COMMUNICATION MANAGEMENT OF GAMPONG APPARATUS IN COMMUNITY SERVICE

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Abstract: Apparatus Gampong is a social group that functions to help meet the needs of rural communities, given the obligations and rights that have been determined by the Indonesian state. In realizing the welfare of the community, the gampong is a subsystem of government administration. There are various needs of the community that must be met by the gampong, to avoid this interaction conflict, the gampong requires a communication system to maintain a harmonious and structured interaction. Therefore, this study aims to determine the communication management needed by the gampong apparatus in community service and the application of communication management of the gampong apparatus in community service in Samatiga District, West Aceh Regency. The research approach uses qualitative descriptive analytical methods to examine social phenomena on research subjects, namely Keuchik and the Gampong, Tuha Peut, the people in Kuala Bubon Village, Paya Lumpat Village, and Pange Village, as well as the Samatiga Subdistrict Head in Samatiga District. Sources of data obtained through observation, and interviews. The results of the study indicate that communication management facilitates the gampong apparatus in implementing community service activities with a systematic and structured communication flow. The implementation of communication management is carried out by the gampong apparatus with the stages of planning for service activities needed by the community, then determining the implementation of activities, distributing policies for community service activities, and controlling community service activities so that communication flow is maintained in accordance with the service program design that has been formed.

Keywords: Communication Management, Apparatus Gampong, Service, Community
A. Introduction

Village community is a social group that lives in the village, led by Keuchik forming a structural group. Individuals who make up the community need communication, both communicating with individuals and with society. The village is a legal community unit that has territorial boundaries that are authorized under the village government. Thus, it shows that humans need interaction in social life in order to live comfortably in social groups or communities. In connection with this understanding, that in social life between the community and the village there is reciprocal communication, the position of the community in the Pancasila philosophy is the one who receives prosperity and welfare.

The realization of the prosperity of the people can be realized by fulfilling the needs of the citizens obtained from the village government. Thus, the village government as the executor of the realization of people's welfare must have the ability to understand the people. In realizing the welfare of the community, the gampong is a subsystem of government administration. Apparatus gampong must understand the development of society, the need for increasingly complex services such as administrative and bureaucratic services, as well as services that are demanded to be better, faster, and more directed by the community. Apparatus resources village must be developed. Having good interactions will be successful in providing community services. The importance of communication is also explained by Everett M. In Azman that communication is a process where two or more people form or exchange information between each other, which in turn occurs in a deep understanding.¹

However, communication does not only have a positive effect, but communication can also cause negative effects in the form of conflicts or disputes that occur between human beings. The birth of conflict in communication can be influenced by factors such as the lack of motivation, emotions or feelings that accompany most human interactions, and the value of the message received. Quoted from Riinawati, that differences in interests result in a conflict due to emotions that sometimes cannot be controlled by managers.² In this position, communication management plays a role as a manifestation of the basic needs of the village in interacting with service activities to the community. However, the reality on the ground is that service is something that is still difficult to achieve.

According to AS Moenir, the main source of good and continuous service is the feeling of love and affection, the belief in helping each other, and the belief that doing good is one of the righteous deeds. Without being based on these factors, there will be no awareness of the interests of others, and as a result the services rendered will be unsatisfactory and will also be very shaky in the face of various temptations.³ Zulkifli explained that in 2020 and 2021 the village government had

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¹Azman Sulaiman, Komunikasi Pemerintah Gampong Dalam Pencegahan Peredaran dan Penggunaan Narkoba: vol.1, no.2 2018, hal 53.
set the APBG and disbursed village funds in January, but in 2022 there was a delay in disbursement because it had not set APBG. This clarified by Salman Alfarisi that there village whose tenure ended in 2022.4

The conditions mentioned above should not occur continuously in community services by the village. For this reason, communication management is needed in carrying out tasks and achieving common goals as expected. Thus, communication management becomes a demand for service activities to bridge the gap between good communication procedures and communication practices.

B. Literature Review

2.1. Communication Management

Management is a combination of two different basic concepts, the basic concept of management is more about managing the process, while the concept of communication is the transmission of information processes and interaction processes.5 The two concepts show differences from the two different studies, but the two concepts - can be integrated into a special study in communication studies.6 Communication management is management that can form a good and optimal communication flow by creating coordination, not overlapping, as well as providing solutions if there are differences in opinions between members, thus communication management is management that is determined in communication activities.7

Communication management is a field of management that involves humans as resources, many tools and methods mostly depend on human factors and management is one of them.8 Role follows the characteristics of members working in different geographic locations.9 To create a good relationship, it is necessary to understand characteristics human apparatus gampong as the main driver of communication management seeks to interact with stakeholders and utilize communication channels such as to-face discussions and group discussions.10

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7Tommy Suprapto, Pengantar teori & Manajemen Komunikasi (Yogyakarta: Media Pressindo, 2009), hlm. 25.
Management allows the management of harmonious communication, creating effective communication. A systematic process of communicating is able to create a common goal. It is important to manage proper and structured communication in realizing the managed planning of organizational functions in the social system.\(^{11}\)

Communication management is a combination of the concept of communication with management which is applied to the communication settings.\(^{12}\) The concept of management shows structured and systematic activities, management as an art shows management activities that cannot be restructured, because of uncertain and continuous conditions.\(^{13}\) Onong U Effendy in Fifi Hasmawati classifies communication in management into four parts, namely; First, vertical communication occurs in two directions from superiors to subordinates and vice versa. Second, horizontal communication occurs in both directions with the same level. Third, external communication takes place in two directions between the organization and external parties. Fourth, policy communication and information flow are formed by patterns of relationships or communication networks.\(^{14}\)

In organizations, management functions will always use the interaction process so that it can be understood in organizing the activities that are formed.\(^{15}\) In communication management there is a matrix of management relationships and elements of communication;\(^{16}\)

Tabel 01.

<table>
<thead>
<tr>
<th>Functions Management</th>
<th>Elements Communication</th>
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<tbody>
<tr>
<td></td>
<td>Communicators</td>
</tr>
<tr>
<td>Planing</td>
<td>✓</td>
</tr>
<tr>
<td>Organizing</td>
<td>✓</td>
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<tr>
<td>Aktuating</td>
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<tr>
<td>Controlling</td>
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\(^{14}\)Fifi Hasmawati, *Manajemen dalam Komunikasi* , (Al-Idarah), vol. 5, no. 6 hlm. 81.


2.2. Communication Management of Function

In government organizations, one of the challenges of communication lies in how to convey information throughout the organization and how to receive information. Need a system that manages the flow of information, the information flow process consists of three ways, namely simultaneously, sequentially, and in combination. Both require good cooperation between the structural relations of the apparatus and in community service activities. Communication management in an organization has two functions, as a tool to equalize the understanding of all members in the organization and as a tool to move other people in the members according to the information provided. The leader's role is to instruct team members to work by the rules, the end goal is to gain profits or achieve targets.

Communication management can also be realized to maintain the relationship between members. Good communication can certainly avoid internal conflicts that can lead to suboptimal cooperation. Below are some other functions of communication management in the organization, including the following:

a. Communication management as control in the level of authority and formal guidelines that must be obeyed by the apparatus.

b. Communication management as a motivation to the apparatus what to do, and what to do to improve substandard performance.

c. Communication management as a form of emotional disclosure by facilitating the release of emotional expression of feelings and fulfillment of social needs.

d. Communication management as the delivery of information needed by the apparatus to make decisions through the delivery of data to identify and evaluate alternative options.

2.3. Services

Services are activities that involve the process of using the mind, mind, five senses and limbs with or without assistive devices, which are carried out by someone to get something desired in the form of goods or services. Services in the governance of the Republic of Indonesia are described in article 1 no. 25 of 2009 that, activities or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every

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citizen and resident of goods, services, and/or administrative services provided by public service providers. Munir called service is a process of change through the activities of people who are directly services. Community service seeks to meet the needs of people or communities who have an interest in government organizations or agencies in accordance with established rules and procedures. Theoretically, the purpose of service is to satisfy the public. To obtain excellent service, it is necessary to have:

a. Transparency. Services are open, easy and accessible to all parties who need services and are provided adequately and easily understood.

b. Accountability. Accountable services in accordance with the provisions of the legislation.

c. Conditional. Services that are in accordance with the conditions and capabilities of the apparatus and recipients, namely the community, by adhering to the principles of efficiency and effectiveness.

d. Participatory. Services that can encourage community participation in service delivery by taking into account the aspirations, needs, and expectations of the community.

e. Equality of Rights. Services that do not discriminate have a balance of rights and obligations seen from any aspect, especially ethnicity, race, religion, class, social status, and others.

2.4. Apparatus Gampong

Apparatus is a professional government employee with a work agreement who works for a government agency. The government has the function of making efforts to achieve state goals, while government is all activities that seek to achieve goals. In other words, the apparatus is part of the government that runs the wheels of government, has the conditions determined to be appointed by the authorized official and is approved for a position given the rights and obligations based on the applicable laws and regulations.

apparatus gampong that has a work agreement has a legal umbrella for the empowerment of institutions and customary law at the village/gampong. apparatus village by Azman was starting from Keuchik and his apparatus, Tuha Peut or the Village Consultative Body (BPD), and

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apparatus *gampong* duties *Keuchik*. The apparatus *gampong* is not only to carry out the duties of the *Keuchik*. It also has a service function covering all aspects of life and livelihood in society, nation and state which are entrusted to certain apparatuses who are functionally responsible for certain areas of the two functions.

In the village government system, the organizational structure consists of the *Keuchik* and *gampong apparatus*, the *gampong* in the Qanun of West Aceh Regency Number 7 of 2019 consists of the *Gampong*, technical implementers (Head of Affairs and Head of Sections), and regional implementers (Kadus/Head of Section). Village chief. Supervisory agencies village government is regulated in Permendagri number 7 of 2008 concerning guidelines for procedures supervision of village government administrators.

In the Aceh qanun, institutions The supervision was formed as the *Tuha Peut*, together with *Keuchik* formulate policies and help resolve disputes that arise in the community with traditional holders. When viewed from its duties and functions, the *Tuha Peut* consultation village government administrators village, so that the function of the *Tuha Peut* is similar to the function of the legislature.

<table>
<thead>
<tr>
<th>Village Apparatus</th>
<th>Village Device</th>
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<tbody>
<tr>
<td>Implementation Of Village Government Administrators</td>
<td><em>Tuha Peut</em></td>
</tr>
<tr>
<td>Government Administrators Village</td>
<td><em>Keuchik</em>, Secretary Village, Technical Implementer, Hamlet Head.</td>
</tr>
</tbody>
</table>

Table 02.

Differences between *gampong* apparatus *gampong apparatus Gampong*

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Thus Keuchik, the village secretary, the head of the village office, and the head hamlet provide direct services to the community, while Tuha Peut does not have direct contact with community services.

C. Research Methods

This research was aimed at gampong in Samatiga sub-district such as Keuchik and gampong, Tuha Peut, several communities, and Samatiga sub-district head. By using a qualitative approach, which can provide research results in the form of oral or text and the behavior of the people being observed. To minimize the distance between the researcher and the informant, the researcher used a descriptive analytical method. Data collection techniques were carried out through observation, documentation, and interviews. The determination of the research location was determined after making a mapping by referring to BPS data for West Aceh Regency in 2020 with reference to the travel distance from the capital city of Samatiga District, the villages are: Kuala Bubon Village is 0.7 Km away, Paya Lumpat Village is 4 Km away, and Pange Village is 9 Km away.

D. Results and Discussion

4.1. Description of Area

Samatiga District is a sub-district located in West Aceh district, with the center of the Samatiga District government being in the village of Suak Timah. Samatiga sub-district has an area of 140.69 km² stretching from the north with Bubon District to the south with the Indian Ocean. Meanwhile, the western area of Samatiga District is bordered by Arongan Lambalek District and on the east side by Johan Pahlawan District. The percentage of Samatiga District area to West Aceh District is 4.81% with the number of villages reaching 32 villages and a population of 14,718 people. The names of the villages in Samatiga District along with the travel distance from the capital city of Samatiga District are as follows.

The division of distances based on calculations from the capital city of Samatiga sub-district as measured from the village of Suak Timah with a point of 0 Km can be grouped into three groups;

a. Close distance, namely villages with a distance of less than 4 Km, consisting of villages namely, Kuala Bubon, Gampong Teungoh, Lhok Bubon, Gampong Cot, Cot Darat, Pucok Leung, Alue Raya, Cot Pluh, Suak Pandan, Suak Seuke, Cot Mesjid, Cot Seumeureung.

b. Medium distance, namely villages with a distance of 4 km to less than 7 km, consisting of villages, Paya Lumpat, Suak Pante Breuh, Ujong Ngan, Rangkileh, Suak Geudebang, Pinem, Suak Seumaseh, Gampong Ladang, Reusak, Cot Seulamat, Cot Lapse, Cot Amun, and

c. Long-distance, namely villages with a distance of more than 7 Km, there are villages, Deuah, Baro Mosque, Leukeun, Lubok, Keureseng, Kreung Tinggai, Pange.
4.2. The Urgency of Communication Management in Community Services Communication

Management in community services is the process of fulfilling a community with a planned and systematic communication flow that can facilitate the communication process in the implementation of community service activities. In community service activities, it requires good and continuous communication, the process of creating good communication requires an instrument to form a good interaction flow, interactions can occur directly, both formally and informally, because community service activities are very complex. Organized communication facilitates service activities due to the diverse needs of the community and the potential for conflict if there are different goals. To avoid conflict and realize social life, the *gampong* needs communication management to design and implement community needs.  

Communication management is able to unite the various aspirations of the community which is managed by the *gampong* at village meetings or meetings with community leaders in formulating and setting targets for community service activities. Communication management can also create a systematic flow of communication starting from involving ideas, aspirations, and proposals into an activity. Community service activities are a manifestation of the aspirations of the community formed by the *gampong* together by considering the needs of the community against the capabilities possessed by the village government. This process can maintain regular communication and create effective, harmonious communication, and facilitate the flow of communication that will be carried out in community service activities.

In the last two years, several village programs have been prepared by the central government such as BLT and Covid-at the village level. Several programs that have been determined by the village government from year to year have been postponed development programs, PKK, and even the construction of village-owned public facilities, plus social restrictions, namely social distancing with a social interaction distance of more than one meter, not touching hands, and delays in large gatherings have left village governments with minimal choice in designing community service programs. The researcher concludes from the results of research on community service programs that the implementation of community services has so far been carried out with limited budgets and restrictions on social interaction distance. However, entering 2022, several villages have relaxed the limitations of interaction distance by carrying out youth development, taklim majlis,

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32 Results of the researcher's interview with Liska Yani, Head of Planning for Gampong Kuala Bubon, May 25, 2022 dated 25 Mei 2022
33 Results of the researcher's interview with Junaidi Tuha Peut of Gampong Kuala Bubon, dated June 8, 2022
village-level MTQ, Maulid Nabi Muhammad ﷺ and so on. This is due to a
decrease in the number of cases of the Covid-and the number of residents
receiving vaccinations from the health office through services from the
village government.³⁴

Handling the Covid-19 that carried out at the village level is a form of
structured and systematic social interaction in community services carried out
by the central government through the village government at the village level.
This is because rural communities need direct health care to fight the Covid-
19. Setting up PPKM Micro Covid-19 is one form design of community
service program Covid-19 pandemic and assigning officers and distribution of
pickets for the Covid-19 Handling Post is one of the implementations of
village government communication management.³⁵

The context of communication management can change informal
communication into formal communication by setting the rules for
implementing community services, the communication formed can be
professional and prioritize the interests of village government organizations.³⁶
Communication management provides an understanding of perspectives,
paradigms and concepts of communication as well as managerial aspects in
managing communication resources owned in the form of realizing
communication effectiveness. In essence, communication affects the
communicant with the presence of management in the communication
process to provide solutions and a good communication process can be
developed. Community services that are formed require careful
communication planning, communication that has been formed systematically
can be used to facilitate government administration and convey to various
groups so that village government goals can be achieved with the
implementation of community services.³⁷

The purpose of communication management is to realize the needs
needed by the community, communication management is able to manifest
aspirations into a tangible form by involving laws and regulations on the
needs of the community as a service communicant. Easy and fast community
service is one of the results of setup communication.

The results of observations on activities apparatus gampong as well as
the local community use communication management as a tool to interact
with people who need systematic and professional assistance between the
gampong and the community in need. For example, observing Khairul Akmal
who became a service communicator with Ayu Fiska and Mukhlis as a

³⁴Observations From 2021 to 2022.
³⁵Observations From 2021 to 2022.
³⁶Results of the researcher’s interview with Zahara Zaituni Tuha Peut of Gampong Pange,
dated June 8, 2022
³⁷Results of researcher’s with Junaidi Tuha Peut of Gampong Kuala Bubon, 8 June, 2022
service communicator at the village. With communication management the *gampong* can find out the needs of the community and implement it into community service activities. Systematic and structured communication activities can be controlled by the presence of management, the division of tasks and responsibilities to the *gampong* is also part of the communication management system. Communication management is an effective way to work together to help the community, the *gampong* can work together to serve the village. The importance of paying attention to communication for village that management communication can create efficient and effective communication optimizing the services needed by the community.

The communication management function for the *gampong* can be used as a tool to equalize the opinions of all *gampong* and as a motivation to carry out services to the community. Communication management functions as a supervision of community service activities, therefore communication management is very important for the *gampong*. Apparatus village to work according to the rules and help provide solutions to community service barriers that occur.

In serving the community, of course, understanding the needs of the community according to the circumstances village of each village. Through deliberation in the *gampong* will determine service activities that are in accordance with local wisdom, and the needs needed by the *gampong*. Apparatus *gampong* will meet the needs of the community according to local government plans and regulations through the assistance of the Samatiga.

Thus, the *gampong* carries out community service activities following the stages of communication management, in order to facilitate the flow of interaction and sharing of responsibilities among human beings, both between individual *gampong apparatus*, as well as interaction with the community as recipients of community services.

4.3. Application of Communication Management of Gampong Apparatus in The Community Services

The role of *gampong* in the organizational structure of village government in Kuala Bubon Village, Paya Lumpat Village, and Pange Village is determined by the relationship between the apparatus and other apparatus, the relationship has a pattern of interaction *gampong* and the flow of information in the communication network. Levels hierarchical,

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38 Observations in 2022
39 Results of researcher’s with Rozali gampong of Community Pange, dated June 10, 2022
40 Results of researcher’s with Mufril Tuha Peut of Gampong Paya Lumpat, dated May 12, 2022
41 Results of researcher’s with Annasir Pj. Keuchik of Paya Lumpat, date May 11, 2022
42 Results of researcher’s with Gusharni Sub-District Head of Samatiga, date June 9, 2022
communication networks between *gampong* can help provide services to people in need.

Apparatus Communication Network *Gampong* in Community Services

![Diagram](image)

Apparatus *gampong* in the three villages namely Kuala Bubon Village, Paya Lumpur Village, and Pange Village, has been implemented by *gampong* apparatus, starting from the planning stage begins with reviewing community needs, then continues with a joint meeting to formulate community needs obtained from proposals or ideas. Apparatus *gampong* participates in planning good service activities and according to existing expertise and facilities. Through joint coordination, service activities can be carried out in a mature manner.

Organizing by determining the implementers of service activities according to the capabilities of the apparatus and local government regulations, so that responsibilities are expected to be carried out properly. Within the scope of village government, it is the village community who are the recipients of services. It is important that the communication process will determine the success of the planned service activities. Communication here is not only concerned with determining solutions and coordination but also accepting responsibility.

The actuality of planning is carried out by distributing tasks to implementing activities according to organization and building harmonious communication with the community as well as using more professional working time. This mastery is a form of feedback from the planning that has been formed by the *gampong*.

Control activities can be carried out by the *village*, both *Keuchik* and *Tuha Peut* as a whole. As a controller of service activities so that planning can run as it should and obtain good results, control activities are an important part.
Communication Management Flow of *Gampong* in Community Service

In the control section, the flow of communication management can maintain service activities according to their axis, if there are service obstacles, the communication cycle returns to the planning phase to find a solution. Planning can be carried out starting from internal discussions of the *gampong* to involving the Samatiga sub-district. Apparatus *gampong* to resolve conflicts in the community and problems in service activities, as explained in the sub-chapter Application of Communication Management of *Gampong* in Community Services.

Communication Management Cycle of *Gampong* in Conflict Resolution.

<table>
<thead>
<tr>
<th>No.</th>
<th>Management Communication</th>
<th>Management Application Communication</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Kuala Bubon</td>
</tr>
<tr>
<td>1.</td>
<td>Planing</td>
<td>Apparatus village formulates community needs into activities community service, by deliberation.</td>
</tr>
<tr>
<td>2.</td>
<td>Organizing</td>
<td>Service activities are provided according to the expertise of joint</td>
</tr>
</tbody>
</table>
3. **Aktuating**

Service activities are often carried out on Fridays or late afternoons and evenings, after the community has finished their work. Service activities are provided by picket officers in the morning to evening, and can be carried out at night by village more skilled village and joint decisions.

4. **Controlling**

Discussions are carried out by village at night and are planned in nature. Spontaneous discussion, conducted by Keuchik or Tuha Peut. Discussions are carried out when there are reports of service barriers received by the community.

Source: Research Results

**E. Conclusion**

The results of research on communication management of gampong apparatus in community services in Samatiga District, West Aceh Regency can be concluded that in general the application of gampong in Samatiga District has carried out management functions, namely planning, organizing, actualizing, and supervising functions as concluded following:

1. Communication management is used to facilitate the *gambar* in designing community service programs in accordance with the laws and regulations and the capacity of the *gambar* to meet the aspirations of the community. Communication management can facilitate the implementation of community service activities because it creates a systematic and structured communication flow so as to provide harmonious interaction between village and also interaction between village officials and the community in carrying out community service activities.

2. Apparatus *gambar* starts from the planning stage; by accommodating the aspirations of the community as well as inspiration apparatus *gambar* to form policies for the implementation of community service activities, then the organizing stage;apparatus *gambar* has formed policies and selected communicators or implementers of service activities to the community, in the next stage, namely actualization;apparatus *gambar* distributes tasks in the field to implementers of activities according to organization and can be assisted by *gambar*, builds harmonious communication with the community as well as more professional use of working time. As well as the evaluation
stage; used as a controller of community service activities in order to realize the plans that have been formulated either by maintaining community service activities according to the communication flow or looking for solutions by returning to the planning phase.
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