Communication Strategy of Disdukcapil of Bengkalis Regency in Disseminating Information to Community in Rupat Sub-District

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Abstract—**Observations in 2018 showed that the people of Rupat Subdistrict had difficulties in arranging correspondence, especially regarding e-KTP cards, family cards, birth certificates and other documents in Disdukcapil Bengkalis Regency (Office of Population and Civil Registry) and the slow information they received. This study aims to find out how the Disdukcapil communication strategy in Bengkalis Regency in conveying information to the people of Rupat District. Using the Qualitative method, this research produced the Disdukcapil communication strategy as follows. As a communicator, Disdukcapil divides people into two categories, namely adolescents and adults. The contents of the message to be delivered are in accordance with the categories that have been made, for teenagers the e-IDP recording category is carried out to schools while for adults by reactivating the Office Technical Implementation Unit (UPTD) in the existing sub-districts, currently the UPTD from e-ID printing services electronic Mandau District. In terms of methods, Disdukcapil also divides them based on categories that have been made, for adolescent categories using the educative method while the adult category uses persuasive methods. In utilizing media, Disdukcapil Bengkalis Regency uses four media namely; news, social media, word of mouth flyers. However, the results of the study showed that the communication strategy undertaken by Disdukcapil could not be implemented optimally in Rupat District and was still centered in Bengkalis Regency itself.**

Keywords: communication strategy, Disdukcapil, Bengkalis, Rupat

I. INTRODUCTION

Previous research in 2018 showed that the pattern of political communication that occurred in Rupat Sub-district showed an imbalance in the process of disseminating information to community. What the writer found in the field shows how the community in Rupat Sub-district experienced difficulties in arranging correspondence or licensing due to geographical distance from Bengkalis Regency which is separated by islands. The author sees that the community only relied on sources of information from officers sent to the Regency as an extension of the community of Rupat Sub-district in handling their correspondence and needs. It is not uncommon for Rupat citizen to experience difficulties, sluggish in getting information and have to pay late payment penalty because the process only relies on staff sent back and forth from Rupat District to Bengkalis Regency.

Information delivery systems from the mouth in the Rupat Sub-district turned out to be very dominant and are considered quite effective to date. Nevertheless, the people of Rupat Sub-district are still optimistic about their future expectations of road conditions, clean water and the dissemination of information in Rupat Regency would be improved in the hands of the central and regional governments in the future.

As a border area which is on the periphery and which is not the center of the economic, political, social and cultural - automatically has a fairly fundamental differences when compared to big cities. Among the border areas in Indonesia, is Rupat Sub-district on Rupat Island in Bengkalis Regency, which borders the sea directly with Malaysia. In addition, Rupat Sub-district is also bordered by Rupat Utara Sub-district in the north, Dumai City in the west, Bengkalis District in the south and Malacca Strait in the east [1].

The geographical position at the border which is closer to Malaysia (around 35 KM) compared to Pekanbaru as the capital of Riau Province (around 153 KM) made people on Rupat Island more familiar with Malaysia than Indonesia. Of course, this raises insecurity disintegration if it is not anticipated as well and as early as possible. For that reason, it is necessary to have a specific strategy of the regional government of Bengkalis Regency in seeking information dissemination to the people in Rupat Sub-district given the sufficient geographical distance and the availability of information technology infrastructure over there.

Research conducted by Aulia Rahman and Diah Fatma Sjoraida entitled Communication Strategy of the Subang Regency Government Socializing the Development Movement for the People Sustainable Infrastructure states that infrastructure is the most essential problem in Subang Regency. The GAPURA INTAN program aims to deal with infrastructure problems such as repairing damaged Regency roads so that they cannot be used by the community. The government's effort in communicating this program to the community by means of a hierarchy of government and socializing to the public directly on various opportunities that exist. However, there is still very little awareness of the

program that only 9% of people who know about the GAPURA INTAN program [2].

The research above shows that infrastructure problems as happened in Subang also occurred in Rupat Sub-district. Road problems, community mentality and the effectiveness of the government in seeking change in border areas is necessary to prepare a communication strategy in the delivery of such information. The problems most often complained by the people of Rupat Sub-district is the difficulty in arranging correspondence and documentation in the Department of Population and Civil Registration of Bengkalis Regency, not infrequently the people have to queue for long even some who have been queuing for a long time but must go home empty-handed because the queue number has finished or lack of necessary requirements. If asked for assistance from village officials, the people of Rupat Sub-district have to pay a significant additional cost, which is considered to be a complicated business which makes the community complain about the Department of Population and Civil Registration performance in Bengkalis Regency. For this reason, the writer is interested in conducting this second year research entitled Communication Strategy of Department of Population and Civil Registration of Bengkalis Regency in Disseminating Information to Community in Rupat Sub-district [3].

II. RESEARCH METHOD

This study uses the concept of communication strategy that is to see the strategy of public recognition, composing messages, set methods as well as they selections and use of media. Through interviews and observation techniques, the authors look at how the communication process that occurs in Department of Population and Civil Registration of Bengkalis Regency and formulate what kind of communication strategy established by the Regional Government of Bengkalis in disseminating information in Rupat Sub-district [4].

This research is important to be conducted to see how the efforts and strategies actually carried out by Bengkalis Regency Disukcapil in overcoming the problems that occur in the region [5]. through this research, it is hoped that the root of the problem that actually occurs and is experienced by the people of Rupat District so that it can be used as a material consideration for the Government of Bengkalis Regency, especially Disdukcapil to find solutions that are solutive.

III. RESULTS

The author analyzes and discusses the problems of communication strategy through four aspects namely knowing the audience, composing messages, determining the methods and selection and use of media by Disdukcapil of Bengkalis Regency to the community in Rupat Sub-district [5].

A. Strategy for Audience Recognition in the Process of Disseminating Information to Communities in Rupat Sub-District

The first thing to do in setting up communication strategy is planning to choose a communicator to convey information to the intended audience. In conveying information and messages to be conveyed to the target audience, the communicator selection strategy had to be done appropriately so that the target audience could be sure of the message and information conveyed. The communicator whose job is to deliver a message to the community in Rupat District, especially information from Disdukcapil is the Village Official who have been appointed by the community. As a regency that oversees several sub-districts, it is appropriate that the local government officials in this regard Disdukcapil should be able to become a communicator in disseminating of information and assisting the community in managing needs related to government elements [6].

In this case, the communicator must be people who interact directly with the needs of the community, those are matters relating to the administration of government, administration and organizational needed by the community. In this study the authors interviewed the Head of Department of Population and Civil Registration Office (Dukcapil) of Bengkalis Regency, namely Mr. Rinaldi, Secretary of Disdukcapil, Mr. Nurfaridinsyah, Head of Civil Registration, namely Bayu Ambiroso and Mrs. Nur'aini as Head of Data Evaluation and Counseling [7].

The informants gave almost the same information, that geographical distance has become a major obstacle in realizing excellent service for the community. Not only in Rupat Sub-district, but other sub-districts which are geographically too far from the central government experience the same thing as Mandau Sub-district, Bathin Solapan Subdistrict, Pinggir Sub-district and Talang Muandau Sub-district (Result of Interview with Mr. Rinaldi, 19 April 2019).

This research focuses on the community of Rupat Sub-district because previous research conducted in Rupat Sub-district so that the writer has an overview and information about real conditions in the field. In the communication strategy, determine the audience seen from anyone who becomes the primary audience and who is the secondary audience. In this study, the primary audience is certainly the community in Rupat District while the secondary audience is the target audience where they are not directly bound but have a role to help the primary audience in determining attitudes in making a decision.
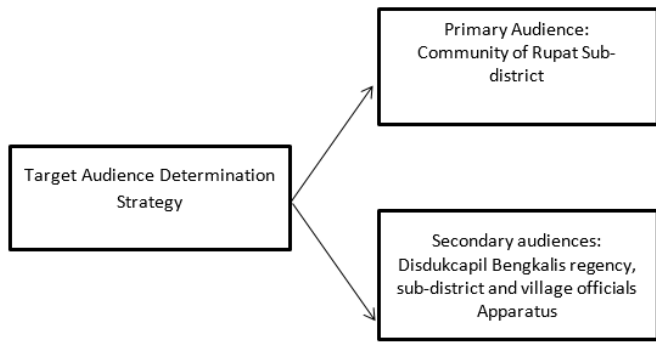
Source: Author's Processed

Fig. 1. Target audience determination strategy.

B. Strategy for Composing a Message in the Process of Delivering Information to the Communities in the Rupat Sub-District

In composing the material or content of the message to be delivered to the audiences, the Disdukcapil of Bengkalis Regency first divided the audiences based on age level. In this case divided into two namely adolescents and adults. After determining the targets, the next step is to determines the message contents and how the technical implementation is in the field.

For the audience included in the adolescents category, the Disdukcapil held an e-ID card recording to the school. This ball pick-up system has only been carried out at Senior High School 2 Bengkalis (SMA Negeri 2 Bengkalis). Disdukcapil acknowledged that there were significant obstacles to being able to carry out this activity in areas in other districts such as Rupat Sub-district due to limited equipment and staff. Meanwhile, for the adult category Disdukcapil of Bengkalis Regency requested and demanded each sub-district to activate the UPTD (Office of Technical Implementation Unit l) this has begun to run since September 3, 2018 in accordance with Regent Regulation (Perbub) No. 26 of 2018. However, until now only two UPTDs serve e-ID printing, namely in the Bengkalis City Disdukcpil office and Mandau UPTD in Duri City (Interview with Bayu Amiroso, 24 April 2019).

C. Strategies to Establish Methods in the Process of Delivering Information to Communities in Rupat Sub-District

The messages that have been made in the message management strategy also has a close relationship with how the communication method used by the Disdukcapil of Bengkalis Regency. In order to improve the effectiveness of a program or communication activity, it would also be influenced by the methods of delivery itself. This method will make the process of delivering messages and information into better and more effective, so that the message delivered will be accepted by the target audience [8].

The method chosen by the Disdukcapil of Bengkalis Regency through this persuasive method is by persuading significant influence, either through their mind, and their feelings. In this study, the Disdukcapil instilled awareness of

the importance of taking care of correspondence well and arranged not only to record the number of residents, but also to generate public awareness of their rights as citizens.

Lastly, educative methods are also used for the purpose of educating and teaching 17-years-old high school children in expressing their aspirations as a form of participation in fulfilling their rights as good citizens. Educating means give an idea to the children as audiences through messages of facts, opinions, and experiences that are accountable for the purpose of changing the behavior of the audience in the desired direction.

"Right now we are just waiting for each sub-district including Rupat Sub-district to reactivate their UPTD so that they will be greatly facilitated in affairs of correspondence and licensing" (interview with nur'Aini, April 24, 2019)

*D. Selection and Use of Media in the Process of Delivering Information to Communities in Rupat Sub-District*

On the whole, to achieve maximum results, it is necessary to control the media channel or strategy process. Because in the concept of strategic communication model, the media is an element that is related to all elements contained in the communication strategy. The media has a reciprocal relationship with communicators, audiences, messages, to methods. The media selection strategy is the next step that must be considered in the communication strategy process.

In the process of delivering information from the Disdukcapil of Bengkalis Regency to the Community of Rupat Sub-district and other sub districts that are geographically far enough to use newspaper media, social media and complete information such as leaflets and from the mouth of the mouth through UPTD in each Sub-district [9].

"So far we have used the help of journalists who covered the news... if not, now there is already advanced there is, yes through social media can also be good, if not the announcement will be posted at the UPTD in each sub district, the rest of course we hope the officers in UPTD would like to convey to the public that the meeting is on the streets whether it is a coffee shop ... because we are still lacking in terms of human resources... "(interview with Nurfaridinsyah, April 24, 2019).

The slow process of arranging correspondence and community documents is also caused by the limited availability of blanks from the central office, as disclosed by Mr. Rinaldi, Head of Disdukcapil to the author, "All of them are the authority of the central office, if we hope that we can get 20,000 blanks but only 2,000 can be taken, that's wrote for the end of 2018 blanks available only 2,000 while the number of print ready records (PRR) has reached 16 thousand to almost 17 thousand and that is not only in us, in Indonesia it is reportedly also same... "(Interview on May 1, 2019).

Simply put, the communication strategy of Disdukcapil Bengkalis Regency in disseminating information to the sub-districts in the district can be seen in the figure below:
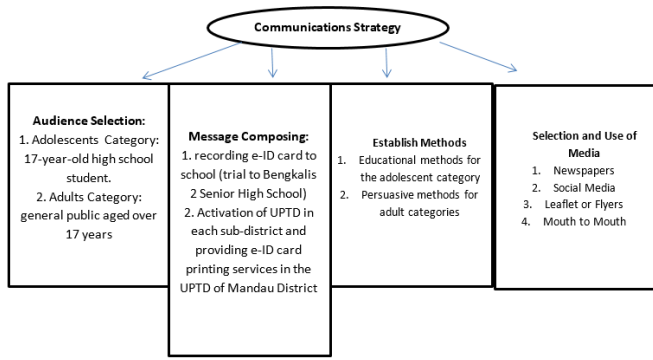
Source: Author's Processed

Fig. 2. Communication strategy for population and civil registration of Bengkalis District in spreading information.

IV. CONCLUSION

The results of this study indicate that the communication strategy undertaken by Disdukcapil of Bengkalis Regency in providing information needed by the community of Rupat sub-district regarding the handling of correspondence is quite effective. Judging from the selection of communicators responsibly to formulate and delivering messages, the selecting and grouping of audiences, the selecting of methods of delivering information to the determination of the media in delivering that information.

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