

Communication Model for Sustainable Development of Public Transportation Infrastructure In West Sumatra

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ABSTRACT

Implementation of public infrastructures by the Government should pay attention to the synergy of various parties of the central government with local governments as well as coordination with the community. But the fact that the development of public infrastructures in West Sumatra had problems in land procurement due to the un optimal communication from the government to the community in the land procurement phase. The research aims to establish a model of communication of sustainable development of public transportation infrastructure in West Sumatra. The research approach used is a mixed approach that starts with a qualitative approach and is followed by a sequential exploratory design. The qualitative approach by digging the phenomenon of government, community, private, and academics related to the focus of research. The focus of this research is on the on-going development of public infrastructures of the toll road section of Padang-Sicincin. The results showed that the on-going communication model that awakened was an integrative communication model consisting of assessment; Planning; action and reflection are synonymous with all phases in the procurement of land for the construction of the transportation infrastructure of the Padang-Sicincin section in West Sumatra so that the end awakened good communication between the government actors, developers, and communities affected by the construction of the Padang-Sicincin toll road.

Keywords: *Communication, development, sustainable, infrastructure, transportation*

1. INTRODUCTION

The trend of infrastructure development in Indonesia always leaves problems. The construction of road infrastructure for the public good also leaves problems for the community, such as economic, social, and cultural problems [1], [2]. In West Sumatra, the construction of Padang- Pekanbaru toll road consists of five sections, namely Padang- Sicincin, Sicincin- Payakumbuh, Payakumbuh- Pangkalan- Pangkalan- Bangkinang, and Bangkinang- Pekanbaru. Padang- Pekanbaru toll road can save costs, in the terms of both power and fuel used. Also, it can reduce the load distance that is usually traveled in 7-8 hours to 3-4 hours. (cited from <http://m.bisnis.com/sumatra/> by Padang Pariaman Regent Ali Mukhni retrieved 18 March 2019 at 11:20).

However, this opinion is not fully accepted by the public, because people think the existence of toll roads will kill their economy. Construction of Padang-

Pekanbaru Toll Road has stalled over the past year due to constraints in land acquisition. Padang- Sicincin toll road is 28 kilometers long (CNN Indonesia, June 2019/accessed July 23, 2019). Padang- Pekanbaru Toll Road, especially on Padang- Sicincin section is 4.2 km long, its development is still constrained due to land acquisition.

The public does not accept the price set by The Appraisal Team. The price estimated by Tim Appraisal is well below the average selling price of the land. The public considers that the price of compensation provided is still too low (Bisnis.com, January 2019/accessed on March 15, 2019).

From the issue aforementioned, it can be seen that there is a communication problem between the central government both the Ministry of PU PR, BPN and the local government (both West Sumatra Province and Padang Pariaman Regency Government), as well as the community in infrastructure development that resulted in the delayed completion of schedule as set in the implementation of the toll road construction. Furthermore,

it is known that the problem of the construction of Padang-Sicincin toll road is caused by the absence of communication channels and there is no similar perception between the central government and the local government as well as the communities affected by the construction of toll roads. Meanwhile, all parties have carried out their respective duties and functions. However, because communication and synergy between various parties have not been implemented, there are problems in the construction of the toll road.

This research aims to analyze the communication model of sustainable development of public transportation infrastructure in West Sumatra so that the development of public infrastructure can be implemented and able to improve the economy of people, especially people in the area of public transportation infrastructure (toll roads) construction.

2. LITERATURE REVIEW

2.1. Sustainable Development Communication Concept

Communication is the process of sending information from the sender to the recipient (one-way communication/

asymmetric) including dialogue communication to achieve the understanding of the perception of funds also achieves the objectives of the organization[3]. Sustainable development communication is an important factor in sustainable development. The implementation of development in a Country is not separated from communication between the government and the community as well as business circles. Policies issued by the government regarding sustainable development must be communicated well so that there will be a substantial and ideal sustainable development concept, and sustainable development communication can foster awareness and community participation due to the two-way communication channels between the government and the community and vice versa[3].

2.2. Sustainable Development Communication Phase

Communication is the process of sending information from the sender to the recipient (one-way communication / asymmetric) including dialogue communication to achieve the understanding of the perception of funds also achieves the objectives of the organization[3] :

Table 1 Stage of Sustainable Development Communication

No	Assessment	Planning	Production	Action and Reflection
1	Analysis of the situation	Develop communication strategy	Build the message	Media performance and implementation
2	Audience sharpening	Public participation	Media production	Monitoring, evaluation, and documentation
3	Communication objective	Choose the media		

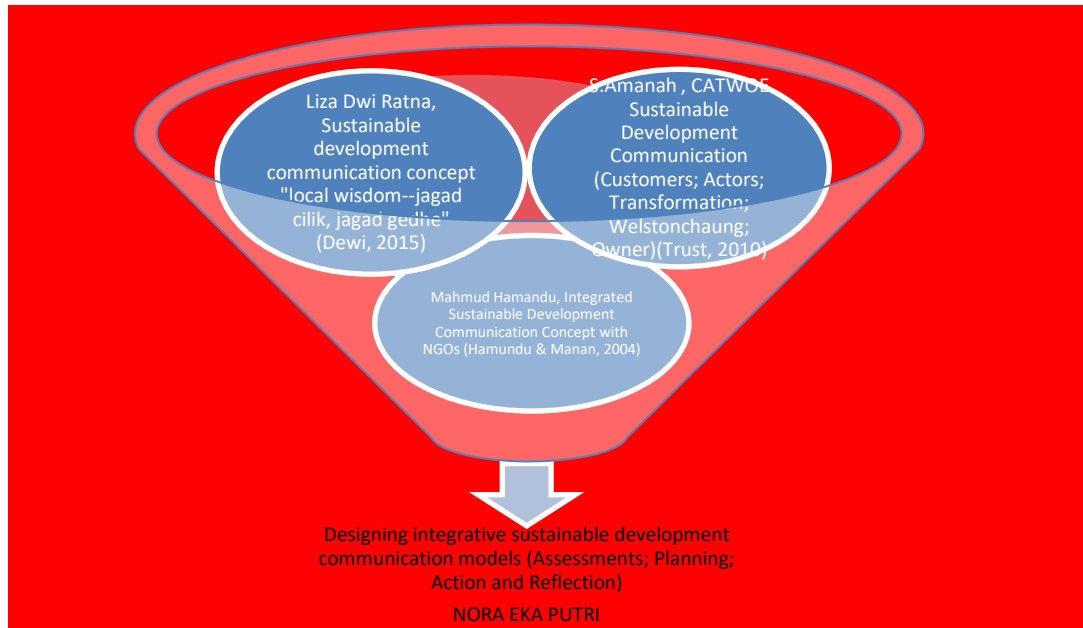


Figure 1. State of the Art of the Research

2.3. Public Transport Infrastructure

Infrastructure development aims to serve the interests of the community and can later improve economic well-being, improve social life, and maintain environmental sustainability [4]. Transportation infrastructure is key to the social and economic development of people, especially in developing countries [5]. Transportation infrastructure has always been opposed by stakeholders in policy formulation. One is because transportation infrastructure requires relatively high costs [6]. Investment in highway maintenance is considered ineffective compared with infrastructure development in the field of railways [6].

Transportation infrastructure also analyzes roads and toll roads. The road is a means for the transfer of residents with all their activities from one location to another by land line. Roads as a link between one area and another. The road is also a connection to the production, distribution and consumption process for the community. From the social aspect of the road is also as a liaison in the field of education and public health.

Toll roads are road infrastructure that collects financing for their users[7]. Toll roads are public roads that are part of the national road network system that requires its users to pay tolls in accordance with the Toll Road Act and plays a very significant role in the development of an area. In addition to toll roads, there are highways and national roads that can support the improvement of economic growth [8], [9].

3. METHODS

Research was conducted using a descriptive qualitative approach with data collection techniques through interviews; observations and documentation. The selection of research informants was determined by purposive sampling techniques that establish informants who know the problems examined among them are: stakeholders involved in the policy and implementation of infrastructure development of Padang- Sicincin toll road in West Sumatra, among others PPK Land Procurement Ministry of PU PR, BPN, Local Government, appraisal team and also communities affected by the development. The data collected was analyzed with data reduction analysis techniques; presentation of data to conclusions and verification. In addition, the data is also processed using N vivo 12 which is a software used to analyze qualitative data in the form of interview transcripts and documents[10].

4. RESULTS AND DISCUSSIONS

Sustainable development communication is a process of mutual understanding and understanding between the government and its citizens towards a society that is guaranteed its future, where the values and norms of justice are upheld [11], [12]. From a public administration perspective, sustainable development communication can be attributed to the process of policy formulation to policy communication and advocacy[13]. Policy formulation can

be done by engaging the community or giving space for the community to participate.



Figure 2. Toll Road of Padang- Sicincin

The construction of Padang-Pekanbaru toll road will connect West Sumatra to Riau. With the construction of this toll road will minimize travel time to 3-4 hours and will certainly increase economic growth for West Sumatra in particular, with a total length of Padang-Pekanbaru toll road with 260 km length. The Communication stage for Sustainable Development can be done through:

4.1 Assessment

1. Situation analysis

Analysis of this situation is related to the situation before and after the policy was created. In this study, the situations are the ones before the toll road construction policy was created and after the policy was made. A policy can be created through performing a situation analysis first. The point is whether a policy needs to be made to address a phenomenon in society [11].

In making policy, there are several things to be aware of: the way policymaking is top-down or bottom-up [14]. About the construction of Padang-Sicincin toll road, in analyzing the situation before the policy was made, the Indonesian government determined the location of toll roads tends to be top-down because the government has established routes and locations of toll roads in West Sumatra, especially Padang- Sicincin without the involvement of the community. The public was involved after the presidential decree through Presidential Decree No. 117 of 2015 was issued. Although the policy aims to accelerate regional development and to improve the economy, the involvement of local communities is also indispensable.

Furthermore, what needs to be considered in the analysis of this situation is the limitations of the policy, the meaning is whether a policy is made aimed at effectiveness and efficiency; economic improvement; security in using road infrastructure; environmental sustainability [14]. Based on the results of research all aspects of the above policy restrictions have been considered and reviewed by the government both before the policy was made and after it was made including when conveying information on the construction of Padang-Sicincin toll road to the community. In essence, before the Sumatra toll road development policy was made (including

the Padang-Sicincin toll road), the government saw that there is a needed for an acceleration of regional development in Sumatra Island so that the potential in Sumatra island could be optimized while paying attention to safety, environmental sustainability and also improving the economy of the community.

2. Audience sharpening

Audience sharpening is related to how to make people realize that development policy is necessary to do. Awareness of the importance of toll road construction for economic improvement is already done by the community. But the problem is that they feel there is an element of injustice in the pricing of land redress [15]. Furthermore, the aspirations of the community cannot change the decision of the value of the land on the pretext that all are following the rule of law. When further looking at that inland procurement law No. 2 of 2012, the position of the community to appeal the land price decision only as a party to the objection and submit it to the court. While the development process continues, it remains to be done. It means agreeing or not with the value of land prices, the government continues to take public land on the pedestal and conduct development for the public benefit (regulated in Land Procurement Law No. 2 of 2012).

Another problem is environmental sustainability, The construction of Padang- Sicincin toll road also uses forests, so that environmental sustainability is endangered and even it can cause flooding, so the community also raises its objections regarding it. Infrastructure development should remain concerned about environmental sustainability so that sustainable development remains realized [16]

3. Communication objects

The object of communication in this case is society. The community is expected to know so that it can later influence the attitude of the community towards the purpose of building the toll road Padang- Sicincin section. The government should explain the benefits of the development of the community, especially the people who are in the location around the construction of the toll road. These potential benefits must be conveyed by the government to the community with a clear and measurable commitment. Among the potential benefits of such development is the delivery of fair land procurement regulations both central and local level [17].

4.2 Planning

1. Development of communication strategies

First, the development is done for the development of the nation, so that the development of communication focuses on that aspect. Second, the development is communicated through the intense involvement of the mass media and finally that the goal of the development is a change in the local community or community, so the communication goal is to provide information to the local community [11].

Based on the results of the research, all three aspects have been done by the government and the public to know and understand the communication strategy. There is the data about the strategy the government takes to inform the society about the development of toll road:

Figure 3. Ground Breaking Toll Road Padang-Pekanbaru by President of Indonesia



2. Community participation

Community participation in the construction of Padang-Sicincin toll road is more social participation, namely community involvement as a party outside the development process in consultation or decision making. Furthermore, in social participation, especially community participation at the local level, there is participation to question the policies or development programs that have been established by the central government [11], [18].

There is the data about social participation of society about toll road of Padang-Sicincin:

Figure 4. Protest by society to the government about land procurement and land indemnity



3. Media selection

Media selection is related to media objects and media strategy. The media selection stage can be done with a media selection process that is as specific as the communication objectives to be carried out. Based on the results of the research, the government conducted the selection of media by combining conventional media

channels (government public relations, mass media) as well as online media so that it was considered effective to reach all walks of life in socializing development programs including the construction of the Padang-Sicincin toll road.

Furthermore, each segment of the media is given a more suitable media type and achieves the goal. For example, the construction of Padang- Sicincin toll road is reported more widely through local mass media channels as well as online media with the local scope of West Sumatra. This aims to get the targeted information. Although the construction is a national project, its location in West Sumatra and the one that feels mostly the impact of it is the community in West Sumatra.

4.3 Production

1. Message preparation

A message must be designed following the characteristics of its community targets and should consider the level of education, horizons, aspirations, and acceptance of benefits [11]. Based on the results of research the government has sought to prepare the message by its target recipients. If for the people of Nagari Kasang Padang Pariaman Regency, there will be deliberation and public consultation. Then for the people of West Sumatra is generally done through mass media and online media. As for practitioners and expert it is carried out through FGD channels.

2. Media production

Each actor is responsible for the production of the media and must be ensured that the information provided can be accounted for. Related to the results of the study it is known that each actor conveys information about the portion of his work and responsibilities to the public so that when the public receives that information they know the person responsible for the aspirations they want to convey.

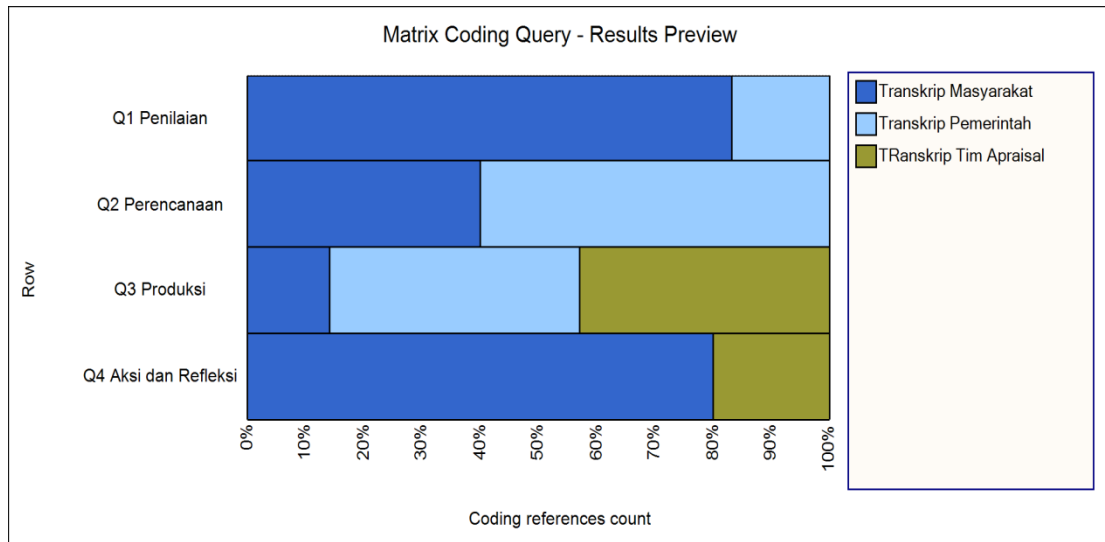
4.4 Action and reflection

1. Media performance and implementation

That is how the media or channels chosen by each actor affect the community related to the construction of the toll road. Based on the results of data processing using the Nvivo 12 Pro application, it is known that development communications conducted by the government at every stage (assessment; planning; production; action and reflection) of the construction of Padang-Sicincin toll road are known by the community including about the damage to the land.

The results of data processing analysis of the comparison of sustainable development communication processes involving various actors can be seen through the following cod matrix:

Diagram 1 Coding Matrix of Communication Level Comparison Analysis between Actors



Based on the results of data processing using Nvivo 12 pro it is known that at the assessment stage it is known that the community is involved quite dominant in the construction of the toll road Padang- Sicincin section. As it is known that the assessment stage is the stage before and after a policy or a program is carried out by the government and the community is involved in participatory manner although it cannot be denied there are also problems in that process.

2. Monitoring and evaluation and documentation

Monitoring, evaluation, and documentation related to development communication have an impact on the

5. CONCLUSION

The conclusions of this study are as follows:

Integrative sustainable development communication model is a model of development communication that conducts the communication process from the government to community towards a development that begins with conducting an assessment before the development policy is carried out, planning an evaluation, and documentation of the development is carried out. So, during the development phase, communication is still done by the government to the community. The stages of the integrative sustainable development communication model are:

1. Assessment

The assessment consists of an analysis of the situation before the development policy is made and after the development policy is implemented. The analysis of this

community, either positive or negative. Based on the results of the study, it can be known that the communication of sustainable development conducted by the government to the community has a positive impact on the community. The community understands and realizes that development is indispensable for the sustainability of life in the future. Then development aims to improve the economy, mobility, and welfare of the community (development of transportation infrastructure). Furthermore, people assess that with development communication, they realize that they are benefiting.

situation also takes into account policymaking elections; policy restrictions as well as actors who play a role in the development policy.

2. Planning

Planning consists of the development of communication strategies, where the development communication strategy in this research refers to development interests; mass media involvement; and the changing interests of the local community. All of these aspects have been done by the government to the community well.

3. Production

The production phase consists of message preparation and media production. The preparation of the message by the target of the recipient of communication can be seen from the breadth of the horizon, knowledge, public education. Meanwhile, media production explains that each actor is responsible for the message or information conveyed to the public. In this study, the preparation of the

message according to the condition of actors and the community, if the government and local government will compose a message for the community in general, while academicians and non-governmental organizations conduct the preparation of a message through FGD about the construction of the toll road Padang- Sicincin.

4. Action and Reflection

Action and reflection intended are that the communication of sustainable development carried out by the government can affect the community and have an impact on the community. These impacts can be both positive and negative. In this study, the stages of action and reflection have positive and negative influences and impacts. Positive impact is embodied into the form of community's support to government programs in the construction of Padang- Sicincin toll road. But on the other hand, the community also felt the negative impact of the construction of the toll road, especially at the land procurement stage. The procurement of this land is one of the stages in the construction of the Padang-Sicincin toll road, namely the process of indemnity of land and land of communities affected by the construction of Padang-Sicincin toll road.

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