fundamental changes or social structures, people's attitudes, even continuing to pursue accelerated economic growth, so it is very important to involve various local figures who work together. Therefore, development in the village cannot be separated from how we read the nature, environment, culture, and economic potential within it (Todaro, 1977). This is mapped out in the Village Law no. 6 of 2014 which gives maximum autonomy to villages. Not only in traditional villages, but in all villages in Indonesia, they receive budgets to carry out development. Therefore, political contestation (both in terms of power) or politics in economic discourse becomes an important study to be mapped.

Political communication at the local level is quite interesting to be seen universally, because this is where the village head's leadership is tested in running the wheels of government (Seftyono, 2010). As the organization that is closest to the community, and villages are required to provide maximum service and satisfy the community without any discrimination. Local leadership has its own style of political

communication in promoting disseminated village development innovations. The communication delivered to the community by the village head of Korleko was far from effective, whereas the village head is required to be able to convey information properly in the public sphere. As a result, the village development that was being promoted could not improve public trust. Consequently, the village head's good communication style can make the situation of government and development activities in the village affect the community both directly in the form of infrastructure and the village head's overall communication skills for the people.

Political communication carried out by the village head apart from being a channel of information and interaction is also a measure of the success of development in the village, because every interaction carried out by the village head there also makes the community move in the development process, and vice versa village heads who do not have political communication or broad narratives may have no effect and may even result in resistance from the public. The communication built by the village head of Korleko is included in the category of passive communication because it is unable to have a significant and effective impact on the community. And the characteristic that he displayed as the head of government was not adaptive, meaning that he was not able to adapt to his environment, be it youth, local actors and society.

Sociologically, the village head should be able to personally build good communication with his residents by being directly involved in the activities of his citizens, be it mutual cooperation, recitation and so on. Because as a leader, he should be able to build good communication in the community. Active communication in the community is needed to provide community involvement and various other elements in village development, contribute to the a better village. During his two terms of leadership in Korleko village, there were inconsistencies in developing various village programs, such as development innovation, paying attention to education, economic empowerment and even non-communicative interactions with the community.

The village head's approach to the community is not collective, he prefers using a personal approach. This resulted in ineffective communication interactions, and allowed the village head's communication to not be comprehensive. This communication ability is very urgent in improving development with the community. Because communication is very interesting to look at more broadly, to influence and involve the community in development. The form of leader communication plays a very important role in building public trust in the community as the basis for good leadership in running the wheels of government. Local leaders with a political communication style certainly have a variation of political communication in the development innovations that are disseminated, but they do not yet have direct communication with the community to perform interactive communications. The approach to the community is the most important part for the village government to carry out as evaluation material and promote the advantages that exist in the village.

Communication is simply a process of conveying information, concepts and ideas using a symbolic approach, whether in spoken form, pictures or numbers. The village head should have good communication skills to convey information to the community. Using a good communication style, they can be able to influence various situations in government activities and with more rapid government development, both directly in terms of infrastructure or social capital that is directly owned by the village government. This will significantly influence and be felt more closely by the community when effective communication is established, the importance of communication as a tool for conveying programs that are taking place in government in an effort to promote performance carried out in the community.

#### **4. CONCLUSION**

Political communication as an important mean is performed by the village head in an effort to improve the development process targeted at the village. The closeness of the village head's communication to the community is an interpersonal strategy in conducting daily interactions. In addition, social media is also quite an effective communication tool in today's technological era. However, village government communication does not represent good enough communication in the public space. In fact, good communication from the village government is a benchmark for the progress of development in the village.

Furthermore, the village head is required to be able to act in accordance with the psychological and cultural approaches that exist in the community so that the beliefs, networks, and values that have been formed are stronger in the community, which will then have implications for the process of development innovation in the village. Looking further at the village government's communication, during the two government periods the communication approach was not effective enough, so that the community suspected even a lack of trust in the village government, for example in development innovation and others.

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