Community Information Group (KIM):

Optimization of the Function of Dissemination of Government Programs

Ani Yuningsih*, M. Husen Fahmi, M. Subur Drajat, Erik Setiawan
Faculty of Communication
Universitas Islam Bandung
Bandung, Indonesia
*ani.yuningsih@unisba.ac.id, mhusenfahmi@gmail.com, msuburdrajat@gmail.com, erik.setiawan82@gmail.com

Abstract—**Dissemination of government programs and the dissemination of information in cities requires unique strategies and approaches, because urban communities are generally more dynamic and have diverse information needs. In addition, problems and priorities in each region are also relatively different from one another. The flow of information and communication of urban communities for information dissemination (top down) and access to information about government programs (bottom up), each requires an interactive and collaborative pattern from both parties. The existence of Community Information Groups (KIM) in urban areas in Indonesia, is a facilitator between the government and citizens. All dissemination activities and advocacy of community aspirations managed by KIM require communication skills of its facilitators. Especially the skills to manage creative messages and the skills to use the media optimally. The facts show that the majority of KIM administrators and facilitators do not yet have sufficient theoretical communication competence and practical skills, thus requiring empowerment through relevant training. Empowerment has been carried out by researchers through training that utilizes communication media such as photos, videos, graphics and other applications on smartphones, as the main instrument used by KIM. The method of discussion, simulation and practice through communication laboratory facilities and infrastructure is used in the process of empowering KIM members. Based on evaluations using quantitative and qualitative methods, the results of the empowerment program have shown an increase in the knowledge and skills of KIM administrators and facilitators in the use of communication media and the use of smartphones. So, optimizing the function of KIM, in the dissemination of government programs, can be done through training that emphasizes communication technology-based skills, especially photography and videography skills that are more attractive.**

Keywords: dissemination, information dissemination, role optimization, community information groups

I. INTRODUCTION

The existence of the Community Information Group, abbreviated as KIM, in Indonesia, is the needs of the people who have diverse aspirations and perceptions of government programs and also the needs for solutions to problems in the midst of society. Information gaps, both top down from the government to the community, as well as bottom up from the community to the government requires the role of the facilitator

optimally. Under these conditions, the existence of KIM is hoped that the public can access information, discuss, and even solve joint problems easier [1]. "KIM" is a "pseudo" public top down participation model [2].

Specifically the case in Bandung city, the existence of the Community Information Group (KIM) has been formed since 2006, based on a circular letter from the Bandung Regional Secretary. Bandung city KIM has been formed based on the Administrative Village Decree in 151 administrative village in Bandung.

KIM can also be seen as an effort to empower the community development with the paradigm of communication with people, no longer communication for the people (communication for the people) meaning, the Regional Government in Indonesia develops the function of the Social Communication Institution as a partner in information dissemination. Information dissemination is directed at realizing good governance and community participation in the process of disseminating information. At present, based on the results of research, most of these KIM have not yet been able to fully carry out their roles and functions, due to the limited communication skills they have. The communication skills in question, include the packaging of messages as well as the use of various existing communication media. Meanwhile, the main device used by KIM today is smartphone, which is considered to have not been optimized for use in dissemination or access to information as a strategic role for KIM.

KIM can also be seen as an effort to empower the community developed with the paradigm of communication with the community that is interactive, which means that the Regional Government in Indonesia develops the function of the Social Communication Institution as a partner in information dissemination. Information dissemination is directed at realizing good governance and community participation in the process of disseminating information. At present, based on the results of research, most of these KIM have not been fully able to carry out their roles and functions, due to the limited communication skills they have. The communication skills in question, include the packaging of messages as well as the use of various existing communication media. Meanwhile, the main device used by KIM today is smartphone, which is considered to have not been optimized for use in dissemination or access to information as a strategic role for KIM.

II. PROBLEM IDENTIFICATION

A total of 151 KIM in the villages in Bandung city are under the guidance of the Bandung city Office. Based on the data mapping conducted by Diskominfo (Communication and Information Office), it still has several obstacles, including: still not optimal use of smartphones as instruments in carrying out the dissemination and information access functions; the low skill of managers and KIM members in utilizing communication media, especially photo, video, graphic media to increase KIM productivity and performance; lack of creative packaging of messages oriented to strategic audiences; lack of understanding and skills to frame the communication message as a whole through the media, lack of networking and collaboration between KIM administrative village and relevant government agencies.

Based on the mapping of objective conditions, an empowerment program was carried out, one of which was through training in the use of communication media, namely making photos, videos and infographics that can be uploaded via smartphone. This study wants to portray the capacity building of KIM members after going through training, so that a more appropriate empowerment model can be developed in the framework of improving information-savvy society, because the existence of KIM, both members and managers are members of the community itself. KIM that functions optimally, with the right empowerment model, can be one of the pillars that helps sustain the government rolling out the Smart City concept. Information technology-based intelligent information society becomes an important actor who must play an active role in the realization of smart city.

III. RESEARCH METHOD

The research method used to measure the success of training and empowerment of the Community Information Group used is descriptive method through the distribution of questionnaires to all training participants as many as 26 KIM members, and also qualitative case study methods, through observation and interviews to informants as many as 5 people from the training participants. The pre-test questionnaire was distributed before the training and the post-test questionnaire was distributed after the training. The questionnaire refers to the training material to measure the increase in participants' knowledge and understanding of all the training material provided. Observations were made to observe the improvement in the skills of KIM members in using tools to produce photos, videos, and infographics. Interviews were conducted before the training, during preparation and after training during breaks and closing events, for a total duration of about 1 hour for each informant. The training itself is carried out using adult education models, in the form of discussions, simulations, practices, and case studies. The instructor in the existence training is needed to organize experiences from real life into new experiences and knowledge that give new meaning to the trainees. Thus, the implementation of training is more flexible based on feedback given by participants.

IV. RESULTS AND DISCUSSION

The number of participants in the use of communication media in KIM empowerment was 26 participants, given theoretical and practical training for two days. Practicum is carried out in laboratories, namely: Simulation Laboratory, Graphic Laboratory, Photographic Laboratory, and Film Laboratory.

The material given to the participants by the lecturers as instructors and laboratory assistants involved as facilitators and resource persons, namely: (1) Effective Communication of Smartphone Media for Dissemination & Dissemination (Theory); (2) Building Networks & Partnerships in the Perspective of Human Relations (Theory); (3) Content Creativity & Message Packing Through Vlogs (Theory & Practice); (4) Content Creativity & Message Packing Through Photography (Simulation / Practice); (5) Content Creativity & Message Packing Through Videography (Simulation / Practice); (6) Content Creativity & Message Packaging Through Graphic Design (Simulation / Practice).

By using quantitative and qualitative pre-test and post-test measurement methods. Research findings on improving the ability of KIM members to optimize their functions as facilitators of government program dissemination.

The findings of the training results as a form of KIM empowerment can be described as follows:

- Participants as KIM members are generally around 25 to 45 years old. It has concern for social and development issues, and has a strong desire to actively participate in government development programs. KIM members work as volunteers, because they also mostly have permanent jobs or their respective professions. The number of male and female members is proportional. The bonds of loyalty and cohesiveness among the members are quite strong, even though they live and work in different areas.

- Participants as KIM members have enthusiasm in developing their capacity and skills to play an optimal role in carrying out the KIM function through work programs that have been determined jointly between the government and KIM managers themselves.

- The existence of Community Information Groups (KIM) in urban areas in Indonesia, is a facilitator between the government and citizens. For example, in Bandung city in Indonesia, various activities are carried out by KIM, which is referred to as "ADINDA", which stands for: Access to Information, Discussion, Implementation, Networking, Dissemination and Advocacy of Aspirations.

- Evaluation and measurement of training success, shown through the results of the post-test, in general there is an increase in participants' knowledge and understanding of all training materials provided. The following Pie chart diagrams give an overview of the improvement experienced by trainees:

- There are still participants who have not increased their knowledge and understanding with the low scores result, possibly because of differences in the educational background of the participants, the examples provided are still not relevant to the needs of the participants, and there are still foreign terms in the training material which is rather difficult for participants to understand. Especially for skills training on videography, there are still participants with low scores, it is assumed because the participants are not accustomed to operate vlogs. This digital technology-based vlog needs to be accessed using a computer, not just a smartphone. So that participants also need to master the operation of computer equipment. In addition, the presence of some unfamiliar terms is also one of the reasons why there are still participants who still do not understand this material.
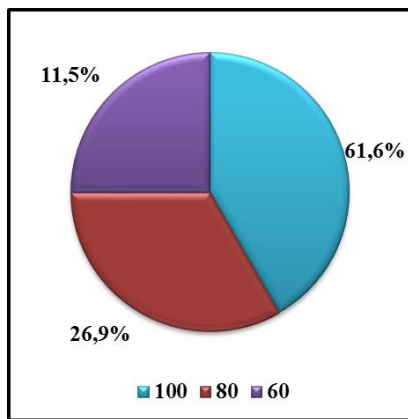
Source: Research results, 2019

Fig. 1. Post-test results material knowledge and understanding of effective communication and networking.

- The skills of KIM members in the field of photography, after receiving training, showed an increase in knowledge, namely as many as 22% of participants had very high knowledge with a score of 100. The remaining 78% of participants achieved a score of 61-80 with a moderate / sufficient level of knowledge high. Overall, this condition shows that the training that has been given is effective and can be very well received by the trainees, with the achievement of a target of 89%. The majority of participants are familiar with documenting activities in the form of photographs, but scientifically and photographic skills, not everybody can understand the techniques in capturing an image of an event that occurs. After the training, the participants can understand and implement the theory conveyed by the instructor in the practice of photography in the field.
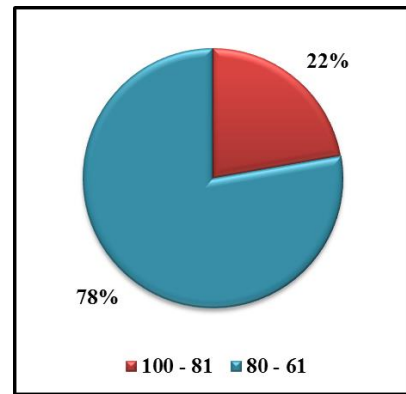
Source: Research results, 2019

Fig. 2. Post-test results of communication skills.

V. CONCLUSION

There is an increase in the knowledge of members of the Community Information Group, especially in Bandung city about effective communication of smartphone media for socialization & dissemination after being given training. The majority of pre-test scores are low and moderate / high enough, and a small portion are high before the training, after the training the participants get the most moderate, high, and high post-test scores.

There is an increase in the knowledge of members of the Community Information Group, especially in Bandung city about building networks and partnerships in the perspective of Human Relations after being given training. The majority of pre-test scores were low and a small portion were moderate / high enough and high before the training, after the training the participants got moderate, high, and high post-test scores.

An increase in the knowledge and skills of members of the Community Information Group, especially in Bandung city about the creativity of content & packaging of messages through vlogs after being given training. Quantitatively and qualitatively, the majority of participants' pre-test scores before training were low and moderate and a small part were high, while after training the post-test scores were high and quite high.

An increase in the knowledge and skills of members of the Community Information Group, especially in Bandung city about the creativity of content & packaging of messages through graphic design after being given training. The majority of participants' pre-test scores before the training were low, both theoretical knowledge tests and observation skills tests. After the training the participants got quite high and high post-test scores.

An increase in knowledge and skills of members of the Community Information Group, especially in Bandung city about the creativity of content & packaging of messages through photography after being given training. The majority of participants' pre-test scores were low, moderate and quite high before the training, after the training the participants got high and high post-test scores.

An increase in the knowledge and skills of members of the Community Information Group, especially in Bandung city about the creativity of content & packaging of messages through videography after being given training. The pre-test scores of the participants before the training, the majority being, after the training the participants got quite high and high post-test scores.

ACKNOWLEDGMENT

REFERENCES

[1] Kemenkominfo, KIM (Kelompok Informasi Masyarakat): Potret, Inspirasi dan Jejaring. Dirjen Informasi dan Komunikasi Publik, 2015.

[2] Pemerintah Kota Bandung, Dokumen Peta Batas Administrasi Kota Bandung. Pemerintah Kota Bandung, 2018.

[3] A.S.M. Romli, Jurnalistik Online: Panduan Praktis Mengelola Media Online. Bandung: Nuansa Cendikia, 2012.

[4] P. Kotler, and K.L. Keller, Marketing Managemen, 15th Edition, Pearson Education, Inc., 2016.

[5] Gani and Rita, Jurnalistik Foto. Bandung: PT Simbiosa Rekatama Media, 2013.

[6] D. Sihombing, Tipografi dalam Desain Grafis. Jakarta: Gramedia, 2015.

[7] M. Danesi, Pengantar Memahami semiotika Media. Yogyakarta: Jalasutra, 2010.

[8] A. Arsyad, Media Pembelajaran. Jakarta: PT Raja Grafindo Persada, 2011.

[9] I. Binanto, Multimedia Digital – Dasar Teori dan Pengembangannya. Yogyakarta: Andi, 2010.

[10] T. Lewis and E.B. Johnson, Contextual Teaching Learning. Jakarta: Kaifa, 2014.

[11] P.R. Waynea and F. Don F, Komunikasi Organisasi: Strategi Meningkatkan Kinerja Perusahaan. Bandung: PT Remaja Rosdakarya, 2010.

[12] F. Nova, Crisis Public Relatons Bagaimana PR Menangani Krisis Perusahaan. Jakarta: Raja Grafindo Persada, 2011.

[13] H. Cangara,. Pengantar Ilmu Komunikasi. Jakarta: Raja Grafindo Persada, 2011.

[14] Eriyanto, Analisis Wacana: Pengantar Analisis Teks Media. Yogyakarta: LKiS, 2009.

[15] R. Nicole, "Title of paper with only first word capitalized," J. Name Stand. Abbrev., in press.

[16] Y. Yorozu, M. Hirano, K. Oka, and Y. Tagawa, "Electron spectroscopy studies on magneto-optical media and plastic substrate interface," IEEE Transl. J. Magn. Japan, vol. 2, pp. 740-741, August 1987.

[17] M. Young, The Technical Writer's Handbook. Mill Valley, CA: University Science, 1989.