

***Characteristics of the Community in Implementing Development Programs in
the Village of Kota Rantang, Deli Serdang, North Sumatra, Indonesia***

Nabila Afifaturreihana Hasibuan, Diponegoro University, Indonesia
Dayana, University of North Sumatra, Indonesia

The Asian Conference on the Social Sciences 2024
Official Conference Proceedings

Abstract

This research aims to determine the characteristics of the community in implementing development programs in the village of Kota Rantang, Deli Serdang, North Sumatra, Indonesia. This research method was carried out using a quantitative approach, applying purposive and accidental sampling techniques. Data collection techniques through field research, using questionnaires, and literature study. The research population was the people of Kota Rantang Village, total 6,145 people. The sample consisted of 99 people determined using the Taro Yamane formula with a precision of 5% and a confidence level of 95%. Community characteristics are mapped based on gender, age, occupation and level of education. Male respondents said 38.6% 22 male respondents said village officials were able to deliver the village development program. Meanwhile, women constituted 69% of the 29 respondents. 67.9% people aged 39 - 45 years and 46 -52 years (55.9%) understood the village development program message delivered by village officials. The majority of community work is farmers (76.8%) of the 43 respondents who are often involved and voluntarily involve themselves in the implementation stages of village development programs. The highest level of education in the village community is junior high school with a total of 41 people (53.7%). The community assesses that village officials give priority to the Village development program. This research shows that the community assesses village officials as cooperative in providing services to the people of Kota Rantang Village, Hamparan Perak, Deli Serdang, Indonesia.

Keywords: Kota Rantang Village, Development Communication, Development Characteristics

iafor

The International Academic Forum
www.iafor.org

Introduction

Kota Rantang Village is one of the villages in Indonesia that is still relatively underdeveloped. This village is in Hamparan Perak District, Deli Serdang Regency, North Sumatra Province in Indonesia. The name of this village was formed because of the tradition of activities of residents who worked as farmers on the PTPN II plantation. In the past, before Indonesia's independence, this village was one of Deli's largest tobacco export areas to foreign countries. Rantang is the choice as a lunch box container so that we can share and have a sense of belonging like family. Farmers have a habit of carrying not in rice paper containers or other containers, but instead using RANTANG due to its practicality and large capacity (Hasibuan, 2021).

Development is a process that never stops to continue to bring about change in order to achieve mutual progress in life. These changes do not occur naturally or are given, but are a conscious and planned process. Development communication carried out will influence community participation in development. Participation involves more mentally and emotionally than physically a person, sympathy and concern are expected to have more of an impact than physical ones. This kind of participation is known as “voluntary” participation. (Deviyanti, 2013).

Most of the people in this village work in the agricultural sector, namely as farmers. Arma, et al, (2020:82) added that other jobs are as farm workers, migrant workers, livestock breeders and civil servants. Rantang City has seven hamlets, each of which has a hamlet head who conveys village progress to the community. The character of the people of Kota Rantang Village in terms of working together and collaborating with village officials aims for village development and community welfare (Hasibuan, 2021).

Based on the Previous Research

On the other hand, development communication has a goal that does not only focus on communicating messages or them to convey society. Development communication is much more important, namely growing, mobilizing, and fostering community participation in development (Sutowo et al., 2020). The communication strategy to increase community participation in the village development begins with laying the foundation for community analytical skills through education and training so that they can recognize village problems and potential, as well as the benefits of the development that will be carried out. go out.

This research carried out a determination test, namely to see how much influence development communication has on community participation in Kota Rantang Village, as follows:

$$CD = r^2 \times 100 \%$$

$$CD = 0,840^2 \times 100 \%$$

$$CD = 0,7056 \times 100 \%$$

$$CD = 70,56 \%$$

Information

CD = Strength of Determination

r^2 = Rank Order Correlation Coefficient

Based on the table above, the coefficient results are obtained correlation of 0.840 with a significance 0.001. Based on the Guilford scale, the *correlation coefficient* of 0.840 is at 0.76–0.99 *very strong correlation*.

The Objective

The purpose of this research aims to determine the characteristics of the community in implementing development programs in the village of Kota Rantang, Deli Serdang, North Sumatra, Indonesia. Development Communication is a systematic usage of communication in support of community development. It aims at sharing knowledge and skills, imparting ideas, cultivating productive attitudes, and motivating stakeholders on the ground level to resolve a specific issue or to improve the existing condition of a community (Mutyala, Pratima, 2023). *In this case, the author will focus on characteristics mapped based on level of education, occupation, age, and gender.*

Method

This research method was carried out using a quantitative approach (correlation). A quantitative research approach is a method used to answer research problems related to data in the form of numbers and programs to describe the approach, type of research, population and sample, research instruments, techniques of data collection, and data analysis in a proposal or research report, which is necessary for understanding each of these concepts (Pujileksono, 2015). The method that will be used in this research is correlational research. Correlational research is a method used to see whether there is a causal relationship or influence. Apart from that, this research is designed to find the level of relationship between different variables in a population (Azwar, 2007).

This research applies purposive and accidental sampling techniques (statistics). Data collection techniques include field research, questionnaires, and literature studies. Purposive sampling is a data collection technique with certain considerations based on the researcher's objectives (Sugiyono, 2016). Accidental sampling is a technique for determining samples based on chance; that is, anyone who meets the researcher by chance can be used as a sample if it is deemed that the person they meet by chance is suitable as a data source.

The Results

The results in this study were based on 4 characteristics including: age, occupation, gender, and education. The assessment scale has 5 classification categories and 5 assessment scales (*Characteristics are Mapped Based on: Level of Education, Occupation, Age, Gender*).

Level of Education

Table 1: The Relationship Between Education Level and the Priority Scale of Village Officials in Village Development Programs

		The Relationship Between Educational Level and Scale Village Officials' Priorities in Development Programs										Total
		Not involved		Less Involved		Simply Involved		Involved		Very Involved		
		F	%	F	%	F	%	F	%	F	%	
Education	Elementary school	0	0	0	0	1	8.3 %	6	50 %	5	41.7 %	12
	Junior high school	0	0	0	0	6	14.6 %	22	53.7 %	13	31.7%	41
	Senior High School	2	5.1%	0	0	16	41 %	14	35.9 %	7	17.9 %	39
	Undergraduate School	0	0	0	0	4	57.1%	2	28.6 %	1	14.3 %	7
	Graduate School	0	0	0	0	0	0	0	0	0	0	0
Total												99

The picture above shows that the respondents in the education category who chose the highest were junior high school respondents, with a total of 41, with the highest choice being priority, with a percentage of 53.7%, or a percentage of 22 respondents. The results of cross-sectional data show that respondents with junior high school education or equivalent assess that the priority scale of village officials is very satisfactory in the village development program, they were not higher education. However, respondents are included in the assessment scale as prioritized and very positive regarding the community's response in expressing ideas or notions of the village better with village development programs every year.

Documentation



Figure 1: The process of building a mosque with the people of Kota Rantang Village



Figure 2: The process of installing paving blocks for the people of Rantang City Village

Occupation

Table 2: The Relationship Between Work and Voluntary Involvement Implementation of the Village Development Program

		Voluntarily involve yourself in Implementation Village Development Program.										Total
		Not involved		Less Involved		Simply Involved		Involved		Very Involved		
		F	%	F	%	F	%	F	%	F	%	
Occupation	Farmer	3	5.4 %	1	1.8 %	3	5.4 %	43	76.8 %	6	10.7 %	56
	Self-employed	9	75%	0	0	1	8.3 %	2	16.7 %	0	0	12
	freelance	3	15.8 %	0	0	2	10.5 %	12	63.2 %	2	10.5 %	19
	private sector employee	2	22.2 %	0	0	5	55.6%	1	11.1 %	1	11.1 %	9
	Civil servants	1	33.3 %	0	0	0	0	2	66.7 %	0	0	3
Total												99

The table above shows that the community's work as farmers, with a total of 56 respondents, is involved with a percentage of 76.8%, or a frequency of 43 respondents, who are often involved and voluntarily involve themselves in the implementation stage of the village development program because they live, are very familiar with the situation, and will report it to village officials as an aspiration and will be included in planning village development programs.

Age

Table 3: The Relationship Between Age and Village Development Program Messages Delivered Understandable

		Ordered the Yang Village Development Program Delivered Understandable										Total
		Do not Understand		Do not Completely Understand		Just Understand		Understand		Really Understand		
		F	%	F	%	F	%	F	%	F	%	
Usia	18-24 tahun	0	0	0	0	0	0	0	0	0	0	0
	25-31 tahun	0	0	0	0	5	45.5%	6	54.5 %	0	0	11
	32-38 tahun	1	3.8 %	1	3.8 %	8	30.8 %	13	50 %	3	11.5 %	26
	39-45 tahun	0	0	0	0	4	14.3 %	19	67.9 %	5	17.9 %	28
	46-52 tahun	0	0	0	0	5	14.7 %	19	55.9 %	10	29.4 %	34
Total												99

The community assessed that the delivery of development program messages was understood. The percentage of respondents was different, but the majority frequency was the same, with the percentage aged 39–45 years, namely 67.9%, and 46–52 years, with a percentage of 55.9% and the same frequency of 19 people. The message of the village development program conveyed understood.

Gender

Table 4: The Relationship Between Gender and the Ability of Rantang City Village Officials in Delivering Village Development Programs

		The ability of Rantang City Village Officials in Delivering the Urban Village Development Program Rantang.										Total
		Not involved		Less Involved		Simply Involved		Involved		Very Involved		
		F	%	F	%	F	%	F	%	F	%	
Gender	Man	0	0	2	3.5 %	20	35.1 %	22	38.6 %	13	22.8 %	57
	Woman	0	0	1	2.4%	3	7.1 %	29	69 %	9	21.4%	42
Total												99

The community assesses the ability of village officials to implement the Rantang City Village development program based on gender for men with a percentage of 38.6% or a frequency of 22 respondents. In implementing village development, men's role will be much greater, but women have a large role in disseminating information, with a percentage of 69% or a frequency of 29 respondents. If this is done individually without collaborating on their respective roles, it will certainly take longer to realize the planned development program.

Discussion

The results of this research show that the *characteristics of the Kota Rantang Village community are cooperative in their implementation with the characteristics level of education, occupation, age, and gender*. The average *level of education* of the people in Kota Rantang Village is *junior high school, with a frequency of 22 people and a percentage of 53.7%*. The average *occupation* in Kota Rantang Village involved voluntarily in implementing village development programs is *farmer, with a frequency of 43 people, or a percentage of 76.8%*. The *age grouping* is *46–52 years old* on the assessment scale for development program messages delivered to people in Kota Rantang Village in the *category of understanding and very understanding total 34 people*. The *female gender* category is able to deliver development programs to the entire community with *a frequency of 29 people with a percentage of 69%*.

Conclusion

The four characteristics of the Kota Rantang Village community show that with minimal access and infrastructure as well as limitations in the village, development communication in the village is closely related to age, gender, occupation, and level of education to solve development problems through the program.

References

- Arma, Nur Ambia, Junaidi, Jaffisa, Tomi. (2020). Peningkatan Aparatur Dalam Perencanaan Pembangunan Desa di Desa Kota Rantang. Vol. 1 (2). P. 91-95.
- Azwar, Saifudin. (2007). Metode Penelitian. Yogyakarta: Pustaka Pelajar.
- Deviyanti, Dea. (2013). Studi Tentang Partisipasi Masyarakat Dalam Pembangunan Di Kelurahan Karang Jati Kecamatan Balikpapan Tengah. E-Journal Administrasi Negara, 2013, 1 (2): 380-394.
- Hasibuan, Nabila, Afifaturrahmana. (2021). Pengaruh Komunikasi Pembangunan Terhadap Partisipasi Masyarakat Desa Kota Rantang, Hamparan Perak, Deli Serdang, Indonesia. Skripsi, Universitas Sumatera Utara)
<https://Repositori.Usu.Ac.Id/Handle/123456789/47043>
- Mutyala, Pratima. (2023). A Conceptual Study on Scope of Participatory Development Communication in Promoting Sustainable Agriculture in India. Journal Of Development Communication, Volume 34 (1). P. 47-54.
- Pujileksono, Sugeng. (2015). Metode Penelitian Komunikasi Kualitatif. Malang: Intrans Rosdakarya.
- Sugiyono. (2016). Metode Penelitian Kuantitatif dan R&D. Bandung: PT Alfabet.
- Sutowo, Irpan, Ripa'I and Wahyuningratna, Ratu Nadya. (2020). Komunikasi Pembangunan, Partisipasi Masyarakat dan Media Online Pada Program Berbagi Air di Desa Pasarean Kabupaten Bogor. Vol. 3 (2). P. 87-103.

Contact email: nabilaafifahhasibuan@gmail.com