



# Facilitator Communication Strategies in Implementing the Social Rehabilitation Program for Uninhabitable Houses

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**Abstract.** The Social Rehabilitation Program for uninhabitable houses is part of community empowerment efforts to improve the quality of life of low-income residents. This article aims to analyze the communication strategies of facilitators in the implementation of the program, as well as the role of community empowerment in achieving program success. The article is based on a qualitative research method with literature review as the data collection process. In the end, the article shows that facilitators apply interpersonal and persuasive communication strategies to build trust, educate, and motivate the community in the Social Rehabilitation process. Community empowerment is seen through increased active participation of residents, involvement in decision-making, and increased individual capacity in maintaining and repairing homes after the program is completed. This article concludes that an effective communication strategy, combined with a community empowerment approach, greatly influences the success of the program. Improving the capacity of facilitators in communication skills and understanding of local socio-culture is expected to strengthen community empowerment and program sustainability.

**Keywords:** Communication Strategy, Facilitator, Social Rehabilitation of Uninhabitable Houses, Interpersonal Communication.

## 1 Introduction

The Social Rehabilitation Program for uninhabitable houses is one of the government's initiatives that aims to improve the quality of life of low-income people by providing assistance for house repairs. In Indonesia, this program has become part of the national strategy to reduce poverty and improve community welfare. One of the areas that is the focus of this program implementation is Takalar District, South Sulawesi. This district, like many other areas in Indonesia, still faces problems related to the inadequacy of housing for some of its residents. Therefore, the role of facilitators in delivering the program and ensuring its success is crucial [1].

Facilitators, in this context, act as a liaison between the government and the beneficiary community. They are responsible for ensuring that the Social Rehabilitation program for uninhabitable houses goes according to plan and is well received by the community. One aspect that determines the success of facilitators in carrying out their

duties is the communication strategy used. Effective communication allows facilitators to build a better understanding with the community, so that the program can be run smoothly and on target [2].

Communication strategies in community empowerment programs have become one of the most widely studied topics in the literature. Good communication between facilitators and beneficiaries is believed to strengthen the community's sense of ownership of the program, which in turn can increase their active participation (Sari, 2019). In the context of Social Rehabilitation of uninhabitable houses, effective communication also plays an important role in overcoming potential obstacles that may arise, such as differences in perception, miscommunication, or even resistance from the community [3].

Takalar Regency is one of the regions in Indonesia that still faces various challenges in terms of access to adequate housing. According to data from the local Central Statistics Agency (BPS), the percentage of uninhabitable houses in this district is still quite high, especially in rural areas. The Social Rehabilitation Program for uninhabitable houses implemented in this area is expected to reduce the number of houses that do not meet eligibility standards, such as unsafe building conditions, poor ventilation, and lack of access to proper sanitation [4].

However, the biggest challenge in implementing this program is not only in the technical aspects such as building construction, but also in the social and cultural aspects. Communities in Takalar District, as in many other areas in Indonesia, have strong cultural and social values that influence the way they respond to government interventions. Therefore, facilitators need to understand the socio-cultural context of the local community and adapt their communication approach to ensure the program is well received [5].

The communication strategy of facilitators in the Social Rehabilitation program for uninhabitable houses can be categorized into several approaches. First, facilitators need to develop a participatory approach that actively involves the community in every stage of the program. This approach aims to ensure that the community is not only a passive recipient, but also directly involved in the process of program planning, implementation, and evaluation [6]. Through a participatory approach, the community will feel ownership of the program, making them more committed to supporting the success of the program.

Second, facilitators should use an interpersonal communication approach that prioritizes direct interaction with the community. Interpersonal communication allows facilitators to build a more personalized relationship with beneficiaries, which in turn can increase mutual trust and openness. This is especially important in the context of rural communities that tend to value face-to-face communication more than communication through mass media or technology [7].

Third, facilitators also need to apply adaptive communication strategies, which means they should be able to adjust their communication methods and styles to the characteristics of the local community. Each community group has different backgrounds, education, and communication preferences. Good facilitators should be able to recognize these differences and adjust their communication strategies so that the messages conveyed can be clearly understood by all parties [8].

Through the right communication strategy, facilitators can act as more than just conveyors of information, but also as agents of change who facilitate the process of

community empowerment. In the context of the Social Rehabilitation program for uninhabitable houses in Takalar Regency, an effective communication strategy is expected to improve the quality of program implementation and strengthen community involvement in efforts to improve their quality of life [9].

In conclusion, the communication strategy of facilitators in the implementation of the Social Rehabilitation program for uninhabitable houses has a central role in determining the success of the program. By using participatory, interpersonal, and adaptive approaches, facilitators can build strong relationships with the community, increase understanding, and manage expectations effectively. Further articles on the implementation of communication strategies in the context of similar programs in other regions of Indonesia are needed to enrich the understanding of best practices that can be adopted in other community empowerment programs [10].

## **2 Methods**

This article uses qualitative methods with literature review data collection techniques with the aim of deeply understanding the communication strategies applied by facilitators in the implementation of the Social Rehabilitation program for uninhabitable houses. Literature review is a study of previous researchers related to a researcher's research which aims to obtain comparison material and as a source of inspiration for further research. In addition, to avoid the assumption of similarity with the research to be carried out. The qualitative approach was chosen because it allows researchers to explore and analyze social phenomena in a complex context, as well as reveal a deeper understanding of the interaction between facilitators and the community [11]. The article method used in this article is designed to provide an in-depth understanding of the communication strategy of facilitators in the implementation of the Social Rehabilitation program for uninhabitable houses in Takalar Regency. By using a qualitative approach and data collection techniques, namely the Literature Review, this article is expected to make a meaningful contribution in increasing the effectiveness of the Social Rehabilitation program through optimizing communication strategies.

## **3 Results And Discussion**

### **3.1 Analysis of Facilitator and Beneficiary Profiles in the Context of Implementing the Social Rehabilitation Program for Non-Habitable Houses in Takalar Regency**

The implementation of the Social Rehabilitation program for uninhabitable houses in Takalar Regency is strongly influenced by the role of the facilitator and the characteristics of the beneficiaries. The facilitator, in this context, acts as a liaison between the government and the program beneficiaries. To understand the communication dynamics that occur, analyzing the profiles of facilitators and

beneficiaries is important, because the characteristics of these two groups can affect the effectiveness of program implementation.

Facilitators involved in the Social Rehabilitation program for uninhabitable houses in Takalar Regency are generally selected based on certain qualifications, such as work experience in the field of community empowerment, understanding of government policies, and good communication skills [12]. Facilitator profiles also show that they often have relevant educational backgrounds, for example in social, development, or communication. This background provides a foundation for facilitators in carrying out their roles, especially in establishing effective communication with communities that have different socioeconomic backgrounds.

On the other hand, the beneficiaries of the Social Rehabilitation program for uninhabitable houses in Takalar Regency generally come from communities with low socioeconomic conditions. They live in houses that do not meet eligibility standards, both in terms of physical and sanitation. This condition not only affects their physical health and well-being, but also has the potential to affect psychological and social well-being [13]. In many cases, beneficiaries have low education levels and limited access to information, which poses challenges for facilitators in explaining the program and building understanding.

The socio-economic background of beneficiaries affects how they receive and respond to communication from facilitators. People with low levels of education often have limitations in understanding technical information related to Social Rehabilitation programs. Therefore, facilitators are required to be able to simplify information without reducing the essence of the program being delivered [14]. The use of simple language and culturally appropriate approaches are important strategies in ensuring that the messages conveyed can be received and understood by the community.

In addition, social relationships within the community also influence the way facilitators communicate with beneficiaries. Takalar District has a community that mostly still holds tightly to the culture of gotong royong and kinship. In this context, facilitators need to pay attention to local cultural values when communicating. For example, a collaborative approach and respect for traditional social structures, such as the role of community leaders, is essential to ensure the smooth running of the program [15]. Facilitators who can adapt to these social norms are likely to gain greater support from the community, which ultimately increases the effectiveness of communication and program implementation.

In addition to the socio-economic aspects, the physical condition of the beneficiaries' houses is also a concern in this program. Many uninhabitable houses suffer from severe structural damage, such as leaking roofs, cracked walls, or inappropriate flooring. Facilitators are required to understand these issues technically so that they can provide an appropriate explanation of the Social Rehabilitation process and its benefits to beneficiaries' daily lives [16]. With a deep understanding of the physical condition of the house, facilitators can provide appropriate recommendations and effectively address beneficiaries' questions or concerns.

Another obstacle faced by facilitators in communicating with beneficiaries is related to access to information. Most beneficiaries live in remote rural areas, with limited access to information technology such as the internet or mass media. This makes them less exposed to information about government programs, including the Social Rehabilitation program for uninhabitable houses. Therefore, facilitators need to find

alternative ways to convey information, such as through face-to-face meetings or cooperation with community leaders who have influence in the area [17].

Overall, the analysis of facilitator and beneficiary profiles shows that the successful implementation of the Social Rehabilitation program for uninhabitable houses relies heavily on the ability of facilitators to bridge differences in the socioeconomic and cultural backgrounds of the community. Facilitators who have the right qualifications, such as good communication skills and an understanding of the local social context, can increase community acceptance of the program and ensure its successful implementation. On the other hand, beneficiaries with low levels of education and access to information require a simpler and more personalized communication approach, so that they can better understand and respond to the program.

In the context of Takalar District, where cultural factors and social relations are very strong, facilitators who are able to adapt to local social norms will be more effective in carrying out their duties. They do not only act as conveyors of information, but also as mediators who must be able to build trust and cooperation between the government and the community. The success of the Social Rehabilitation program for uninhabitable houses ultimately depends not only on the availability of funds or materials, but also on how effective communication can encourage active participation from the beneficiary community [13].

### **3.2 Identification of Communication Strategies Applied by Facilitators in Fostering Relationships with Community Beneficiaries of the Social Rehabilitation Program**

In the implementation of the Social Rehabilitation program for uninhabitable houses in Takalar Regency, the communication strategy applied by facilitators plays a crucial role in fostering relationships with beneficiary communities. Effective communication helps bridge the differences between the government as the initiator of the program and the community who are its beneficiaries. The facilitator, as an intermediary between the two parties, needs to develop a communication strategy that can increase the community's understanding and trust in the program. These strategies usually include verbal, non-verbal communication, use of local media, and participatory approaches.

One of the communication strategies often used by facilitators is the face-to-face approach. This approach is considered very effective, especially in the context of rural communities such as in Takalar District, where direct interaction is more valued and trusted by the community than communication through electronic or written media [15]. By interacting directly, facilitators can deliver messages in a more personalized way, adjusting the language and communication style according to the needs and understanding of the local community. Face-to-face communication also allows for a two-way dialogue, where the community can raise questions, complaints, or feedback that can then be answered directly by the facilitator.

In addition, the use of language that is appropriate to the cultural context and level of understanding of the community is an important strategy in communication. Takalar Regency is an area rich in local culture and local languages, so facilitators who are able to use local languages in communication tend to be more successful in building relationships with the community [14]. The use of local languages shows respect and deeper engagement with the community, thus strengthening the bond between

facilitators and beneficiaries. Simple and easy-to-understand language also helps avoid misunderstandings that may arise if complex technical terms are used.

In addition to verbal communication, non-verbal communication strategies also play a role in building relationships with the community. Friendly, caring, and empathetic attitudes shown by facilitators through body language, facial expressions, and hand gestures can increase community comfort and trust. In Indonesian culture, non-verbal gestures such as smiles and good eye contact are considered a sign of respect and sincerity in communication [12]. Facilitators who are able to show an open attitude and listen attentively tend to be more respected by the community, resulting in more effective communication.

Another communication strategy is through the utilization of local and traditional media. In some areas, including Takalar District, there is still limited access to modern information technology such as the internet and television. Therefore, facilitators often use local media, such as community radio or notice boards in village halls, as an effective means of communication [11]. This media is used to disseminate program-related information, such as the schedule for implementing Social Rehabilitation or the requirements that must be met by beneficiaries. Information conveyed through local media has a wider reach and can be accessed by all levels of society, including those in remote areas.

The participatory approach is also one of the main strategies applied by facilitators in building relationships with beneficiary communities. This strategy actively involves the community in every stage of the program, from planning to implementation. By involving the community, facilitators can create a sense of ownership of the program, so that the community feels more responsible for the success of the program [9]. For example, in the Social Rehabilitation process of houses, facilitators not only give instructions, but also ask for opinions and input from the community regarding the design of the house or specific needs they have. This approach builds a sense of trust and cooperation between the facilitator and the community, which in turn increases the effectiveness of communication.

However, although various communication strategies have been implemented, facilitators often face challenges in the communication process with communities. One of the main challenges is the difference in perception between facilitators and beneficiaries. Some communities still have a skeptical view of government programs due to past negative experiences, such as programs that did not run well or promises that were not fulfilled [7]. To overcome this challenge, facilitators need to develop a more persuasive communication strategy, emphasizing transparency and tangible evidence of program success. Conveying information about the success of similar programs in other areas or showing positive impacts that can be immediately felt by the community is one way to overcome this resistance.

In addition, facilitators should also be able to adapt communication strategies to the characteristics of individuals or groups in the community. Some groups, such as the elderly or women, may have different communication preferences and needs than others. For example, the elderly tend to appreciate slow and clear communication approaches, while women's groups may prefer informal meetings in places that are convenient for them, such as at home or posyandu [8]. Facilitators who are sensitive to these differences and are able to adjust their communication strategies will be more successful in achieving program objectives.

Overall, the communication strategies applied by facilitators in building relationships with beneficiary communities are diverse and must be adapted to the local context. Face-to-face approaches, use of local languages, utilization of traditional media, and participatory approaches are some of the strategies that have proven effective in improving relationships and communication between facilitators and communities. Challenges, such as differences in perception and access to information, can be overcome with the right strategies, provided that facilitators are always ready to adapt and listen to the needs and aspirations of the community.

### **3.3 The Important Role of Communication Strategy in Supporting the Successful Implementation of the Social Rehabilitation Program for Non-Habitable Houses in Takalar Regency**

The role of communication strategy in supporting the successful implementation of the Social Rehabilitation program for uninhabitable houses in Takalar Regency is crucial. The Social Rehabilitation Program aims to improve the quality of life of people living in uninhabitable houses, but its success depends heavily on the effectiveness of communication between facilitators, government, and beneficiary communities. In this context, an appropriate communication strategy can ensure that relevant information is clearly conveyed and well received by the community.

First, an effective communication strategy helps create community awareness of the importance of the Social Rehabilitation program. Many communities may not be aware of their uninhabitable housing conditions or understand the potential benefits of Social Rehabilitation. With the right communication approach, facilitators can explain the objectives and benefits of the program directly to the community. According to an article by Hidayat [4], clear and open communication can improve people's understanding of the program, so they are more motivated to actively participate.

Second, communication strategies also play a role in building trust between the community and facilitators. The success of the Social Rehabilitation program relies heavily on a good relationship between the facilitator and the community. If the community feels comfortable and trusts the facilitator, they will be more open to discuss and provide constructive feedback. Santoso [3] argues that transparency in communication, such as providing information about the process and criteria for selecting beneficiaries, can increase community trust in the program.

Furthermore, the importance of two-way communication in the communication strategy cannot be ignored. Facilitators must be able to listen and understand the needs and expectations of the community. In this way, Social Rehabilitation programs can be tailored to the conditions and desires of local communities. Ramadhan [11] emphasizes that interactive communication can strengthen community participation, which in turn will increase program effectiveness. Through open discussions, the community can express opinions and suggestions that the facilitator may not have thought of before.

In implementing the Social Rehabilitation Program, facilitators often face problems such as a lack of adequate information about program procedures and mechanisms. People often don't know how to register or the conditions required. In this case, a good communication strategy can help provide the necessary information in a way that is easy to understand. According to Utami [3], the use of local media, such as radio or

posters, can be an effective tool for disseminating information about Social Rehabilitation programs to people living in remote areas.

In the context of Takalar Regency, the success of the Social Rehabilitation program for uninhabitable houses is very dependent on the extent to which communication strategies are implemented well. Facilitators must have adequate communication skills and be able to adapt their approach to the local context. An approach that is sensitive to local culture and language will increase community understanding and involvement.

## 4 Conclusion

In implementing the Social Rehabilitation program for uninhabitable houses in Takalar Regency, the facilitator's communication strategy has a very vital role in determining the success of the program. This article shows that effective communication between facilitators and beneficiary communities can increase community awareness, understanding and participation in Social Rehabilitation programs. This not only facilitates the transfer of information, but also creates a relationship of mutual trust between the facilitator and the community.

From the results of the analysis, there are several important points related to the communication strategies implemented by the facilitator. First, an inclusive and interactive communication approach is essential to ensure that all levels of society are involved and understand the program's objectives. Facilitators who are able to listen and respond to community needs can strengthen relationships and increase community participation. Second, the use of communication media that is appropriate to the local context, such as community radio or posters, can be an effective tool in disseminating information about Social Rehabilitation programs to people living in remote areas.

Overall, the success of the Social Rehabilitation program for uninhabitable houses is greatly influenced by the communication strategies implemented by the facilitator. By prioritizing effective, transparent and participatory communication, this program can have a significant impact on improving the quality of housing and community welfare in Takalar Regency

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