

PARTICIPATORY DEVELOPMENT COMMUNICATION APPROACH

(Case Study: implementation of aid programs Self-help Housing Stimulant in the Village of Ogolugus Sub Ampibabo Regency Parigi Moutong)

Arman

armanlamadau71@gmail.com

Abstract— The low quality of life of the community, especially in the field of housing has led to a variety of social problems. The Government seeks to make the Aid Self-Help Housing Stimulant program (BSPS) for the purpose of empowering Low-income Communities (MBR) in order to be able to improve the quality of online self-help.

The purpose of this research is to know the BSPS program execution in the village of Ogolugus by 2013 with the objectives of the research program in the implementation of communication phenomena BSPS in Ogolugus Village, the existence of communicators in communicating programs BSPS to MBR, MBR's participation in the process of implementation of program Design Model, and BSPS effective communication and able to accommodate community participation in development that use qualitative research methods with the case study approach.

The results show that the implementation of the work is not in accordance with the provisions of the program. As for the underlying problems are: (1) communicating the program less communicators, (2) communications between a member of the Administrators group of the recipient did not go well, (3) communication between the Administrators Group to the community recipient stimulants did not go well, (4) lack of communication C.2.C what are administrators with local community leaders, and (5) public participation recipient stimulant is still low. Thus in the implementation of this program in order to: (1) the existence of a model of two-way communication, (2) the active role of public works, (3) escort should power from local communities.

Keywords: Communications, Construction Partisipatori, Diffusion of innovation Adoption, Self-help Housing Stimulants Help.

I. INTRODUCTION

Infrastructure development is a crucial support in improving people's welfare. Since the crisis of 1998, conditions of service and the provision of some kind of infrastructure which are included housing, drinking water supply and sanitation has decreased the quantity and quality (LP3ES, 2012: 362-363). Thus, the construction should be done by

always observing the principles of solidarity, justice, sustainability and environmental insight, independence, balancing progress and national unity (2012: 364).

As an effort in the welfare of the people, especially the poor in Indonesia, the government has issued Law No. 1 of 2011 for guidance in regulating the development of housing and residential areas which is a revision of Law No. 4 of 1992, which confirms that the house is one of the primary needs of man in order to improve and equalize the welfare of the people. The most important steps in addressing the needs of the house for the community one of which is the development and construction of housing and residential areas, whose principle purpose is to prepare the locations for the construction of welfare housing and equipped with the infrastructure, facilities and utilities are adequate and affordable. For the implementation of the legislation mentioned above, then Ministry of Youth and Sport has issued Ministerial Decree No. 14 in 2011 as the main guideline in implementing self-help housing stimulant aid program that are intended for people who still have no income or low.

The low quality of life, especially in the field of housing and slums has caused many social problems. Self-help housing stimulant aid program is a government program facilitation in grants given to MBR stimulant to help with the construction of houses or housing habitable in a healthy environment, safe, comfortable, and self-reliance. So in the implementation of self-help housing stimulant aid program desperately need community engagement to achieve the main goal of providing a decent home to live in. In the Regulation of the Minister of Public Works and Housing Indonesian Republic Number 39 / PRT / M / 2015 on the Amendment to Regulation of the Minister of Housing No. 06 Year 2013 is the reference to the implementation of the self-help housing stimulant aid program and self-help housing stimulant aid program stressed that the program is a form of facilitation of government stimulus assistance for the implementation of the construction or improvement of the quality of the house to the Low-Income Communities. Self-help housing in question is their houses are built on the initiative and efforts of the public, whether alone or in a group, which includes repair, renovation or expansion, or construction of new homes and their environment.

Discuss the issue of the implementation of the Governmental Housing Assistance program Stimulants certainly very closely related to the problem of limited access for Low-Income Communities against many things, such as

access to information and participation. For access to this information is very important, because when people do not have access to information will create gaps as knowledge gaps, opportunities, assets, and others. Besides that, the information allows people to develop ideas, ideas, gain new opportunities, and new knowledge from others. By it, the information gap may be a part-section of the cycle of poverty in the community. Poor information can also cause complications for the community to develop alternative life. While access in participation is a real problem that is not enough to give space appreciative for Low-Income Communities, as happened in the village of Ogolugus village of Ampibabo district because of the community has not been involved in full up to the decision-making, so that the implementation of the program self-help housing stimulant aid program in the village less achieve satisfactory results as intended program.

In supporting the successful implementation of self-help housing stimulant aid program is closely associated with the development of communication. Therefore, the development of communication and mutual support, which means that communication and development can't be separated. Communication and development also looked at the occurrence of a change as a social process that is integral to community life. Quebral (1976) in Jecu (2013: 29) define development communication applied to transform the programs of development of a nation that aims to improve human development in the sense of removing poverty, unemployment and inequality within a country.

If the implementation of any program development, communications be translated into a business or activity that leads to a change for the better, then change itself can be defined as a comprehensive development process, systematically and planned from an old situation to the new situation which was considered better. Thus, in this context, communication is seen as a medium or a channel in conveying new ideas and development. Therefore, the frequent failure of the implementation process of development experience in fostering community participation makes lacking of communication aspects in its application.

Communication is very important in the success of a development program. As in the case study on paradox of centralization of housing in Indonesia is a case study conducted in the city of Palembang and cities Pekalongan by Mahditia Pramudita, Atyanto Dharoko, Muhajir Darwin, Yeremias T. Keban (2014), in this study is limited to discussion of a government policy on housing decentralization process alone. But not to review how the role of communications that can drive the success of a policy or program

Handling of the poor society through house renovation program as research by Asta Lugra Pramita, I Gusti wayan Murjana Yasa, and A.A.I.N Marhaeni (2015), regarding the role of social assistance to the poor quality through house renovation program in Buleleng regency has objectives, namely (1) to analyze the perception of the beneficiaries surgical neighbor existence of this program, (2) to determine whether there is an increase in the poor quality of the house

before and after receiving aid of renovation house program.(3) to know what are the constraints faced by the government in the implementation of renovation house program. (4) to know the efforts made to overcome the shortcomings encountered in the house renovation program in the Buleleng district. But the result obtained in this study is limited to public perception of government programs, quality improvement, the constraints faced by the government, and the efforts made by the government to overcome the weaknesses in the implementation of the program. However, in this study also did not look the elements of communication and participation in the success of the program.

The research on the impact of socio-economic and environmental assistance program stimulant self-help housing in the Meri Village, Mojokerto conducted by Afifah Qomaria (2015) in his research aims to address research on the socio-economic and environmental impact of a government program called BSPs for low income people in the city Mojokerto especially in villages Meri. the results of this study showed that the program BSPs in Mojokerto, especially in Meri village is effective enough to improve the welfare of low-income communities as target groups and improve the quality of their living quarters. However, this program is not related to the economic sector. in this study did not look to a discussion of the influence of communication and implementation of the program.

That previous studies have differences premises of this study, as in this study, researchers wanted to see and understand in depth the phenomenon of communication that has taken place in the implementation of self-help housing program stimulants help in the village of the Ogolugus District, Ampibabo Parigi Moutong 2013. Communication in implementation of programs in the village self-help housing stimulant Ogolugus in 2013, was not going well, because they are the beneficiaries do not understand the intent and purpose of the program and there are 11 houses can't be done until after the appropriate provisions stimulant self-help housing assistance program itself. This is caused by several factors, namely, 1) The building materials are not enough, 2) communication between members of the group with the management of KPB not going well and 4) the lack of communication with the board of KPB local community leaders, 5) TPM or agent of change doesn't do their function well, 6). Department of public execution is not maximized in introducing self-help housing program stimulant assistance to the public, 7) lack of community participation.

The phenomenon of program implementation BSPs in the village Ogolugus in 2013 can be seen that the lack of success of the program in accordance hopes one of the causes is the lack of ongoing good communication between actors program itself, so there is a house that is being targeted program for improved quality is not workable to be completed as its role. In the theory of diffusion and adoption of innovations Rogers (1995) in Morissan (2010: 141) the innovation process can be communicated on certain channels and in certain time among the members of a social system. Further, Rogers and

Shoemaker (Nasution, 2009: 124) mention the main elements of diffusion are: 1). Innovation; 2). which is communicated through certain channels; 3). within a certain period; 4) members of the social system.

Specifically this theory explains that there are five categories of recipients of the innovation that is, 1). Reformer (Innovators), those who is first touched new ideas, most people who gear change, young and close to the reformer agent, 2). Initial recipients are those who touched innovations introduced after the group innovator, 3). Receiver early majority are those who are classified as recipients of innovation before the other group members receive these innovations, 4). Majority, slow receiver are those who accept new ideas (innovation) after averaging more members receive early, 5). The receiving or Laggard are those belonging to the recipient or repellent end of the existing social system with the characteristics tend to be conservative, slow and traditional. of the five categories will of course closely related to the phenomenon of communication continuity in the implementation of the Ogolugus BSPs program in the village in 2013.

An idea, strategy or an object that is regarded as something of a novelty to be operated by a person is "innovation" the new is not solely be the size of the current first time discovered and used the innovation, but the important thing here is new in the context of perception or novelty in the context of subjective for someone from the person's reaction to an innovation as it happens at society in the implementation of the program BSPs in the Ogolugus village.

There are five attributes that a sign on any ideas or new ways in spreaders uptake of an innovation or program including BSPs program according to Nasution (2009; 125-126), namely: 1. The benefits relative; namely whether the ways or new idea is to give something that is beneficial to the recipient, 2. Compatibility; namely whether there is harmony between innovation with the values, beliefs, and ideas that had already been diffused and introduced before, needs, tastes, customs, and so on from the communities concerned, 3. Complexity, whether innovation is felt cumbersome. Generally, public is less interested in things that are difficult, because in addition to the difficulty in understanding, also tend to not want something that just becomes an additional burden that is new to them. 4, can be attempted is that an innovation will be better tested first on a small scale before the crowds already accept it thoroughly. This right is done with the aim that the admission process innovations were a little faster. Because of a reflection of the principle of human beings always want to avoid a big risk of his actions. 5. can be observed; if innovation can be showed result through the senses, it is easier to consider a person to accept it, compared with an innovation only something invisible visible or abstract, but can be realized only in the mind, or can only be imagined.

All of attribute, largely determine how the level of adoption of an innovation that has been diffusion in a society. Acceptance of an innovation in a society does not happen simultaneously, but vary according to the knowledge is and readiness. The receiving al. there are indeed waiting for

innovation (as aware of the need) there is seeing around, there were only received after confident on the benefits that would be obtained by the reception, and some are not willing to endure saving society the face or spreader uptake of innovation. Rogers split over 5 levels or degrees reception ideas or innovation (Cangara, 2014; 94), namely: 1 pioneer or innovator, namely those who already enjoys new things, and diligently conducting the experiment. 2. Early implementers, that is, people of influence, where friend around obtain information, the presence of people who are more advanced than those surrounding rang, 3. Early majority implementer is those who received the first step innovation of the average-many others. 4. Late majority is those who want to receive an innovation, when according to their seeing. That all surrounding people already received. 5. Laggards which is the last person to reject an innovation.

This research seeks conducted a study to observe and interpret the depth of the phenomenon of communication that took place in the implementation of the program BSPs. in detail, the study aims to: 1. to know and analyze phenomenon of communication on the implementation of program activities BSPs, 2. to know and analyze presence of communicators in communicating BSPs program to the Assembly, 3. to determine and analyze the participation of low-income communities in the implementation of program activities BSPs and to formulate a draft model of effective communication and able to accommodate community participation in rural development in Ogolugus, Ampibabo District of Parigi Moutong district in 2013.

II. RESEARCH METHOD

This Research used qualitative research with case study approach. Qualitative research according to Denzin & Lincoln (2009: 2) is a field of inquiry that stands alone is trying to focus attention by various methods, which include interpretive and naturalistic approach to the subject of study. While according to Strauss (1990) Qualitative research is a type of research that can produce findings - findings that can't be obtained through the procedures of statistical tools or other quantification (Ahmadi, 2014: 1). While the case studies is not a methodological choice, but rather on a selection of objects to be studied (Denzin & Lincoln, 2009: 299). According to Bogdan & Biklen (1998) case study is a study conducted in detail on the background or a single subject in a safe place documents on a particular event. The same is stated by Dany (Guba and Lncoln, 1981) defines a case study of an intensive examination or complete about one aspect of the issue, or perhaps an event geographical background within a certain time limit (Ahmadi, 2014: 69).

The data analysis used in this research is the analysis interactive model of Miles and Huberman. Furthermore, there are three stages of qualitative data analysis by Miles and Huberman (Saldana, 2014: 307), namely: (1) data compression, the data collected from the observations of the study site was reorganized in the form of a detailed description and a complete report. The data that have been compiled in a report

then summarized and divided between the main data with data that is not considered important. In data compression, must be done continuously during the study process; (2) the presentation of the data, to enable a researcher to be able to see the image as a whole in certain parts of the research data. The data is then sorted out and set aside to be sorted according to the group, and prepared in accordance with categories similar so more intact for display and appear relevant to the problems faced including the conclusions are still tentative have been obtained when the data is obtained, (3) conclusion, is in this case, thorough examination of the correctness of the data is performed continuously throughout the process of research is done. During process research and data collection, researchers have had to do the analysis and find the meaning of research data that has been collected, which is to look for patterns, themes, the relationship equation, the hypothesis was then issued to a certain form (tentative).

In addition, to obtain the data in this study, researchers used three data collection techniques, namely: (1) observation, researchers conducted direct field observation of the object under study (Kriyantono, 2010:110). It is expected that researchers can obtain a picture of the behavior of the interplay of the conversations that took place between subject that be studied, so as to obtain an overview and data intact on the meaning in depth about the implementation of the BSPs in the Ogolugus village 2013, (2) interview, is interviews is one way or the pattern of a researcher in data collection or information through direct face to face with the participants with the intent to obtain complete data and depth. Such interviews conducted with prepared questions that are not generally structured and open-ended in order to bring up an opinion and the views of the participants freely. Therefore, a researcher has the task is not light in order to make participants in willing to give answers that are complete, in-depth, if necessary, nothing was hidden (Creswell, 2016: 24), (3) documentation, are documents can also be used as an instrument in a variety of data collection methods in historical studies. The purpose of it is to dig past data subjective and systematic manner in order to obtain information to support the analysis and interpretation of data (Kriyantono, 2010: 120). The document in question is a document whose contents are relevant to research materials such as research results or journals, books village profile Ogolugus 2015 and the Medium Term Development Plan document Village (RPJMDes) Ogolugus years 2012-2017, Monograph Ogolugus Village, Internet, notes beneficiaries stimulant, and regulator of legislation governing the implementation of the BSPs program research sites.

III. RESULTS AND DISCUSSION

(1) The phenomenon of Sustainability Communications Program Implementation BSPs In the Ogolugus village Year 2013

The low quality of life, especially in the field of housing and slum settlements has caused many social problems. BSPs is a government program facilitating assistance in the form of data provided to the MBR stimulant to help with the

construction of houses or housing habitable in a healthy environment, safe, comfortable, and self-reliance. So in the implementation of BSPs desperately need community engagement to achieve the main goal of providing a decent home to live in. In the Regulation of the Minister of Public Works and Housing RI Indonesia Number 39 / PRT / M / 2015 on the Amendment to Regulation of the Minister of Housing No. 06 of 2013 on Guidelines for Governmental Housing Assistance Stimulants, emphasized that what is meant by the Governmental Housing Assistance Stimulants hereinafter abbreviated BSPs is a facilitation of the government in the form of stimulus assistance for the implementation of the construction or improvement of the quality of the house to the Low-Income Communities. Self-help housing in question is their home-house built at the initiative and efforts of the public, whether alone or in a group, which includes repair, renovation or expansion, or construction of new homes and their environment.

Based on the regulation, the results of a study of the implementation of the program BSPSdi Village Ogolugus, Ampibabo District of Parigi Moutong district in 2013, researchers obtained a variety of data from interviews from various informants. To know more in recognizing the implementation of the program, the researchers tried to interview officials Ogolugus Village Head, board KPB, Ampibabo sub-district government officials, officials in the Department of Public Works, Low-Income Communities (MBR) as the beneficiary, and the character of the society. the researcher did to be able to know and interpret more deeply related phenomena communication during the implementation of program activities Ogolugus BSPs in the village in 2013.

The insertion of BSPs in the village Ogolugus 2013 according Ogolugus village head, just above the unofficial information from one of the staff of the Department of the Public Work (PU) Parigi district Moutong to the secretary of the village Ogolugus. That's when the village chief come Ogolugus Office of Public Works (PU) Moutong Parigi district to re-confirm the truth of the information he had received from the secretary of the village Ogolugus of one of the officials in charge of the program confirmed the information he had received. Further, narrative Village Head Ogolugus that until Stimulants Housing Assistance program was held in the village Governmental Ogolugus no piece of any official letter from the Department of Public Works to the villages including the village Ogolugus beneficiaries.

The informant's information, a picture that what is proposed by Everet M. Rogers on diffusion is a process by which an innovation is communicated to the members of a social system, it is not going well. Meanwhile, BSPs is a new innovation that should be properly communicated to the public as proposed by Suryadi (2008, 117) in defining the terms of Diffusion of Innovations works of Rogers mentioned that communication is a process of gathering or differences between two or more of the exchanged information to achieve progress.

Communication between members of the management group of the Recipient (KPB) is very important in creating a climate of togetherness success of the program. Therefore, communication has a role in safeguarding the stability of the relationship between board and with each other. This is in contrast with the fact that occurred in the village of Ogolugus in 2013, as proposed by the former Secretary and Treasurer KPB KPB Ogolugus village in 2013, that from the beginning to the implementation of the program has ended but the communication of the management of CDE is not going well. Furthermore, according to another informant said that, in the implementation of the program in the village BSPs Ogolugus seems that govern everything was chairman of the CDE does not involve only the secretary and treasurer of the CDE. CDE Chairman dominates all activities within the program, while the secretary and treasurer of the CDE as an audience and being passive. While the implementation of such programs can be run in accordance with provisions set out in the program.

Relating to the position of caretaker CDE as an agent of change in program BSPs this, Florangel Braid (1988) tried to show the important position of an agent of change is the central point that can connect between two interests, on the other hand it acts as a carrier aspiration (feedback) from audiences to the institution (Cangara, 2014: 94).

In the implementation of programs of this stimulant, duties and responsibilities of the board of Group Beneficiaries as set out in the guidelines for the implementation of aid BSPs is to plan, pointing to the place of purchase of building materials, purchase of building materials, and moving the non-beneficiaries. The intent clause which governs the duties and responsibilities of the board of this KPB can be interpreted that the board is possible to bond the community to help together in the process. But this is not done in the village Ogolugus on the implementation of the program BSPs.

Related to communication between board and beneficiary groups (KPB) BSPs Village Ogolugus with prospective beneficiaries stimulant even until the end of the program BSPs in 2013, did not go well. As can be noted by several informants as well as members of the beneficiary groups stimulant, that very lack of communication made by the board of CDE to members of beneficiary groups. So they do not know how the provisions contained in the program in organizing procedures for procurement of building materials. It can be interpreted not create good communication between board KPB with group members receiving assistance.

What happened on board KPB with beneficiaries stimulant in the implementation of BSPs in the village of Ogolugus the very contrary to what was stated by Willbur Schramm (Aaron and Ardianto, 2012: 169) that in view of the definition of development communication in the process there are three role communication in the development process there are three communication role in the national development of the most basic needs of society and became the voice of the people or sounds, namely: (1) inform the development; (2) the opportunity to participate in making decisions; (3) teaching skills (educating)

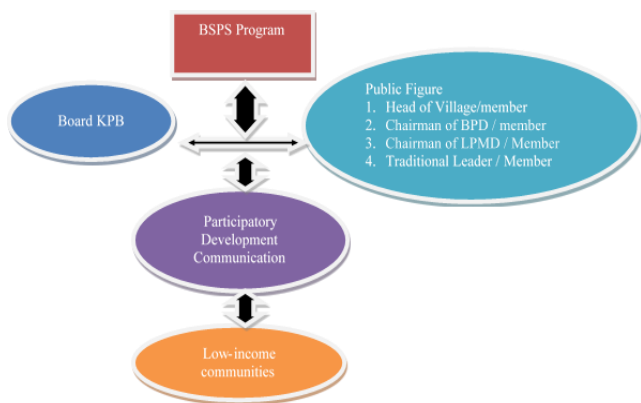
On program implementation BSPs, administrators CDE as a change agent should in carrying out its functions capable together with the community to discuss in terms of communicating the whole series of the program in a conference, because an agent of change, according to Rogers and Shoemaker (Havelock, 1973, Nasution, 2009: 128) serves as a communication link between two or more social systems. Agents intended to be a link between a social system pioneered earlier changes to the social system which will be a client in a business change.

Havelock (1973) describes the primary role of a change agent (Nasution, 2009: 129), namely:

- 1) As a catalyst: mobilize the people to be willing to make changes.
- 2) As a solution provider in problem solving.
- 3) Assist in the process of change like solving problems or disseminate. innovation, and provide guidance on: (a) to identify and define the needs; (c) in diagnosing problems and set goals; (c) to obtain the relevant sources; (d) to select or create a troubleshooting.
- 4) Providing a link to the resources needed in solving the problems faced.

In any implementation of development programs in rural areas, including in the village of Ogolugus also still takes the role of community leaders to help communicate the development programs including the BSPs program. Interest remedy the involvement of community leaders is to support the success of a program on the local community in order to achieve a change for the better. (2013: 108) says that the community leaders are leading and have extensive knowledge in various areas of life in society. Relation to community participation in specific programs, the role of community leaders, both formal and non-formal particularly important in affecting, moving, and role models in the community environment to support the success of a program. Especially in rural communities, the role becomes the determinant factor for the position of the revered figures in all activities of daily living for the citizens. However, in the implementation of the program in the village BSPs in Ogolugus, it does not look like what was raised by some informants as well as community leaders in the village that during the implementation of the program in progress BSPs, as community leaders they have never been involved by the board of CDE.

To minimize the incidence of problems in the implementation of development programs in the village, such as the implementation of the program Ogolugus BSPs in the village in 2013, the researchers illustrate the communication flow as in Figure 1:



Of the communication flow in Figure 1, the researcher illustrates the communication relationship between the board KPB with local village leaders, is needed in the implementation of the program BSPs. The reason is: (1) KPB formed through the facilitation of village officials, community leaders and elected by members of the beneficiaries of stimulants, (2) community leaders can help convey ideas, opinions and suggestions to the board of KPB, (3) community leaders can help KPB in mobilizing community participation in the form of non-cash, building materials, energy, and work together in doing the job, and (4) in the event of problems in the implementation of the program BSPs between board CDE and members of beneficiaries stimulant, then the community leaders that included a village chief and devices, administrators BPD, LPMD board, and board member of the Institute of Traditional together can help in solving the problems that occur through village meetings. From the meaning of the data analysis, it can be a proposition: "Communication has a role and occupy a space that is essential in the success of development programs"

2) Analysis of Sustainability Communication Program implementation BSPs And Communicators In Communicating Program Ogolugus BSPs in the village in 2013.

In many communication studies, communicators become a source and controls all communication events. Therefore, if a communication process did not work properly, then the main error comes from the communicator, because Communicator who doesn't understand the preparation of the message, choosing the appropriate media, and approach the target audience target. As the main actors in the activities of communication, communicators play a very important. To that end, a communicator who will act as the spearhead of a program to be skillful touch, rich in ideas, and full of creativity (Cangara, 2014: 133).

Approach to development communication is a strategy that was developed in the implementation of development programs implemented by the agencies of the United Nations. In the body of the United Nations itself there are differences in the implementation of the communication strategy, both in terms of understanding, purpose and methods used in development communication paradigm. This is caused by the result of identification by the differences found in the structure and

function of organizations working, social, community and geographical location (Sarvaes & Lie, 2013: 11-12).

Speaking of the communicators, certainly don't without the involvement of many parties in the communication of a program to the public. Besides his involvement, a communicator of course, also required the ability to master and have knowledge of the program which will be communicated to the targeted community programs. It is intended that the program can be properly communicated and easily understood by the public.

Based on interviews and searches documents on the implementation of BSPs in the village Ogolugus in 2013, found that, communicators responsible in communicating the program BSPs in 2013 to the Low-Income Communities (MBR) is the responsibility of the Unit (Satker) BSPs are in aid by the head of the regional work units (SKPD) in charge of housing in this case the Department of Public Works Moutong Parigi district, sub-district and village heads.

As for the duties of members of the technical team that has been regulated in Article 17 paragraph (1) and Article 18 of the Ministerial 6 Year 2013 regarding the reference or guidance on BSPs, are as follows:

a. The duty of members of the technical team, the Head SKPD district or designated subordinate: (1) assist work team in the implementation of the identification, dissemination, data collection and empowerment, and; (2) supervising and monitoring the implementation of the identification, dissemination, data collection, and empowerment by third parties.

b. As a member of the technical team of the village heads undertake the duties and responsibilities: (1) make a decision letter formation CDE; (2) give details of income for its residents who do not have a regular income; (3) give details of income for its residents who do not have land papers (certificate of land rights), and; (4) endorsed the BSPs application data contained in the Application Data form BSPs.

While some informants said that, the role of communicator in this case from the Public Works Department to communicate the program BSPs in the form of socialization to low-income communities (MBR) in the district of Parigi Moutong, particularly in the Village Ogolugus District of Ampibabo not exist, so the level of public understanding of the program BSPs are very less. Dissemination is only done at the district level, followed by the village chief and the board KPB, with the hope that the Village Head and CDE that communicates the program to stimulant beneficiary community. But apparently a phenomenon that occurs in the field is very different from the expectations. Because that communicates this program in the form of dissemination to the public only village head only, while the village heads have limited time and opportunity to do that is because the task of the village head so much. By it the implementation of program activities in the village BSPs Ogolugus not carried out as expected results. It is recognized by one of the staff of Housing at the Department of Public Works Parigi Moutong district hardly has time to communicate the program BSPs in the form of socialization in all villages in

the district of Parigi Moutong, including the Village Ogolugus one of them. While the technical team in this BSPs program can be said to be agents of change (communicator) are required to provide more time in assisting in the community. Because of a change agent (communicator) is expected to change the perception of a member of the community in the social system. In the execution of this communicator change agent or directly involved in a pressure to make changes in society itself.

Agents of change are key actors in the community development process, according to O'Gorman (1978) in (Nasution, 2009: 129) is:

(A) The "ought", which identifies goals, issues, and problems.

(B) The "can he", is identifying and utilization of:

- On resources
- On leadership
- On organization

(C) The "shall he," that dimension of action or activity where priorities are set and enforced and carried out sequentially and regular (planning, implementation, and evaluation) so that alternative has been selected and determined can be achieved in accordance with the expected results.

Furthermore, the Head of the Housing Department of Public Works Parigi Moutong district said that in helping the Group Recipient (CDE) in the villages was no such thing as associate personnel Society (TPM), but the implementation of TPM duties in assisting the CDE is still less than the maximum.

About what is proposed by the informant can be interpreted that the less active the community associate personnel (TPM), in assisting the recipient BSPs in 2013 in the village of Ogolugus, also have adverse effects on the implementation of the program itself. In fact, the role of assistants communicators (agent reformer) are very important in the implementation of this program is to provide knowledge and guidance to beneficiaries, so that they can carry out activities with a good and willing self-sufficient and work together for the successful implementation of the assistance they received.

Related to the duties of the public associate personnel (TPM) as a communicator or an agent of change, according to Rogers and Shoemaker (1971) that there are at least seven major tasks the agent of change regarding the implementation of innovation diffusion (Nasution, 200: 133), namely; (1) able to cultivate the willingness of a society to make changes; (2) able to foster relationships within the framework of a change; (3) be able to diagnose the problems faced by the community; (4) able to create a desire for change among clients; (5) able to translate desire into action a real change; (6) is able to maintain the stability of a change and can prevent dropout, (7) reaches a terminal relationship.

Referring to the tasks proposed by Rogers and Shoemaker above, the TPM as a change agent is expected to play a role and be the initiator, or where he had diffuse the initiative takers BSPs program. TPM has such a role, fostering a desire among the beneficiaries stimulant to make improvements on their homes, so the quality of the homes they occupy can be

improved. Change is certainly a change and the current state towards a better situation.

The growing desire of the community as a subject in this BSPs program, the TPM as an agent of change to establish good relations with its clients (the public). This relationship is meant to be the establishment of a contact that contains mutual trust between the community and TPM, have the honesty between both parties, giving rise to empathy between them. For to accept a program (innovation), first of all the people (clients) should certainly be able to receive as the TPM (change agents) itself first.

The next step should be done by the TPM is to diagnose the needs of the community that they accompany. Diagnosis is made by the TPM should be completely based on the views of local people, and not only on the basis of the glasses of the TPM itself. Thus, highly charged empathy ability of TPM to put ourselves in position in the community who would he assisted. After doing a diagnosis, then the TPM should be able to create a serious desire for change among the people (clients). This means that the changes in society that is not just "change", but really for the benefit of society (the client) itself. Serious desire is then translated into real actions or deeds. TPM (agents of change) affects client behavior (making people do or act) according to the recommendations that the submission after analyzing the needs of the community.

In various studies of communication, communicator becomes a source and controls all communication events. Therefore, if a communication process did not work properly, then the main error comes from the communicator, for communicators who do not understand the preparation of the message, choose the appropriate media, and approach the target audience target. As the main actors in the activities of communication, communicator plays a very important. To that end, a communicator who will act as the spearhead of a program to be skillful touch, rich in ideas, and full of creativity (Cangara, 2014: 133).

The requirements that must be met a communicator there are three, namely: (1) there is a level of trust of others to himself (credibility), (2) the attractiveness (attractive), (3) the strength (power). Credibility according to Aristotle (ibid, 2014: 134) can be obtained if a communicator own ethos, pathos, and logos. Ethos shows the character of a person's personality so that his words can be trusted. Pathos is the strength of a communicator in controlling the emotions of those who hear, while logos is a strength (power) owned a communicator through argument. from data analysis can be drawn one proposition: "In the implementation of the program BSPs communicators as agents of change have a significant role to influence the recipient stimulant through communication".

3) Analysis Incentives And Inhibiting Low-Income Public Participation in Implementing Program Ogolugus BSPs in the village in 2013.

Encourage participation in Low-Income Communities to provide self-reliance in the implementation of this program is required. Therefore, the program gives priority to people who do not have a dwelling house habitable but it has the yard area

itself, already has plans to build and have savings or savings in the purchase of building materials, and or community already have homes of their own but it is not feasible live. In regard to public participation in the development of each program, Berlo (1961) says that the growth and development of participation can be influenced by several factors that can be approached in a variety of scientific disciplines. On the concept of education for example, participation is seen as a response or responses or as a given stimulus, in this case, the response is as a function of the benefits (rewards) can be expected (Mardikanto, 2015: 90-91). In addition, with the opportunity, the subject will also be motivated to improve the skills (needed) to be able to participate.

Phenomenon occurring in the implementation of the program Ogolugus BSPs in the village in 2013 is far from the expectations of the program. Based on the results of the study the researchers did that lack of community participation in a self-sustained and worked together in the success of the program. This caused a lack of knowledge of the beneficiaries of the purpose and benefits of the program.

The fact that there are, in fact as the Low-Income Communities in Rural Ogolugus beneficiaries have the will to participate in the implementation of the program BSPs by 2013. However, the space for them as if they are covered by the unfamiliarity of the program they are doing. On the other hand they are not fully engage in the decision on implementing the program in intent.

In the explanation of BSPs program that researchers read in the Minister of Housing No. 6 of 2013 on Guidelines for Governmental Housing Assistance stimulant that the beneficiaries are expected to their participation in the form of self-help and mutual help in the implementation of the program. However in practice, according to some informant, that they conduct a job just working on their own because of the lack of people who direct or guide them to conduct mutual cooperation in these activities. This means that public participation in the implementation of BSPs in the village Ogolugus very low or less.

Thus it can be interpreted that one cause of low public participation in the implementation of development programs is the lack of involvement of the communicator as a change agent in communicating an innovation or development programs such as the implementation of the Help Stimulants Housing Governmental (BSPs) in the village Ogolugus year 2013, so do not go according expectations and actual program objectives.

There are three main elements that are considered decisive in the growth and development of the community's participation (Slamet in Mardikanto, 2015: 91-93), namely:

1) People are given the widest possible opportunity to participate. But in reality, the lack of opportunity given / received by the public to participate in various development programs. Moreover, the lack of "information" received by the public so that they can know for what, when and in what form they are required to participate. Several occasions in question, is:

a. "The awareness and political will" of the authorities or local leaders to encourage and nurture of participation of society in development, ranging from decision-making, planning, implementation, monitoring and evaluation, maintenance, up to the utilization of the results of development, ranging from the central to the ranks the bottom of the bureaucracy;

b. The opportunity to obtain information development;

c. Opportunity to utilize and mobilize resources (natural and human) for the implementation of development;

d. The public has the opportunity of acquiring and using an appropriate technology, including equipment supporting equipment;

e. The public has the opportunity to organize, including obtaining and using a rule, and to know the procedures of activities to be performed;

f. Having the opportunity to develop yourself as a leader who is able to develop, promote, and maintain community participation.

2) The willingness of people to participate. Willingness to participate, mainly determined by the mental attitude of the communities to build or improve their lives, which involves:

a. Lack of awareness and have the attitude to leave things or values that are considered to hamper development;

b. Lack of awareness and attitude obedient to leaders or instigators of construction in general;

c. Lack of awareness and attitude that is not quick to feel complacent and always wanted to improve the quality of life;

d. Their awareness, attitudes and sense of community in solving a problem to the achievement of a goal of development;

e. Lack of awareness and independent attitude or confidence that it has the ability to create a better quality of life.

3) The ability of the community to participate. What is meant by the ability here, is:

a. Having the ability to get a chance and an opportunity to build in an effort to improve their quality of life;

b. Having the ability to implement development, their ability is influenced by a certain level of education and the skills they possess;

c. Have the ability to solve a problem faced by the resources and opportunities (opportunities) that there are other optimally.

From the results of data analysis, it can be a proposition: "No effective communication in the implementation of program can affect the level of participation of stimulant beneficiaries and Influence successful implementation of the housing program Stimulants Governmental Assistance".

4) Analysis Designing Effective Communication Model and Ability to Promote Participation and Mutual Aid Society in Development.

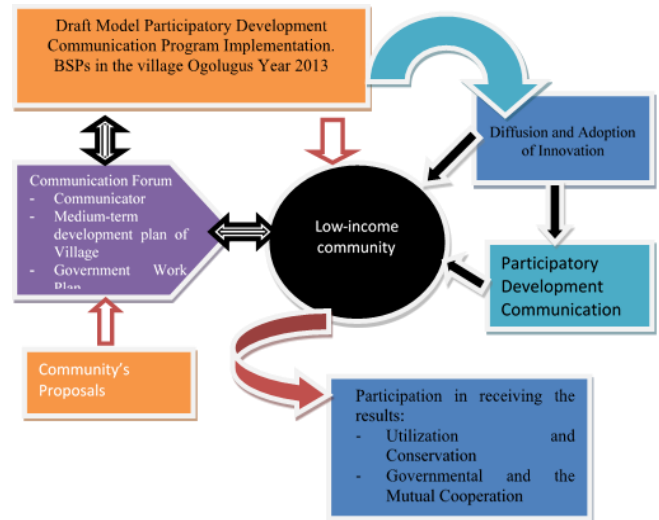
Wibson (2001) explores some of the literature shows that the concepts vary regarding the participatory communication approach that makes this field of study is divided in two models, namely the model-diffusion and participatory model.

Diffusion model (Rogers, 1962) is a model of vertical (top-down) and one of the ways of communication viewed as the transformation of new ideas from developed countries were informed in developing countries through communication with the assumption that "developing countries" can be persuaded to can change attitudes and behaviors for a progress (Tesfaye, 2011: 124). the communication model of participatory is a model of communication that is both horizontal (two-way communication). Model participatory communication incorporates the concept in the context of multiplicity. He stressed the importance of the cultural identity of the local community in encourage democratization and participation at all levels both at the individual, local, national, international and global level. this shows that the communication strategy is not only intended for individuals or communities that have been developed, but also how individuals or communities that have been developed are willing sharing information, knowledge, trust, commitment and the right attitude to individuals and traditional communities in development projects so that they are more advanced. Participation is very important in the decision making process for the implementation of development (Sarvaes & Lie, 2013: 10).

Diffusion of Innovations by Rogers (1995) in Morissan (2010: 141) is by which an innovation can be communicated among the members of a social system through certain channels and at a certain time. While the 5 categories of recipients of innovation are:

1. Reformer (innovator) Those who first touched new ideas, in general, people who love to change, young and close to the reformer agent.
2. Receiver Early (early adopters) are those who touched innovations introduced after a group of innovators.
3. Recipients of the early majority (early majority) are those classified as recipients of innovation before the members of the other group received such innovations.
4. Late Majority (majority recipient slow) are those who accept new ideas (innovation) after averaging more members receiving early.
5. laggard (followers) are those who belong to the final recipient of the existing social system with the characteristics tend to be conservative, slow and traditional.

Based on the data collected by researchers through observation, interview and search the documentation at the study site, the researcher can illustrate the implementation of the program in the village BSPs Ogolugus as the design model of participatory development communication approach in Figure 2:



BSPs Program is a program organized by the government to improve the quality of your home or building new houses for the people who still have no income or low income. Program BSPs is entered in the Village Ogolugus based on the proposals of society are taken from the document Medium Term Development Plan Rural (RPJMDs) and documents Work Plan Rural Development (RKPDes) were subsequently informed by the Village Head Ogolugus to the government of the District of Parigi Moutong through the Development Planning Meeting (Musrenbang) district level in 2012.

Based on the results Development Planning county level in 2012 so that the Department of Public Works Parigi Moutong district has proposed Village Ogolugus as one of the villages nominee program BSPs in the district of Parigi Moutong to the government through the Ministry of Public Works and Housing, so the village Ogolugus set by the government as one village eligible for BSPs program in 2013.

BSPs program is an innovation of the government to be communicated to the public through specific channels and in a certain period. While in diffusion BSPs program will require the communicator as a person mediates two interests, namely on the one hand to carry information from the institution he represents to society, and on the other hand it acts as a carrier to institution aspirations of its audience.

During the implementation phase BSPs program as set out in Ministerial No. 6 Year 2013 on Guidelines for BSPs, in article 17, paragraph (1) and Article 18 states that: The head SKPD district or designated subordinates and the village chief is a member of the technical team in this program. SKPD district in question is the Department of Public Works, who has the task to assist PIU in carrying out the identification, dissemination, data collection, surveillance, monitoring and empowerment. While the village chief as a member of the technical team carry out the duties and responsibilities: to make a decision letter formation KPB, give details of income for residents who do not have a steady income, provide information status of land ownership to citizens who do not

have land titles (land certificates) and BSPs validate application data.

In the implementation of this BSPs program, also expected in both the self-sustained community participation money, ideas, or building materials as well as their mutual cooperation in the implementation of the program of work so successful. Community participation referred to can be cultivated if in it there is good communication between agents reformer (communicator) community (client) and involve community leaders at the local level.

Hope the end of this BSPs program is community participation continuously in developing the results of development programs that have been accepted, and utilized as well as possible for their welfare.

IV. CONCLUSION

1) That the implementation of the program in the village BSPs do not run as expected program for Public Works department as technical intansi not optimally communicate the program to beneficiaries stimulant. Communicating BSPs program to the public only expect socialization conducted by the Village Head. While in practice, the village head is not equipped with enough knowledge about BSPs program itself.

2) Associate personnel Society (TPM) is one part of the change agent that serves as the chain of communication between two (or more) social system and is expected to act as a catalyst mobilize people to want to make changes, as the giver of solving problems, and as a helper process changes in the troubleshooting process and the dissemination of innovation and give guidance to the public on the implementation of the program Ogolugus BSPs in the village, but it turns out in practice, the TPM is not up to perform tasks CDE assistance both to the board and to the beneficiaries stimulant.

3) Participation of the public is paramount in supporting the successful implementation of the program BSPs. Community participation in the implementation of any development program implemented if supported by good communication among program actors as agents of change with client (beneficiaries) as the subject of development. Because it is believed that with good communication can encourage and enhance community participation. As well as in the implementation of the program is expected their self BSPs from beneficiaries, whether in the form of funds or personnel and thoughts as well as their mutual cooperation in making home improvements among the beneficiaries themselves. However, the implementation of the program in the village BSPs Ogolugus turns leaves a problem, because of the 11 houses not completed repair or improvement of its capacity to house that worth for occupancy. This is due to lack of participation by the beneficiaries` themselves.

4) Communication in the implementation of the program in the village Ogolugus BSPs still unidirectional (linear). Thus the need to design a two-way communication model.

Suggestion

1. For Village Community Ogolugus

- Two-way communication is a matter of priority in any development program by involving the community in full from the planning, decision-making, implementation, and monitoring the utilization of development results at the local level.

- Communications horizontal or two-way communication is a highly effective communication to encourage and enhance community participation by involving community leaders as a communicator and mediator at the local level.

2. For the Public Works Department

- The active role of the Public Works Department Parigi Moutong district to communicate any development programs to the community, not just limited to the level of socialization, but also the importance of encouraging public participation as a subject of development so that people can get involved and take part in decision-making, implementation, monitoring and utilization of the results of each program of development that exist in their environment.

- In the recruitment of associate personnel Society (TPM) in the Governmental Housing Assistance program Stimulants prioritize local people so that the companion is better to have more time with the people that they accompany. However, do not close the space in the recruitment of assistants from the outside with the proviso that the assistants from the outside must have principle and strong commitment in order to give a lot of time to the community that they accompany.

3. Further research

In this study, researchers realized that there are still many limitations of the research, the researchers recommend further study the form as follows:

- Research on organizational communication in program implementation Ogolugus BSPs in the Village District of Ampibabo.

- Research on the network in the implementation of BSPs in the village Ogolugus Subdistrict Ampibabo Parigi Moutong district.

- Research on Communication significance of the implementation of the program in the Village Ogolugus BSPs Ampibabo District of Parigi Moutong district.

REFERENCES

Bibliography

Book

- [1] Ahmadi, Rulam. (2014). Metodologi Penelitian Kualitatif. Yogyakarta: Ar-Ruzz Media.
- [2] Cangara, Hafied. (2014). Perencanaan & Strategi Komunikasi. – ed. Revisi-Cet. 2.- Jakarta: Rajawali Pers.
- [3] Creswell, John W. (2016). “Research Design”. Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran.-ed 4-Cet.1- Yogyakarta: Pustaka Pelajar.
- [4] Denzin, NK dan Lincoln, YS. (2009). Handbook of Qualitative Research. –ed. Bahasa Indonesia. Yogyakarta: Pustaka Belajar.
- [5] Kriyantono, Rachmat. (2010). Teknik Praktis, “Penelitian Komunikasi.” Cetakan ke-5. Kencana Prenada Media Group-Jakarta.

- [6] Mardikanto, T., Soebiato, P. (2015). *Pemberdayaan Masyarakat Dalam Prespektif Kebijakan Publik*. Bandung: Alfabeta.
- [7] Nasution, Zulkarimen. (2009). *Komunikasi Pembangunan: "Pengenalan Teori dan Penerapannya"*. Ed. Revisi ke-7-. Rajawali Pers.
- [8] Saldana, Johnny. (2014). *Qualitative, Data Analysis Miles And Huberman*. Arizona Atate Uneversity.
- [9] Suryadi, (2008). *Komunikasi Pembangunan*. Bayumedia Publising dan Lembaga Penerbitan & Dokumentasi FIA-UNIBRAW.
Journals
- [10] Afifa Qomariah. (2015). "Dampak Sosial Ekonomi dan Lingkungan Program Bantuan Stimulan Perumahan Swadaya di Kelurahan Meri Kota Mojokerto". *Jurnal ISSN 2303 – 341X* Volume 3, Nomor 1, Januari – April 2015. afifaqumaira@gmail.com
- [11] Asta Luga Pramita, I Gusti Wayan Murjana Yasa, A.A.I.N Marhaeni (2015), *Peranan Bantuan Sosial Terhadap Kualitas Masyarakat Miskin Melalui Program Bedah Rumah Di Kabupaten Buleleng*".
- [12] Chitins, Ketan S. (2005). *Communication For Empowerment And Participatory development: A Social Model Of Health In Jamkhed, India*. Ann Arbor, MI 48106-1346 All right reserved. By ProQuest Information and learning Company.
- [13] Jecu, Radu. (2013). *Public Relations & Development Communication In The Romanian National And Regional Context*. IINCDMRR, Technological Information Centre for Mineral Resources CENTIREM 70, Carol 1 Blvd. 020917 Bucharest, Romania: Published by ProQuest LLC.
- [14] Ojobor, Ifeany J (2015) *Mass Media And Rural Development: Impact Revisited*, Institute of Management and Technology (IMT), Nigeria, Published by ProQuest LLC,
- [15] Sarvaes, Jan. Lie, Rico. (2013). *Sustainable Social Change And Communication*. Communication Research Trends, Volume 32-, Publised by ProQuest LLC.
- [16] Suhendi.A. (2013). *Peranan Tokoh Masyarakat Lokal Dalam Pembangunan Kesejahteraan Sosial*.
- [17] <http://puslit.kemsos.go.id/upload/post/filles/7e7fb485514bbb725aff07d844ec6429.pdf>.diakses terakhir tanggal 19 Maret 2015.
- [18] Tesfaye, Anteneh M. (2011). *Piggybacking the Traditional Coffe Ceremony as a Participatory Communication Strategy to Resolve Social Problems: an assessment of Practices in addis Ababa, Ethiopa*. Faculty of Humanities. Bahir Dar Uneversity, Ethiopa. Published by ProQuest LLC.
Publication
- [19] Anynemous. (2011). *Undang-Undang Nomor 1 Tahun 2011 Tentang Perumahan Dan Kawasan Permukiman Hasil Reservasi atas Undang-Undang Nomor 4 Tahun 1992 Tentang Perumahan dan Permukiman*.
- [20] Anynemous. (2015). *Peraturan Menteri Pekerjaan Umum dan Perumahan Rakyat Republik Indonesia Nomor 39/PRT/M/2015 Tentang Perubahan Atas Peraturan Perumahan Rakyat Nomor 06 Tahun 2013 Tentang Pedoman Pelaksanaan Bantuan Stimulan Perumahan Swadaya*.
- [21] Anynemous, (2012). *Bappenas Daam Sejarah Perencanaan Pembangunan Indonesia 1945-2025*.-Jakarta:LP3ES.