

Participatory Communication Strategy in Village Development on Coast of Belawan Medan Indonesia

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ABSTRACT

Village on Coast of Belawan Medan Indonesia tends to be formed unplanned that it results in a really bad infrastructure condition. The most common profession there is fisherman. The execution of village development has to involve its society. This research is related to participatory case study in supporting village development. Problem raised in this study is about the villagers' participation and how high is their desire to be involved in supporting their village development. This participatory case study will become a recommendation in finding a suitable communication strategy to mediate with the villagers so that the village development will be a success. This research uses questionnaires distribution approach and interviews. Methods of data analysis used are quantitative and qualitative methods. This research aims to find an effective communication strategy to be used in the village development on Coast of Belawan Medan Indonesia. Effective communication strategy definitely begins with a ripe planning. Ripe planning supports the success of village development. In order to find a suitable communication strategy to realize the village development, a study about villagers' perception that affects communication and the consideration about participatory development is needed.

Keywords: *village, communication, participation, development, society*

1. INTRODUCTION

The settlement on Coast of Belawan Medan Indonesia is an unplanned village. The formation process of a settlement as a living place is obviously related to social factor, because it happens when humans settle in a new area. That phenomenon is a reality that is always found in regions under certain community authority, especially the community in Coast of Belawan Medan Indonesia. This research is executed in unplanned settlement on North Coast of Medan City, the fishing village on Belawan. The bad facilities and infrastructures in Belawan Medan fishing village are realities generally happened in coastal villages in Indonesia. In the beginning, villages built on coast of Indonesia were illegal villages. As time flows, illegal villages developed more and occupied more areas. Poverty at Belawan Medan fishing village is one of the main reasons that the residences there grow and develop unplannedly. The bad condition of facilities and infrastructures should have been an important program for Medan City Government to solve.

Accessibilities and infrastructures along the paths towards fishing village area are in unsafe and uncomfortable state. It is also the same with the institutional system, management as well as human resources and so forth which are still weak. The concrete step that needs to be carried out and inspected at first as the effort in developing Belawan Medan fishing village is inspecting villagers' participation. Inspection in villagers' participation is related to society's perception. Study related to village society's perception and participation is to find an image of the society's thought and desire to involve willingly in village development. Society has to understand their village potential and have the desire to create a

settlement. If the villagers' perceptions are found and the villagers are willing to participate, a right communication measure can then be made. It obviously will be easier for government to brief the society and even form a cooperative relationship with a private company. This action is taken in the hope that the planning of the village development will be more assured and orderly as well as comprehensively planned. Briefing is one of the communication strategies that is always carried out since the leadership of the second President of Indonesia. Communication has to be able to take up the role as helping hand in Belawan Medan fishing village planning program. The main function of communication is to get support and participation from village society in the development. In the plan to smoothen the communication and in order to get the desired impact just as hoped in the village development, a suitable strategy to convey the right message needs to be paid attention to. Planners have to have a large attention towards communication strategy in order to increase villagers' participation. Focus of attention in communication role indeed is important because effectiveness of communication relies on the communication strategy used by the speakers.

2. RESEARCH METHOD

The approach used in this research is *mixed-method* [2] which has a descriptive, exploratory or explanatory purpose [6]. The details for this research approach consist of the method in determining research location and research samples, method used in data collection and in data analysis. In determining research location, three aspects that need to be considered are the existence of place, villagers, and activities in Belawan Medan fishing village. Place, villagers, and activities are the elements used by researcher in collecting data related to identification of villagers' perception, villagers' desire to be involved in village development, and the society's understanding on the physical condition of their village area. Before deciding on the samples or respondents, researcher uses "Quota Sampling" model which determines the key areas by distributing questionnaires based on sub-areas. By determining key areas, researcher can decide the amount of samples or informants to represent each sub-area. Each key area has unequal amount of questionnaires. This questionnaires distribution is based on the width of the areas. A wider area will certainly have more questionnaires because that area is assumed to have more local dwellers. The dwellers who are asked to fill the questionnaires are those older than 17 years old. This is related to the materials in the questionnaire that the respondent needs certain comprehensive skill and material mastery to answer them. The questionnaires are distributed to 100 respondents. The amount of respondents in each sub-area can be seen in Figure 1. The amounts of questionnaires distributed to sub-areas are based on age and the willingness of respondents to tell their thoughts through the questions from researcher. The respondents' willingness to state their thoughts about their village is an important indicator to inspect the most suitable communication strategy. The image of each villager's thought on each question in the questionnaire will certainly be different because of each respondent's characteristics.

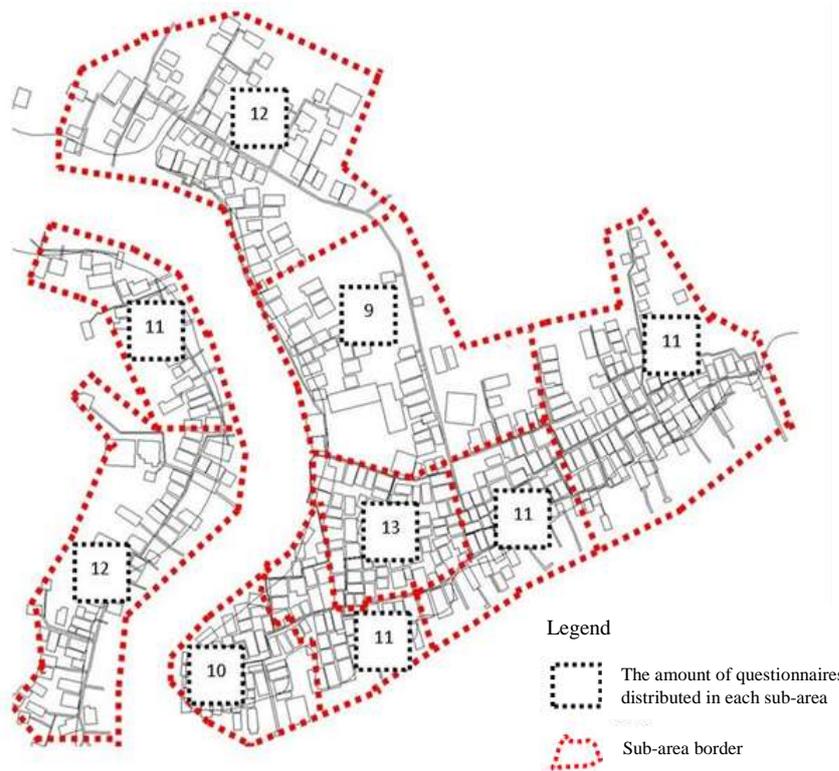


Figure 1. The location of sample distribution

The society in Belawan Medan fishing village has their own desires in their life. They also want to participate in their village development process. Data related to the society’s desire to participate are interpreted by researcher. Result of the data interpretation is analyzed based on the theory stated as guidance (Table 1). Determination of theoretical basis is decided by referring to the problems.

Table 1. Method of Analysis - Fishing Village Society’s Desire to Participate

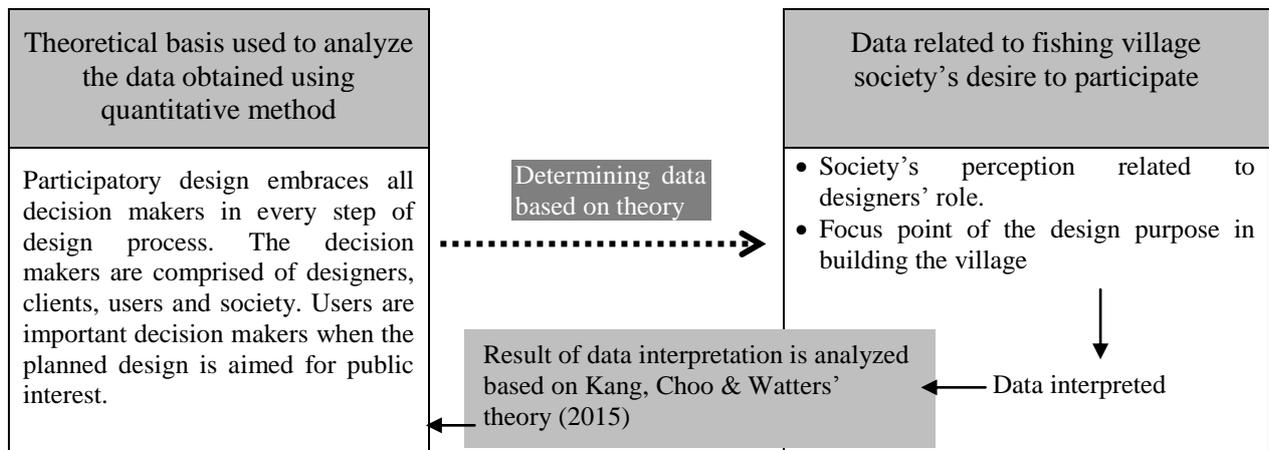
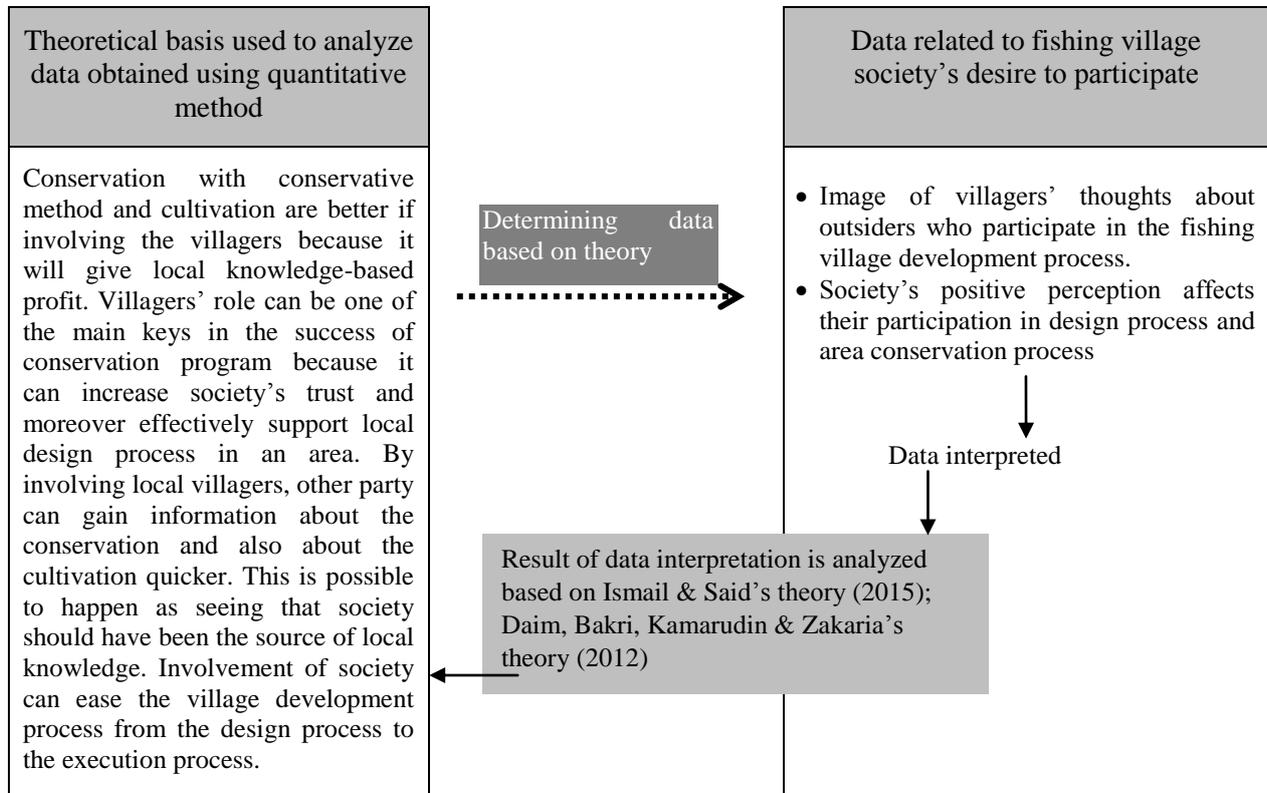


Table 1. Method of Analysis - Fishing Village Society's Desire to Participate (continued)

Theoretical basis used to analyze data obtained using quantitative method		Data related to fishing village society's desire to participate
<p>There are two policy makers who are able to affect the development of an area: primary policy maker and secondary policy maker. Primary policy makers are people who have great influence such as the society who are involved in the development program, meanwhile secondary policy makers are government and related organization. The difference of view between society, government, and related organization will impede the development of the coastal area. Therefore, <i>Participatory Action Research (PAR)</i> is formed as a solution to increase the involvement of society's activeness. Actions that can be carried out are campaign, workshop, meeting of policy makers and so forth.</p>	<p style="text-align: center;">Determining data based on theory</p> <p style="text-align: center;">→</p> <p style="text-align: center;">Result of data interpretation is analyzed based on Devarani & Basu's theory (2009); Estacio & Marks' theory (2010)</p> <p style="text-align: center;">←</p>	<ul style="list-style-type: none"> • Society, government, and related organization's roles are as the policy makers in developing fishing village. • Supporting activities that are able to increase society's activeness to participate. <p style="text-align: center;">↓</p> <p style="text-align: center;">Data interpreted</p> <p style="text-align: center;">↓</p>
<p>In developing a design, society will participate if they are included in the design process. Participatory approach enables the principles in tourism sector to develop and this can create chances to be accepted by local villagers. Positive actions from local villagers in determining the potential of local resources and protecting the natural resources are methods to raise the society's desire to participate.</p>	<p style="text-align: center;">Determining data based on theory</p> <p style="text-align: center;">→</p> <p style="text-align: center;">Result of data interpretation is analyzed based on Inskip's theory, 1994 in Prabhakaran, Nair & Ramachandran (2014); Daim, Bakri, Kamarudin & Zakaria's theory (2012)</p> <p style="text-align: center;">←</p>	<ul style="list-style-type: none"> • Society's perception about participatory approach in village development • Society's perception about nature potential • Society's perception about the benefit of the development program <p style="text-align: center;">↓</p> <p style="text-align: center;">Data interpreted</p> <p style="text-align: center;">↓</p>

Table 1. Method of Analysis - Fishing Village Society's Desire to Participate (continued)



3. RESEARCH ANALYSIS

Fishing village in Belawan Medan Indonesia is chosen as research location because this village is formed organically. Villagers built the buildings or their houses themselves without government intervention and rules, so the characteristic pattern of settlement formed represented the villagers' characteristics and desires. Research location is in Belawan Medan fishing village located at Kelurahan Belawan I, Medan Belawan Regency, Medan City, and North Sumatera Province, Indonesia (Figure 2). This village has an area of ± 3 km along the coastal plain located across Belawan City as far as 1 km. The location of this village is separated from other environments inside Kelurahan Belawan I area and across Belawan Port. This fishing village is located precisely along the coastline with area of ± 10 Ha.

Involvement of local villagers' in developing the village is an important thing. Certainly, it can be done if the development program goes well along with the establishment of communication between related parties and local villagers. Participation from each party will enable an objective to be easier to achieve because it is done together by every party. Through the parties' involvements, a work program that accommodates the interests of each party can be achieved. With a clear program, there won't be an unclear divide in the jobs between the three parties involved. A program also needs to be promoted to outsiders to be able to be realized. To increase the region interaction with outsiders, it needs a promotion done by related parties, including local villagers. From the research result, most local villagers want to cooperate with outsiders to be involved in developing the village; they even promote the development program of their village. Local villagers generally want to follow the procedures related to the development program as long as it needs to be done for area improvement. They

understand that promoting their area will bring positive effects for the development of fishing village. Naturally, outsiders will then know the potentials of the area and use them as motivation to bring visitors to fishing village in Belawan Medan. Related party also has to brief the villagers first so that they can promote their area well. Developers' role is also important in affecting the villagers' thought on how important is the implementation of village development program for fishing village.

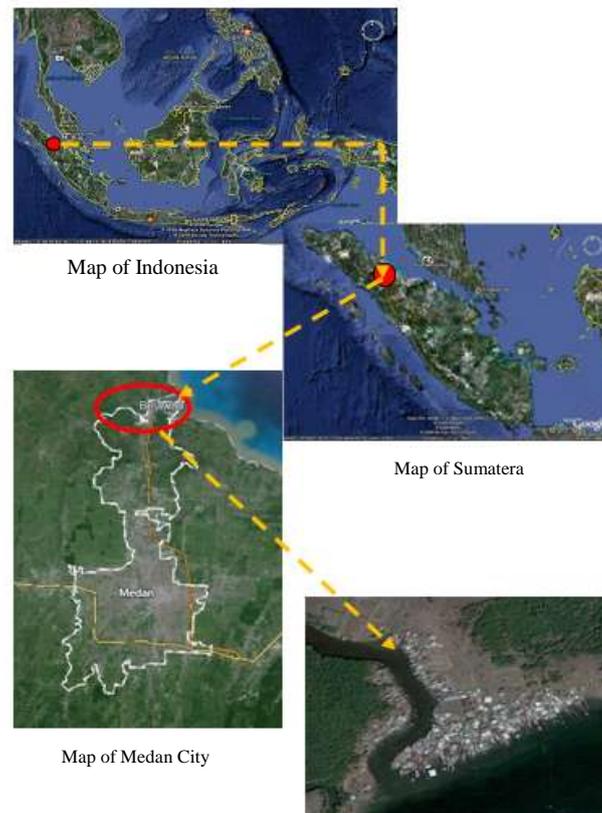


Figure 2. *Research location*

To realize the planning and the development as well as a more positive implementation of a work program, an organization that shelter the local society needs to be formed. This organization will take the role in mediating various opinions that appear and look for the best solution that can be accepted by all parties in problem solving. Through the distributed questionnaires, researcher find out that majority of the villagers states they are willing to be involved in an organization or institute associated with the implementation of the work program (93.4%) in developing the village. They opine that the existence of a program governing body will give positive effect in realizing a more effective implementation of work program. The minority states they are not willing to join the organization or institute associated in the execution of the work program (6.6%). The village development program is considered as a formal and binding participatory principle. Villagers opine that their involvement is better if based on a willingness participatory principle rather than a binding one. Village development in Belawan fishing village indeed has to relate with the society's economic development. It will be better if the society are willing to consider and accept other business chance such as marine cultivation. Villagers who do not agree with that opinion stated they will prioritize their occupation as fisherman and the activities they are carrying out more than their involvement in other business such as marine cultivation. In this case, the villagers actually need the concepts which they can easily perceive. With a good concept, they will be interested to participate in the village development program. The planner has to think of the right

development concept that can be carried out by local villagers so that they want to participate and contribute well in every decision. The best decision for the planner is to organize a society participation program in the planning process. Considering the society-base participation program will increase public trust and will be effective to support the local planning process [7]. Therefore, the planner must deliberate the right programs to involve society in the village development. Advantages must be able to be gained by every party. So that, with the gained advantages and the right development program concept, society will not hesitate to participate. The village as development product must be seen as a physical form that is livable for the villagers. This also has to be motivated with the communication formed between the planners and local villagers. The planners have to keep on taking local villagers' views into consideration in order to keep the development program running as planned and achieve villagers' objective. Observed from the local villagers' views, most of them have stated their willingness to be involved in the programs related to development of fishing village. This is based on the understanding about how important this development is for their region. The villagers realize that participating in the development program can give advantages in the future. The local villagers generally do not only want to improve their occupations but also hope that their region can be better from economic aspect or social environmental aspect.

To realize the best planning and development as well as a work program that are suitable with the potential of a region, an advanced research in related aspect needs to be performed by experts. The research has to be performed in certain length of time, so the research result can produce a matching scenario with what happened in daily life. Through observation of local society, majority of villagers states that they are willing to accept the presence of other party to research the potential of their region (96%). However, an opinion difference happens between the respondents who agree and disagree about the researchers' length of stay and their research activities. Some respondents clarify that they are not bothered by the research activity carried out in their region without any time limit determined first, yet, some other respondents clarify that they will only accept the research activity if it is carried out within a certain length of time. The amounts of respondents who agree with one of the choices above are not obtained because this question is not asked in the questionnaire. Minority of the respondents (4%) clarify that they are not willing to accept the presence of other party to research the potential of their region. The disagreed respondents state it is not easy to trust the presence of an outsider and they are suspicious that the research activity may have other hidden objectives that might inflict a loss to them. They think that the researcher just need to ask them questions to acquire information concerning their region without having to stay researching for a certain length of time.

Every development program surely will involve many parties in the process. Planners will come to research first to understand the condition of the fishing village. The coming of developers will give new experiences toward the region. Definitely, the region that was only occupied by local villagers in the beginning will be loaded with associated parties in the planning process. Government and villagers have their own roles in succeeding the development. Government needs to be consistent in implementing the plan, welcoming the involved parties in the development and collaborating with the villagers. Besides, villagers' enthusiasm, trust between villagers and government, tolerance and openness toward changes are also needed [10]. From some theories concerning participation, villagers' views about the importance of contributing alongside planners have to be observed. It will then be applied directly toward the villagers' performance when the development process begins. The necessity to see those thoughts will help related party in carrying out the development because if the local villagers do not feel comfortable with planners coming to their region, then the program will not work well. Generally, most

villagers state that they can accept outsiders who come to their region. This can happen because they have understood the importance of cooperation and accepting associated parties for the continuity of the development program.

To generate a high participation level in a work program that will be carried out, the action procedures required have to fulfill some criterias, such as easy to be understood by the villagers and able to give advantages and also produce an effect that can clearly be felt by the villagers. Through the distributed questionnaires, respondents are expected to choose one of the three given criterias that they think is the most important to ensure their active involvement. Most villagers clarify that a program which they can clearly feel on the whole is the most important criteria (57%). They opine the real effect toward local villagers will not only increase the economy, but also will give other positive effect, for example an adequate infrastructure improvement in the village and environment conservation. Furthermore, some villagers state that an easy to be understood program is the most important criteria in ensuring their active participation in related program (16%). They consider that in regulating every policy and implementation program, aside of considering the headline, it also has to be explained to the most detailed and basic issues, so there won't be any arguments in interpreting the agreed work program. Some villagers clarify that the program which can give economic advantage to them is the most important criteria (27%). In their opinion, economic advantage will lighten their livings and help fulfilling their increasing needs. They state that economic positive effect is the main priority that they seek from associated businesses such as marine cultivation. By increasing economic aspect in their region, it is expected to be able to eradicate the occurring issues such as poverty. Local villagers understand that poverty is one of the main reasons unplanned settlements growing in suburbs. Physically, the settlement looks like uninhabitable. In this case, government has to make a good program and solution to prevent the expanding growth of uninhabitable settlements. The good programs will mend villagers' lives and futures through environmental, economic, and social developments. The presence of good programs will affect the quality of environment and their residences, and this will also get reflected in the society's quality of life [1]. In this case, government also has an important role, seeing that the society generally believes more that the help from government party can develop the region more. Villagers have their own perception and can judge that government is one of the parties that have significant role in the planning process of village development in other regions. One of the examples is government's program in poverty eradication. Local villagers believe that the good programs will give effect not only to the development of the region but also will be reflected in the improvement of society's quality of life. In order to achieve good quality, the products has to be the results of continuous movement. The achievement of quality is a movement, and not a thought that suddenly appears. Government's program must be able to make the society has a good life quality. The offered program must have a qualified concept. Quality of a concept is the result of exploration created through a process. Quality of service is demanded through organization in a society who has understood that they must consider the key issues in maintaining environment public's satisfaction, because society is the one who receive the benefits and experience the products of the offered qualified concept [5]. Government, private parties, and planners have to cooperate in designing fine concepts corresponding to local villagers' abilities. The good programs will motivate villagers to participate. Every associated planner also has to supervise and cooperate, so local villagers still feel involved in every decision. As the result, comfort and trust will appear and then be realized as active contribution in each action procedure. Local villagers' perception about what kind of programs they want to carry out in the village development need to be observed. From every aspects and forms of participation, the concept of development program generally is oriented on the region and society improvement. Therefore,

villagers' perception about the participation that they feel comfortable in doing is important to be researched and understood. Comprehended from the research carried out in fishing village, most villagers want to join and participate in the village development. This is driven by the motivation to develop their village and the expectation to gain other profit. The villagers realize the phases that must be done will not work if there is no good cooperation between developers, government, and villagers. Based on the villagers of Belawan Medan fishing village' view, they generally are willing to accept the arrival of related party to research and learn about their settlement area. The villagers really want to be involved in making decisions and policies. Therefore, every associated party can execute their own roles and cooperate in the development of Belawan Medan Fishing Village.

4. Discovery

Based on the analysis of the distributed questionnaires and the interviews conducted to 100 fishing village villagers in Belawan Medan Indonesia, researcher discovers the effect of villagers' perception toward the establishment of communication. The study of the perception discovers the communication strategy in producing a participatory development design product and the communication strategy in gaining benefit from fishing village development program in Belawan Medan Indonesia.

4.1 Communication Strategy in Producing a Participatory Development Design Product

Participatory design is the most appropriate method to be applied in the development process of Belawan Fishing Village in Medan City Indonesia seeing that many parties will be involved in this program. In order to achieve participatory design, an appropriate communication strategy is required. (Figure 3). Some actions necessary to be taken to achieve participatory design are observing physical condition and social environment, understanding the portrait of local villagers' thought, accommodating the policy makers' opinions, and collecting other supporting data. Hereafter, from those implemented phases, analysis of the problems and conflicts happened can be gained. Problem analysis can create a form in the design program as design planner and business planner.

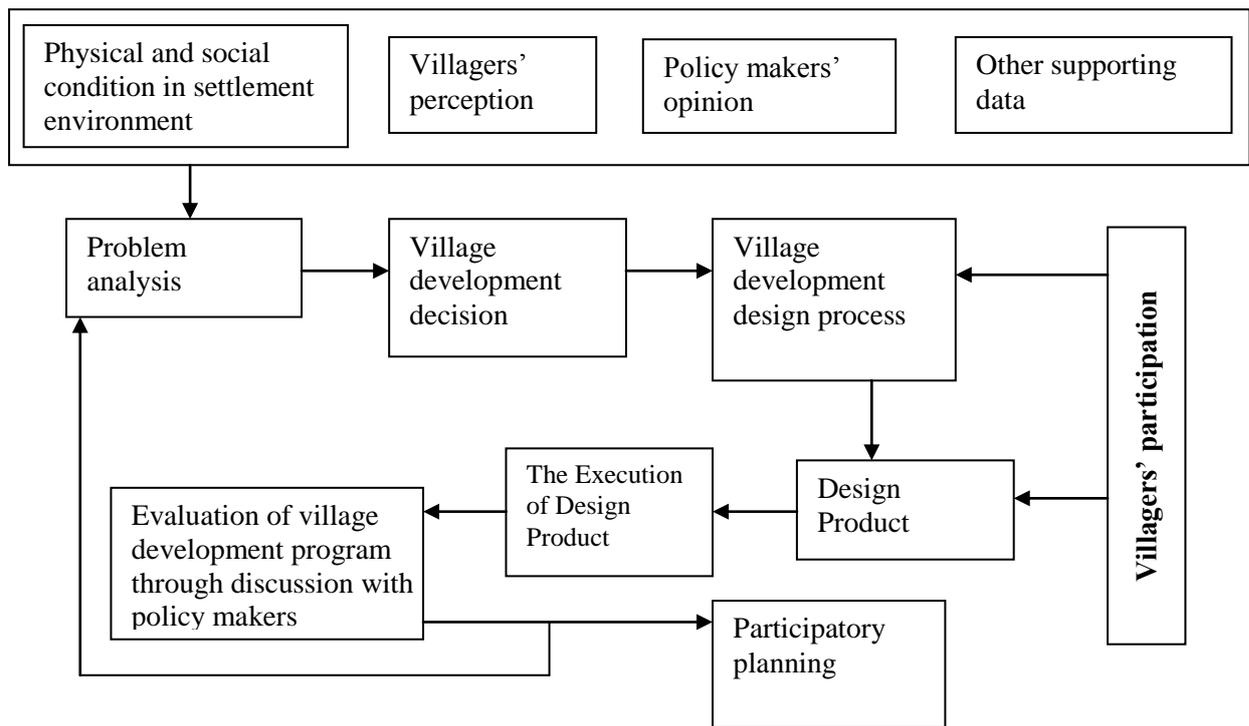


Figure 3. Proposed Process of Communication Strategies in Producing Participatory Development Design

4.2 Communication Strategy in Obtaining Benefits from Village Development Program

Fishing Village in Belawan Medan has a potential as an alternative marine tourism destination in Medan City if it has adequate infrastructure. The development of tourism is a valuable benefit from village development program. Village development program implemented should be community-based as well. The planned community-based tourism program with participatory concept will give positive impact in the improvement of villagers' quality of life. Based on the identification of villagers' perception in Belawan Fishing Village in Medan City Indonesia in accordance to the benefit they expect from village development program, researcher recommends a communication strategy as shown in Figure 4. Through the recommendation as shown in Figure 4, the benefit the public will receive can be optimized. Positive impact of developing fishing village program into a marine tourism destination can be found when observed from economic aspect and environmental aspect. In economic aspect, fisherman occupation can become a potential because it is considered as different characteristic when compared to another tourism area. From economic aspect, an obstacle is found that is the concern of occupation, due to the lack of creativity, might impede the society's development. Therefore, communicator is needed in forming society's positive perception related to other potential such as the development of marine cultivation. If society's positive perception is formed, it will provide a new insight that can improve society's creativity and confidence in pursuing their occupations. This situation can improve fishing village society's income and quality of life. In addition to the positive impact that is felt from economic aspect, other benefit can be received from environmental aspect. Villagers will have concern for environmental sustainability. In this case, communicator's role is also required to establish villagers' positive perception about the importance of conserving the environment of fishing village in Belawan Medan Indonesia.

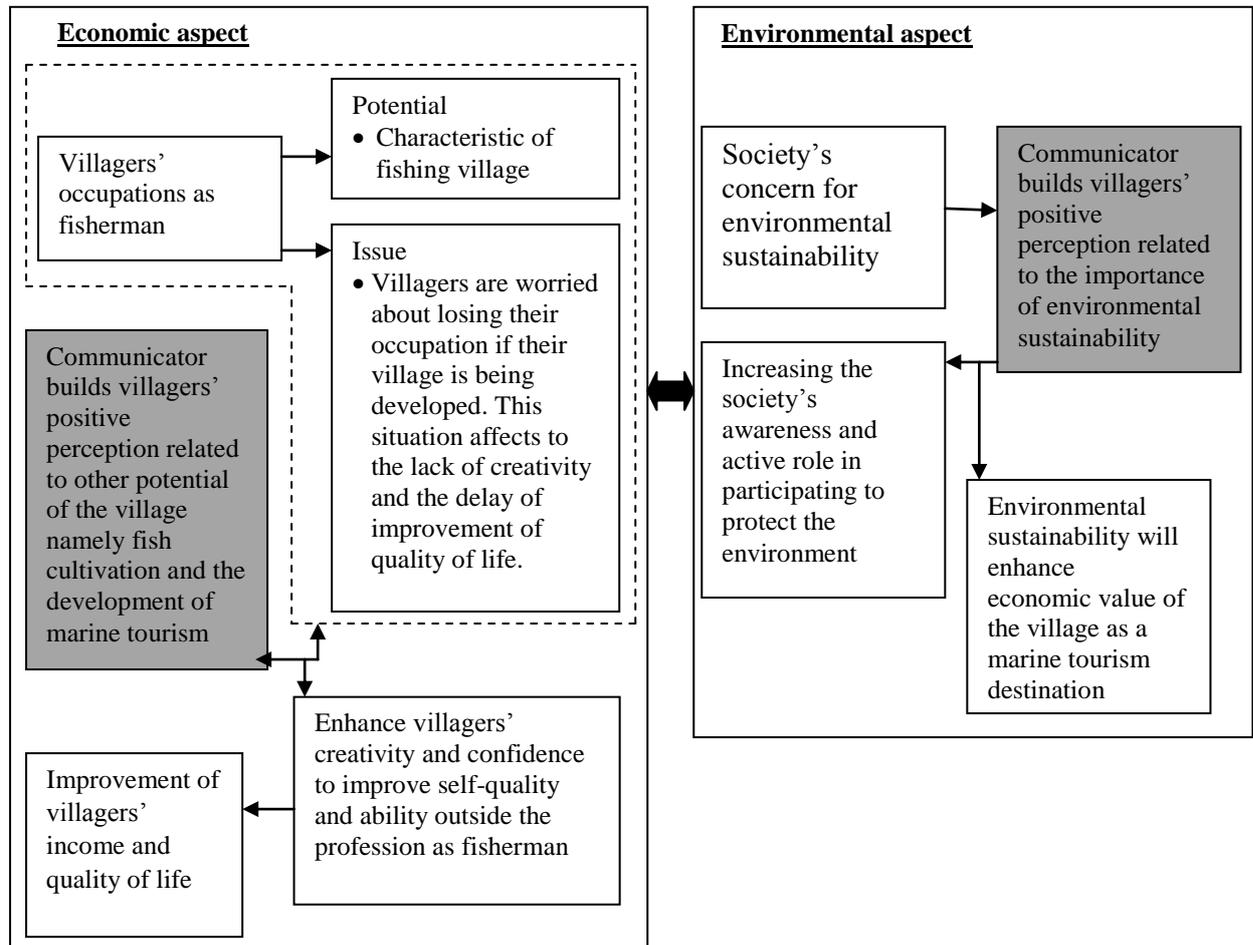


Figure 4. Communication Strategy in Obtaining Benefits from Village Development Program

5. CONCLUSION

Village development on Coast of Belawan Medan requires study on the villagers' perception. Identification of villagers' perception helps the researcher to understand villagers' wish in participating. Villagers have a positive perception about the village development even if the village is developed into a tourist destination. Positive perceptions from the fishing village dwellers will increase their interest to join and participate in the development program. Aside of villagers' positive perception, the benefit of fishing village development program can also become a motivation for villagers to participate in the planning process until the development is carried out. Through the development, villagers expect positive impact which can be felt significantly, such as the improvement of their quality of life based on economic aspect. Villagers' active role in the planning program will help planners and government in generating decisions. The development program needed is a participatory design that accommodates opinions from every party. Conflict in program implementation becomes a common occurrence. Communicator can become a party who assist in solving issues by building villagers' positive perception. Communicator's role can be accepted by Belawan Fishing Village dwellers because the villagers are open to outsider's involvement. Conflict that may occur in the fishing village development program can be prevented by applying appropriate communication strategy. An appropriate and successful communication strategy will provide a positive understanding to the villagers, because it is

be able to accommodate every party's opinions and even involve the villagers in the implementation. In this regard, the communication strategy that can be accepted by the villagers is the communication method that is oriented to the local wisdoms which keep on improving. Communication strategy in the development program is the right method to help villagers of Belawan Medan Fishing Village in achieving a quality life.

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