

Communication Strategy Department of Population and Civil Registration of Mojokerto City in Socializing Population Products to the Society with Art Media Ludruk

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Abstract: *In order to improve the quality of public services, the Department of Population and Civil Registration of Mojokerto City has an innovative communication strategy that is interesting to disseminate the product of population to the public that is through the traditional art media in the form of Ludruk performances. With the hope that people can understand about the ease of process of it. Focus the research that will be adopted researchers in this study is about communication strategies implemented by the Department of Population and Civil Registration Mojokerto City in disseminating products of population like birth certificate, e-ID card, Family Card, and others. And also to know the obstacles in socializing the demographic products. This research uses research with descriptive type by using qualitative approach which later expected can give complete and detailed explanation about problem solving. This research uses data collection techniques in-depth interviews and which become data sources are authorized officials, field observation and document analysis. The results of this research indicate that the communication strategy implemented includes the strategy of communicator selection, strategy of preparing and presenting the message, the strategy of selection and media planning, the strategy of selection and recognition of the audience is good enough and acceptable to the public. However, barriers are still encountered, among others: barriers in delivery process, physical barriers, semantic barriers, social barriers But it will be an object evaluation in the future for better in providing services to the public.*

Keywords: *Communication Strategy, Ludruk, Population, Public Services*

1. Introduction

The Department of Population and Civil Registration of Mojokerto City has the main duty of compiling and implementing regional policy in the field of Population and Civil Registration among others: population registration, civil registration, management of population administration information, population development, and population planning in supporting and succeeding the implementation of the main tasks, socialization activities are conducted in various ways, among others: through direct socialization to the community, through the installation of banners along the protocol streets of the Mojokerto City through the distribution of pamphlets on the process of licensing of residence products and the latest is through an online-based application. Types of residence products produced by the Department of Population and Civil Registration of Mojokerto City among other: birth certificates, e-ID cards, Family Cards, and others.

These innovations are in harmony and in line with the development of existing government systems in Indonesia today. Where necessary to demand a new paradigm shift in the implementation of government, the paradigm of government systems that are still conventional toward the governance system based on good governance and open government. It takes a lot of innovations in organizing the government, one example is to provide the best service to every citizen who is implemented by the government both central and regional.

Referring to the development of government policy, we can see that good governance should be demanded to begin developing the dimensions of openness, accessible, transparent and accountable. Government offices, both central and local governments, are beginning to recognize that to build good governance and openness it is urgently needed and willing from all stakeholders to realize good and clean governance.

One type of socialization is done by using traditional media in the form of Ludruk. In this activity is expected to attract people to come and enjoy the art of Ludruk with on the sidelines staging inserted messages related to the process of demographic product processing, so it is expected that the public can understand, understand the ease and willing to take care of the product residence in the Office Population and Civil Registration of Mojokerto City.

The Dept. of Population and Civil Registration of Mojokerto City uses Ludruk art as a socialization media with the aim of restoring Ludruk function to be adopted and applied in today's digital era. Another goal is to be able to preserve the traditional arts especially Ludruk art that has begun to disappear eroded with the development of modern times today and for this art Ludruk can still be developed and can be staged regularly in the community.

A success in effective communication activities is largely determined by the determination of communication strategies. On the other hand, if there is no good communication strategy, then the effect of the communication process is not likely to cause a negative effect. Communication strategy is crucial to determine the effectiveness of any organization's development shape. Therefore it is very important to look at communicative strategies in order to realize organizational goals effectively.

From the above explanation, the research that will be adopted researchers in this study is about communication strategy of the Department of population and civil registration of Mojokerto City in socializing population products to the society with art media Ludruk in order to disseminating products of population like birth certificate, e-ID card, Family Card, and others. And also to know the barriers in socializing the demographic products.

2. Literature Review

2.1. Communication

The word communication itself comes from the word communis which means the same (same meaning). Messages sent by communicators can be accepted both by the communicant and have a similar meaning.

According to American sociologist Everett M. Rogers in gives the definition that communication is the process by which an idea is transferred from source to one or more recipients, with a view to changing their behavior. ^[1]

2.2. Communication Strategy

Communication strategy is a communication planning guide with communication management to achieve predetermined goals. The communication strategy should be able to show how its operation should be tactically done, in the sense that the word approach can be different at any time depending on the circumstances. ^[2]

Communication strategy has many various function that is disseminating information messages that are informative, persuasive, and instructive, systematically to the target to obtain optimal results. And the choice of communication strategy is a crucial step that requires careful handling in communication planning, because if the selection strategy is wrong or wrong then the results obtained can be fatal, especially losses in terms of time, material and energy. ^[2]

In essence communication strategy aims to convey ideas, thoughts, feelings, and others in order to make changes, namely:

- (a) Attitude change, either positive or negative,
- (b) Opinion change,

- (c) Behavior change,
- (d) Social change.^[5]

2.3. Components of Communication Strategies

Components of communication strategies that will be used as the basis of the author in this study is from the theory from the Indonesian Communication expert Cangara (2014) include:

1. Strategies of communicators selection

The strategy of selecting this communicator must meet certain criteria and standards for a communicator. Among these criteria and standards are:

- Criteria background communicator
- Standardization of communicator credibility
- Standardization of communicator appeal

2. Strategy of the preparation and encoding of the messages

The good message should be planned as well as possible and also how the message is later presented for the communicant is able to receive the message we mean. Among the strategies of preparing and presenting the message are:

- Organization
- Structure
- Order message
- Use of verbal and non-verbal codes
- Message delivery form

3. Election strategy and media planning

Broadly speaking media consists of three kinds, namely:

- The spoken words (shaped speech)
- The printed writing (in writing)
- The audiovisual media (in the form of live images)

4. Selection strategy and audience recognition

Before we do or launch communication, there is a need to learn who will be the target of our communication. Factors to be considered in recognizing audiences include:

- Reference frame factors
- Factors situation and conditions.^[1]

2.4. Socialization

Socialization is to assist an organization or anyone who desires the attention, response and action of the community towards them. in the dissemination of information there will always be elements of communication and socialization. Communication as the main component of socialization.^[2]

2.5. Barriers in Communication

According to Ruslan (2008) are:

1. Barriers In Delivery Process (Sender Barriers)

It come from the communicator who got into trouble in message messages, no material and not yet have the ability as a reliable communicator. This obstacle can also come from the recipient of the message (the recipient's barrier) because of the difficulty of the communicant in understanding the message well. This can be derived from the low level of mastery of language, education, intellectuals and so on that exist within the communicant.

Communication failures may follow factors: the language feed backs are not achieved, medium barriers (media or improperly used tools) and decoding barriers (barriers to proper understanding)

2. Physical Barriers

Physical barriers means can overcome effective communication, such as poor hearing and disturbance of the sound system that often occurs in a lecture / seminar / meeting room. This can make those messages ineffective up to the exact communicant.

3. Semantic Barriers

The semantic inhibition (language and meaning of speech), namely the difference of understanding and understanding between the message and the recipient of a language or symbol. Probably carried overly technical and formal, making it difficult for the communicant who the level of knowledge and understanding of technical languages communicator is lacking.

4. Social barriers

Barriers to a wide range of cultures, customs, customs, perceptions, shared values, hopes and expectations of both sides communicate with each other are also different. ^[4]

2.6. Ludruk

Ludruk belongs to a half-spoken folklor art expressed in the form of motion and played on a stage or can also be said as a theater (theater) which contains elements of motion, dance, songs, decorative music, stories, etc. ^[3]

3. Methodology

This research uses research with descriptive type using qualitative approach that is kind of research to make picture about situation or occurrence, it is based because this research produce data in the form of words according to informant, what is in accordance with research question, then analyzed and also because in this research later data will be generated in the form of descriptive data obtained from the data in the form of writing, words or interviews and documents derived from sources or informants who researched and can be trusted. And with this qualitative research will be expected to provide a complete and detailed explanation of the problem solving that became the focus of this research is the communication strategy with art media Ludruk conducted by the Department of Population and Civil Registration of Mojokerto City in disseminating demographic products to the public.

In this research, data collection technique used is by interview, observation, and documentation. Researchers choose informants associated with the implementation of socialization programs using traditional art in the form Ludruk especially those parties that are directly related to these activities. The informant must have the criteria involved actively in the program and have enough time to be asked for information. The informant consisted of officials in the Department of Population and Civil Registration of Mojokerto City.

Technique of data analysis in this research that is reducing data by choosing the main things focus on things that important, sought the theme and pattern. After that the data has been reduced, presented in the form of a brief description and then the conclusion.

4. Result of the Study

4.1. Communication Strategy With Art Media Ludruk

Socialization activities by using art media Ludruk is one of the breakthrough new innovations made by the Department of Population and Civil Registration of Mojokerto City. The public response can be seen from the various times the performances are very enthusiastic to come and follow the events. It can be said that the communication strategy is done in accordance with the planned. Communication strategy can be known through the theory approach proposed by Cangara (2014). Where there are 4 components of communication strategies

that can be used as guidance in the implementation of activities. And if done further analysis, then the results of his research can be described as follows: ^[1]

1. Strategies of Communicators selection

In terms of selection strategy communicator selected to become a player in Ludruk staging is by using Ludruk players from Mojokerto City who are used to appear in front of the general public. This is done in order to obtain the best results in an effective communication process. As it is known that communicators play the most important role of success or failure of the process of communication. The Ludruk players are asked to perform their plays as usual, but before they perform the first staging meetings are held by the officials from the Department of Population and Civil Registration of Mojokerto City with the aim to discuss which population programs and what will be inserted in the hatch later.

So it can be said that the communicator selection strategy is appropriate criteria from the background of the communicator which is Ludruk players and have appropriate standartization credibility and appeal communicator where the communicator must have a background in accordance with the scope he faced, as well as with his credibility to be a communicator the good one.

2. Strategy of the preparation and encoding of the messages

In terms of Strategy preparation and encoding of messages, before starting their performances, the employee of Department of Population and Civil Registration of Mojokerto City do briefing with the Ludruk players to determine in where part they will display material on the socialization of population programs in the Department of Population and Civil Registration of Mojokerto City by providing descriptions of the ease of process and service, as well as by appealing to the public to want to come and take care of own demographic products.

3. Strategies of media selection and media design

In terms of media selection and media design strategies, the chosen strategy is to use media in the spoken words, because art Ludruk is an art that displays performances in the form of conversations between fellow the players of Ludruk. And because of the Ludruk characteristics in the form of a conversation, according to officials in the Department of Population and Civil Registration of Mojokerto City this is the best media selection strategy when compared with other media election. This also suitable with the conditions from the people of Mojokerto City who are still interested in the existence of this Ludruk staging, because today is very rare to see such Ludruk performances.

4. Selection strategy and audience recognition,

In terms of selection strategy and audience recognition, need to pay attention to several factors for this communication process to run successfully and able to give a significant impact to the community to want to take care of the product residence in the Department of Population and Civil Registration of Mojokerto City. Among other factors of situation and condition, why Department of Population and Civil Registration of Mojokerto City chose to use media Ludruk as media of communication because Mojokerto City society still have many people who are interested to come watch Ludruk performance which is typical art of mojokerto itself. So this is used by the Department of Population and Civil Registration of Mojokerto City to insert messages in the form of procedures to manage the procurement of other such as, birth certificate, e-ID card, family card, and others.

Department of Population and Civil Registration of Mojokerto City not only provide free entertainment to the community but behind it all also has a purpose in order to educate the public to want to take care of the product residence in the Department of Population and Civil Registration of Mojokerto City

4.2. Barriers in Communication

There are 4 barriers in this strategy communication with art media Ludruk, such as:

1. Barriers In Delivery Process (Sender Barriers)

The barriers that occur in the process of socialization by using art media Ludruk can be spelled out very minimal, because in the staging already prepared with a very good plan, ranging from the arrangement of the stage to be easily watched clearly by the audience, the arrangement of a good sound system for Ludruk players voice and all the conversation can be heard clearly by the audience, to the arrangement of a representative seat for the audience so that they are comfortable to enjoy the Ludruk performance.

2. Physical barriers

Physical barriers that occur can also be very minimal, in terms of players already experienced Ludruk and have often held a staging so there's no significant barriers. In terms of viewers may occur disturbances may be caused by the noise of the condition during the staging so that they only hear jokes in Ludruk without understanding the main purpose of the socialization of residential products by the Department of Population and Civil Registration of Mojokerto City.

3. Semantic Barriers

In terms of semantic barriers, the language and symbols used are very familiar among the people of Mojokerto. So the audience did not feel that they had any significant trouble.

4. Social Barriers

In terms of social barriers, the communication process that occurs is also very good because the theme Ludruk that brought tailored to the social conditions of urban community Mojokerto City. And the chosen theme also adapts to the development of the times. So from a social point it can be said no significant barriers.

5. Summary and Discussion of the Study

Based on the result of the reseach above, the researcher found that communication strategy at the Department of Population and Civil Registration of Mojokerto City has been done well. Of the 4 components of communication strategy according to Cangara in his book *Pengantar Ilmu Komunikasi* has been met and implemented optimally. The first is the strategies of communicators selection in which communicators are selected non-official employee of the Department of Population and Civil Registration of Mojokerto City and ordinary people, but who is selected as a communicator that is ludruk players who have long been involved in the art world ludruk and have good credibility, therefore this strategy is going well. The second is strategy of the preparation and encoding of the messages where before staging, employee of the Department of Population and Civil Registration of Mojokerto City make a briefing with the players ludruk to provide what kind of material will be delivered in the staging by providing descriptions of the ease of process and service, as well as by appealing to the public to want to come and take care of own demographic products. The Third is terms of media selection and media design strategies, the chosen strategy is to use media in the spoken words, because art Ludruk is an art that displays performances in the form of conversations between fellow the players of Ludruk. And the fourth is selection strategy and audience recognition, Mojokerto City society still have many people who are interested to come watch Ludruk performance which is typical art of mojokerto itself. So this is used by the Department of Population and Civil Registration of Mojokerto City to insert messages in the form of procedures to manage the procurement of other such as, birth certificate, e-ID card, family card, and others.

In terms of implementation of socialization through art media ludruk technically there is no significant obstacle because each component of communication strategy has been run well. Likewise with the barriers faced in the communication process can be said there is no significant constraint because the obstacles that occur have been anticipated and handled properly, ranging from sender barriers, physical barriers, Semantic Barriers, and Social barriers.

6. Recommendations from the Research Results

The recommendation from the research results of Communication Strategy Department of Population and Civil Registration of Mojokerto City In Socializing Population Products To The Society With Art Media Ludruk is for the Department of Population and Civil Registration of Mojokerto City expected to be developed again with different methods so that can still provide education to the public to want to take care of the product residence in the Department of Population and Civil Registration of Mojokerto City, in addition to the goal is to preserve the culture.

7. References

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