

The Socialization Process Analysis of the Importance of Clean Water Pipe by the Tangerang City Government Inovercoming Clean Water Crisis

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Abstract: *This study aims to analyze how the socialization process that Tangerang City Government does about the importance of the installation of clean water pipes as an effort to overcome the clean water crisis in Kedaung Wetan. This research uses qualitative method with case study design. The uniqueness of this case is the high intensity of socialization conducted by the Tangerang City Government has no significant impact on the increasing number of people who install the Clean Water Pipes. The results showed that this socialization was carried out because of the high potential for water pollution caused by industrial waste and a high population density in Kedaung Wetan, Tangerang City. The socialization was carried out in several stages (processes): 1) determining the target citizen of the socialization program, 2) arranging the message of socialization, 3) determining the method of socialization, and 4) choosing the medium of socialization. The socialization media used is a direct presentation (face to face presentation) in front of the citizen of Kedaung Wetan. Based on the findings and analysis of research results, the research recommends several things: 1) in the stage of identifying the citizen, the survey should be conducted regarding the level of public understanding of the importance of clean water for the citizen, so that the results of this survey can also be used as preliminary data in compiling messages of socialization, 2) socialization media should be made more varied, for example adding posters, leaflets, and advertisements on the radio. With the addition of socialization media, it is expected that the dissemination of socialization messages can reach the public more. For posters and leaflets are recommended to be shared and installed in public spaces, and 3) it is suggested that the socialization process involves various other stakeholders to become communicators. Parties that can be involved include housewives, youth organizations, students, and citizen leaders as opinion leaders.*

Keywords: Analysis, Socialization, Pipes, Crisis, Clean Water

1. Introduction

The Government through the national development program 'Universal Access of Water and Sanitation 2019' states that in 2019 Indonesia can provide safe drinking water and proper sanitation services to all Indonesians. Nationally in 2015, access to safe drinking water is only available for 68% of the total population of Indonesia, while for basic sanitation needs only 60% of the total population of Indonesia. Among the underserved communities, low-income communities in rural and suburban areas are among the most vulnerable groups to access of safe drinking water and adequate sanitation (PAMSIMAS, 2016: 1). The water is the most important element of the needs of human life. In addition, water is also an important element in shaping the soil and regulating the climate. Therefore water greatly affects life. (P. Gorde and M.V. Jadhav, 2013: 2031)

Tangerang City, one of the industrial centers in Indonesia, certainly has the potential for environmental pollution that is high enough and potentially makes environmental pollution including pollution on clean water. This is because Tangerang City is one of the cities directly neighboring to Jakarta. Many people who work in Jakarta live in Tangerang. This condition makes Tangerang City's population growth increase and has an impact on the number of daily needs for clean water use.

As we know that the increase in population will also affect the more volume of waste generated by the citizen. In addition to increasing the volume of waste produced, in this era of globalization, more new buildings and industrial factories are growing. The consequences of this industrial

area cause the high waste generated from the industrial factories. In addition, Tangerang City became one of the relatively populated cities, so the need for clean water became more difficult to fulfill the citizen need.

One area in Tangerang City that is prone to clean water needs is Kedaung Wetan. This sub-district has its geographical location as a landfill waste generated from the City of Tangerang. Various types of garbage and factory waste of industrial companies flow into the area Kedaung Wetan. This then affects the quality of water in the area so that it becomes polluted. Although the water looks clear and odorless but in fact, it does not guarantee the water is free from substances that are not good for the human health.

As the area of the waste disposal from Tangerang City, it affects the quality of water contained in the area of Kedaung Wetan, so the water in the area has been contaminated by substances that can endanger the human health if it is consumed continuously, but the citizen of Kedaung Wetan still consume and use the water for daily needs.

Moreover, the number of Kelurahan Kedaung citizen used to consume well water for daily use, the water they use is quite feasible because it looks clear and odorless. In fact, the water even though it looks clear and odorless but does not guarantee that the water is free from substances that are not good for the body. There is a wrong assumption from the public about the importance of water use with proper hygiene quality, so it needs to be re-socialized.

Seeing these conditions, the Department of Highways and Water Resources in cooperation with the Regional Water

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Supply Company of Tangerang Municipality conducted a socialization of the importance of conducting the installation of water pipes to the citizen. This study focused on socialization activities conducted in Kedaung Wetan. The Kedaung Wetan is one of the few urban villages with relatively little installation of clean water pipes, although the PDAM has explained and provided information through socialization activities.

Through this socialization program, the Department of Highways and Water Resources in cooperation with the Regional Water Supply Company of Tangerang Municipality strives to convey the importance of conducting the installation of Clean Water Pipes to keep the public health condition. Socialization is also a means of learning for the citizen. In addition, socialization conducted by the organization should emphasize the aspects of learning and knowledge so that people can know and understand things that become a targeted learning by related organizations (Haueter, J.A., Macan, T.H., & Winter, J. 2003: 21).

Based on the problem, the researcher was interested to examine and understand how the socialization activities carried out by the Office of Highways and Water Resources in cooperation with the Regional Water Supply Company of Tangerang Municipality in communicating the importance of the installation of clean water pipes in an effort to overcome the clean water crisis. This research is also expected to be information and input for the Office of Highways and Water Resources of the City of Tangerang in designing a targeted and planned socialization program.

2. Literature Review

2.1 Public Relations Government

Government public relations is a type of communication function that deals with the process of interaction between citizens and the government, with government regulators, and the legislature and government regulatory agencies. Government public relations helps facilitate communication with constituents and with governmental public (Lee et al., 2012: 159). Government relations by Cutlip, Center, and Broom contain at least seven main objectives: 1) Provide information to constituents about government activities, 2) Ensure citizen participation in government programs, 3) Encourage communities to support Government policies and programs, 4) Become public advocates, such as conveying public opinion to decision-making officials, managing public issues within the organization, increasing public accessibility to decision-makers, 5) Managing internal information and putting it into public relations communication media 6) facilitating good media relations, and 7) Building citizen to promote government development programs (Jamil & Irawan, 2018: 151).

Then the PR function is 1) Anticipating, analyzing, and interpreting public opinion, attitudes, and problems that may have good or bad impact on organizational activities, 2) Counseling management, providing input on decisions, policies, action programs and communications taking into account the consequences public on the organization, 3) Researching, conducting, and evaluating, action and communication programs on an ongoing basis, to achieve

public understanding. Activities reviewed include marketing; finance; maintenance fund; employees, citizen, or government relations; and other programs, and 4) Plan and implement organizational efforts to influence or change public policies, including: setting goals, planning, budgeting, recruiting and training staff, developing facilities, and managing the resources needed to achieve organizational goals (Lee et al., 2012: 200).

2.2 Socialization

In sociology studies, socialization can be understood as the process of planting values either by chance or planned by individuals, groups, or institutions to form the personality character of individuals or citizen groups. That is, in the life of society there must be values and social norms that serve as guidelines for members of society about good social life, while social order will only be formed if every member of the citizen understand the values that lived by the group. Therefore, to understand each member of the citizen about these social values, it is necessary to introduce these social values. The process of introducing the order of values and social norms takes place as long as the citizen still exists (Setiadi & Kolip, 2013: 110).

The purpose of socialization is to pass the values and norms to the next generation, to help individuals to recognize or adapt to the surrounding environment, to provide knowledge related to values and norms that must be studied, internalized and carried out by individuals, maintaining social relationships that are demonstrated by the integration in society, and prevent the occurrence of deviant behavior that will be done by someone or as the basis of social control (Riswandi, 2013 :).

The process of socialization in the citizen has two functions i.e. a) Judging from individual interests. Socialization aims to enable individuals to recognize, recognize and adjust to the values, norms and social structures that exist in society, b) Judging from the interests of society. The socialization functions as a means of preservation, dissemination, and inheritance of values and norms that exist in the citizen, so that they remain and are maintained by the entire citizen. In other words, socialization functions to: 1). Establish individual behavior patterns, 2). Maintain regularity of life in society, 3). Maintain group integration in society (Fajar, 2009: 153).

To conduct socialization, of course the right communication strategy is needed, so that the message of socialization can be conveyed properly and the socialization program is supported by the target. Some things that must be considered and prepared in making a communication strategy among others is to know the citizen, compile messages, set methods, and make the selection process media that will be used (Fajar, 2009: 153). Another important thing that is also very necessary in preparing a communication strategy is to determine the situation of his communicant and also pay attention to the specific thing communicant related to culture or variety of language used by the communicant so with attention to this important thing that can later be compiled strategy diverse but right on target (Tarone, E 1977: 197) because it is right on target in the socialization process how

an organization can transfer the purpose of the message from the socialization to many different people.

2.3 Environmental Communication

Scientific evidence about the state of global warming shows that the situation is now terrible, and we are very close, or exceeding the irreversible critical climate threshold for more than 1,000 years. This situation requires various parties to move to deal with global warming. To overcome this problem, one solution is to design and conduct environmental communication that can build collective awareness of the world's citizens in overcoming this problem (Brulle, 2010: 83).

Oepen and Hamacher explained that environmental communication is a planned and strategic communication process used by media products to support effective policy making, citizen participation and project implementation directed at environmental sustainability. An environmental communication involves a two-way interaction of a social process that allows the person concerned to understand certain environmental factors and interdependence. They also respond to problems in a better way with the use of this method (Puji Lestari et al: 56: 2016). Environmental communication can be realized with campaign activities aimed at educating the public by extending public knowledge often depending on asymmetric public relations tactics. Tactics that can be used through the use of controlled media (in the form of advertisements, websites, direct mail, newsletters, and public service announcements) and uncontrolled media (such as media releases, opinion pieces, and publicity of events) (Henderson, 2005: 122).

Robert further in Herutomo (2013) argues that environmental communication is a pragmatic and constructive media to provide understanding to the citizen about the environment. Therefore, it is necessary to package messages in certain communication media, this is intended to increase citizen awareness and participation in environmental management. The main communicators in environmental communication are governments and non-governmental organizations that have a commitment to environmental management (Yuliawati & Irawan, 2018: 29).

Communication is done with the goal always have a strategy in order to achieve the desired goals. Citizens have psychological and social forces of deterrence to every influence that comes from outside of themselves and their groups. In addition, citizens are not only stimulated by just one message but many messages at the same time. This means that there is also the power of influence from other messages coming from other sources (communicators) at the same time, as well as before and after. So, the message as the only power possessed by communicators must be able to outperform all the forces that exist to create effectiveness. The strength of this message can be supported by the communicator's own methods of presentation, media, and personal power.

In this case, the planning and formulation of strategies in the communication process is very necessary such as: 1). Getting to know citizens. Knowing the citizen must be the

first step for communicators in effective communication efforts, 2) Composing messages. After knowing the citizen and the situation, then the next step in strategy formulation is to compose the message, that is to determine the theme and the material, 3) Setting the method. Finding the effectiveness of a communication will depend on the consistency of the content of the message, which is harmonized with the condition of the citizen and so on, it will also be influenced by the delivery methods to the target, 4) Selecting and using of the media. The use of the medium as a means of channeling ideas, in order to seize influence in society. As in composing messages from a communication that we want to launch, we must be selective, in the sense of adjusting the conditions and conditions of the citizen. (Marhaeni Fajar, 2009: 153-213)

3. Research Methodology

This study uses qualitative methods with a single case study design. The single case study has three rationalizations i.e. firstly, when the case states an important case in testing a well-compiled theory, the two cases present an extreme or unique case and the third is the case of disclosure (Yin, 2011: 46). The uniqueness of this socialization program namely the existence of intense socialization activities carried out by the Office of Highways and Water Resources in collaboration with the Regional Water Supply Company of Tangerang City did not have a significant impact on increasing the number of people who installed Clean Water Pipes.

Data in qualitative research is generally in the form of description, narration, data, picture or statement obtained from research subject, either directly or indirectly (Zukhruf, 2018: 18). Then the data collection techniques in this study are through interviews with relevant sources and involved in the socialization activities. In addition, researchers will collect data through field observation. Also, this study is supported by secondary data obtained from offices, books (literature) or reports, media coverage, campaign activity documentation, websites, photos, etc.

Selection of resources in this study used purposive sampling technique. Purposive sampling is a sample determination technique with certain considerations, one of which is involvement in the case under study, or understanding of the conditions under study. Selected speakers included: 1) Head of the Section for Development of Drinking Water, 2) Head of Drinking Water and Ground Water, 3) Staff of Drinking Water and Groundwater, and 4) Staff of Drinking Water and Groundwater.

Data analysis techniques according to Miles and Huberman include three concurrent activities: data reduction, data presentation, and conclusion drawing (verification). Then to determine the validity of the data, the researchers conducted source triangulation techniques. Moleong (330: 2013) explains that in this technique the researcher compares and checks the degree of confidence of information obtained by: (1) comparing the data observed with the data from interviews (2) comparing the consistency of the answers of the interviewees, namely by comparing what is said public

sources for example personal opinion (3) comparing one's opinion, with other people in the work team.

4. Discussion

The more crowded urban areas, the narrower and more limited sources of clean water in urban settlements. This condition makes urban citizen difficult to get clean water easily. In addition, Kedaung Wetan is a place where the final waste disposal from Tangerang City. Of course this condition greatly affects the quality of water in the area, so that the water in the area is polluted and contains substances that can harm the human body if consumed continuously, but the citizen of Kedaung Wetan feel the water in the area eligible for daily needs.

Because of this population density problem, this has implications for the level of public health. This is as stated by McHarg (1971) which mentions in cases in urban areas, the poor are concentrated in relatively small areas surrounding the commercial center. This area is relatively in a diseased city, but cannot claim that poverty (economics) is an explanation of physical, social and mental illness. Health in urban areas is generally due to population density. Uncontrolled population density causes sprawl, which has an impact on several diseases such as stress. Increased density also correlates with social pressure, which also increases the risk of developing heart and kidney disease.

The risk of people being exposed to hazardous substances from waste contamination is exacerbated by the large number of Kedaung Wetan Urban Villagers who used to use well water for daily needs, feeling that the water they use is still quite feasible because it looks still clear and odorless. In fact the water even though it looks clear and odorless but does not guarantee that the water is free from substances that are not good for the body. In addition, the results of the study show that the citizen considers that the installation of clean water pipes has not become a necessity. From this condition, it can be concluded that the citizen does not understand and realize that the area they live has been heavily polluted by the garbage produced, which greatly affects the water quality.

Seeing these conditions, the Department of Highways and Water Resources in cooperation with the Regional Water Supply Company of Tangerang Municipality conducted a socialization of the importance of conducting the installation of water pipes to the citizen. This study focused on socialization activities conducted in Kedaung Wetan. Citizens of Kedaung Wetan are one of the areas that have a relatively small amount of Clean Water Pipes, although they often get socialization.

Another thing that was also revealed from this study is that about communication management through communication strategies from the socialization carried out by the government by identifying, prioritizing and addressing the needs of stakeholders in this case is also the citizen itself, as well as relevant directly or indirectly for the development of better organizational strategies for the Office of Highways and Water Resources (Donaldson, T. and Preston, L.E 2010: 78). But not only limited to conduct socialization, various

tactics and strategy techniques also be applied in a socialization program so that the message of the socialization can affect various parties and from the message of socialization can later be seen the development of changes from the purpose of the socialization (Regina Batson, 2017: 2).

Referring to the concept, the researcher explain the stages and socialization activities undertaken by the Department of Highways and Water Resources in cooperation with the Regional Water Company of Tangerang City. Broadly speaking, the stages described i.e. 1) determining the target citizen of the socialization program, 2) compiling the contents of the message in the socialization, 3) determining the method of socialization, and 4) choosing the right socialization media.

Firstly, determining the target citizen of the socialization program. The first phase carried out by the Office of Highways and Water Resources in collaboration with the Regional Water Company of Tangerang City is to identify citizens. The target citizen of this socialization program is the citizen of Kedaung Wetan. Knowing citizens is important before carrying out a campaign activity. It is as presented Hilbram Dunar(2015: 33) that in order to deliver a message aimed at people with social economic status (SES) or the welfare of the middle to upper level minimum education of high school graduates or equivalent, need more data, graphics to the theory of sources trusted. While on the contrary for the lower middle class or low education level, it requires straightforward language, simple thinking, or by giving examples in everyday events. The higher the social status, position, or citizen education, the more structured and official also the selection of words and the use of language.

For this reason, the Office of Highways and Water Resources in collaboration with the Regional Water Supply Company of Tangerang City need to understand the character of the citizen, so that the message conveyed related to the importance of installing clean water pipes can be understood and revoked by the citizen. This is in accordance with the opinion of Ismail et al (2010: 31) states that the natures of dissemination activities provide learning for communicant and provide feedback on the messages conveyed in order to be understood, and reduce anxiety inability communicant in capturing the essence of the message of socialization.

In this context, the Office of Highways and Water Resources in collaboration with the Regional Water Supply Company of Tangerang City have conducted an identification process for the citizens who will be the target of the clean water pipe installation socialization program. Of course this is a good start, before conducting further socialization activities. In the identification stage of this citizen should be conducted a survey related to the level of public understanding of the importance of clean water for the citizen, so that the results of this survey can also be used as initial data in preparing a socialization message.

Secondly, compiling a socialization message. After identifying the citizen, the next step taken by the Office of Highways and Water Resources in collaboration with the

Regional Water Supply Company of Tangerang City is to compile a message of socialization to the character of the public. Based on the identification of the citizen, it is known that the target of socialization is communicators must convey the message in the socialization in a straightforward and clear or not long-winded. This is done so that the message delivered becomes more effective and can be easily understood by the citizen. This second phase is in accordance with Fajar's opinion (2009: 153-213) that after getting to know the citizen, the next step in formulating the strategy is to compile the message, by determining the theme and material to be delivered in the socialization. The requirement to influence the citizens of the message is to arouse attention. Individuals at the same time sometimes stimulated by many messages from various sources. But not all of these stimuli can affect citizens.

The message of socialization conveyed to the public is related to the importance of installing Clean Water Pipes, the benefits of installing Clean Water Pipes, and the impact if the citizen consumes polluted well water in the long run. The message of this socialization aims to educate the public about the importance of using clean water, and how to determine safe water for use especially for consumption. After that the message continues on the information conveyed about the Regional Government program to provide free pipeline installation facilities from the Government that will be channeled directly the connection is to every resident's house, so that the people no longer need to spend money on the cost of installing pipes.

The message of socialization delivered to the citizen is packaged in as light a language as possible so that the citizen can easily understand the meaning of the message conveyed, and be interested in listening to it. The steps and stages of the compilation of messages carried out by the Office of Highways and Water Resources in collaboration with the Tangerang City Regional Water Supply Company have been adjusted to the results of citizen identification.

Thirdly, determining the method of socialization. Determination and selection of socialization methods is very important in supporting the effectiveness of the socialization itself. The choice of method must be adjusted to the condition of the needs of the citizen or citizen in the socialization. The importance of choosing the method of socialization as conveyed by Fajar (2009: 153-213) that the selection of methods is done to seek communication effectiveness. Finding the effectiveness of a communication in addition will depend on the stability of the message content, which is aligned with the condition of the citizen, etc.

From the above explanation, it can be seen that the selection of methods to be one important step, so that socialization messages that have been prepared can be delivered properly. The method chosen by the Office of Highways and Water Resources in collaboration with the Tangerang City Water Supply Company there are three methods, namely Educative, Informative, and Persuasive methods. The method is considered the most appropriate to educate the citizen in Kedaung Wetan.

Educative method is by giving an understanding to the citizen that the installation of clean water pipes is very important, with the installation of clean water pipes, the citizen will get various benefits and avoid potential dangerous diseases. Informative method is done by providing information related to how clean water pipe installation procedure. The persuasive method aims to influence the perception of each citizen to want to refer to or install a clean water pipe with the message of socialization, namely the government will free the cost of installing clean water pipes.

Among the three methods, it can be concluded that the first citizen was educated, the second was informed about the procedure for installing clean water pipes, and the third were persuaded and convinced that the installation would free installation costs. If studied conceptually, by applying the appropriate method of socialization, the communicator in this case the Office of Highways and Water Resources in collaboration with the Regional Water Company of Tangerang City can change and influence the perception of each citizen to want to refer or do something so that the goals of socialization, but the barriers in the process of affecting it differ from each individual, in which one depends on their experience on the content of the socialization message. Therefore Sewestianiuk and Voitovici (2010) explained that those who will conduct socialization are important to choose a communication strategy that aims to improve individual experience and activities by integrating communication messages with the vision of the organization and the interests of stakeholders.

Based on the results of research shows that people still do not know the information about financing installation of clean water pipe is provided by the government. Based on this condition, the informative method needs to be improved by adding scattered publications and reaching out to the public. This is important to do because of the many people who have not installed clean water pipes are worried about the expensive cost of installation.

Fourthly, choosing the media for socialization. No matter how the messages and methods communicated to the public, this certainly will not be effective if it is not supported by appropriate socialization media. Media in communication is a channel used in the delivery of a message so it is very important to use media with the right selection. According to Fajar (2009: 153-213) the use of media as a means of channeling ideas is an effort to influence the citizen. Such as compiling a communication message that must be in accordance with the condition of the citizen, then the use of media must also be selective. Besides, the use of the right media will be able to influence the mindset of the target citizen so that later can affect the ease of delivery of the message.

Many media can be used to convey messages of socialization such as using printed mass media, electronic mass media, posters, banners, internet, direct communication (face to face), etc. From the results of the study, it is found that the Office of Highways and Water Resources in collaboration with the Regional Water Company of Tangerang City directly chose the communication media

directly face to face, and banners. Direct communication media (face to face) was chosen aiming so that the message about the importance of clean water pipes installation could be easily understood by the citizen

In this socialization process, the citizen was invited to the village office, then given an explanation of the importance of installing clean water pipes with the presentation method and assisted with power points. To improve the effectiveness of the message of socialization, the researchers suggested that the Office of Highways and Water Resources in collaboration with the Regional Drinking Water Company of Tangerang City increase the variety of media used such as posters, leaflets, and radio advertisements. The socialization media was expected that the dissemination of socialization messages can reach the public interest. Posters and leaflets are recommended to be distributed and installed in the public spaces in Kedaung Wetan.

To increase public acceptance of this socialization message, it is also necessary that the Office of Highways and Water Resources in collaboration with the Tangerang City Regional Water Company involve other stakeholders to be involved as communicators. Parties that can be involved include youth (youth organizations), groups of recitation mothers, students, and government officials such as the neighborhood units (RW), and citizen leaders as opinion leaders.

Of the four stages of the socialization process, of course the Office of Highways and Water Resources in collaboration with the Regional Water Supply Company of Tangerang City did not meet a number of obstacles. To minimize barriers to the reception of socialization messages from the citizen, it is important for a socialization implementation agency to ascertain the type of information or message delivered if it is acceptable to the citizen. (Ahujan, Manju K & Galvin E John, 2003: 162).

Further, the socialization is part of the effort of environmental communication. The environmental communication is an effort of the Tangerang City Government to provide a positive understanding to the citizen regarding the importance of installing clean water pipes to get a clean water supply that is safe for consumption. This is as Robert's opinion (Yuliawati & Irawan, 2018: 29) that environmental communication is a pragmatic and constructive media to provide understanding to the citizen about the environment. Therefore, it is necessary to package messages in certain communication media, this is intended to increase citizen awareness and participation in environmental management. The main communicators in environmental communication are governments and non-governmental organizations committed to environmental management.

Providing awareness or education to the citizen, including socializing government programs, is a thing that government public relations should do. This is as explained by Cutlip, Center and Broom that the government through its public relations must provide constituents with information about government activities, ensure citizen participation in government programs, encourage the public to support

Government policies and programs, become public advocates, facilitate good relations with the media, and build communities to promote government development programs (Jamil & Irawan, 2018: 151). Referring to the concept, it is suggested that the socialization program of clean water pipe installation involves the public relations of the Tangerang City government, so that the message of socialization is more communicative and persuasive.

5. Conclusions and Suggestions

5.1 Conclusions

After comprehensive analysis, this study concluded that the socialization process organized by the Office of Highways and Water Resources in collaboration with the Tangerang City Regional Water Company was motivated by the potential for water pollution caused by industrial waste and a high population density in the Kedaung Wetan, Tangerang City. To overcome this problem, the Tangerang City Government carried out several stages of socialization processes i.e. 1) determining the target citizen of the socialization program. It is aimed to make it easier to compile messages of socialization that are in accordance with the characteristics of the Kedaung Wetan citizen, 2) compiling a message of socialization. After determining the citizen, the next step is to compile a message of socialization that has been adapted to the character of the citizen. Based on the identification of citizens, the message of socialization is in a straightforward and clear manner or not long-winded. The message conveyed becomes more effective and can be easily understood by the citizen of Kedaung Wetan, 3) determining the method of socialization. The methods used are educational methods, informative methods, and persuasive methods, and 4) choosing the media of socialization. The socialization media used is direct presentation (face to face) in front of the citizen of Kedaung Wetan.

5.2 Suggestions

Based on the findings and analysis, the study recommends several things that can be used as information and input to the Tangerang City Government in disseminating the program on the importance of clean water pipe installation as follows:

- 1) In the stage of determining the citizen, a survey should be conducted regarding the level of citizen understanding of the importance of clean water for the citizen, so that the results of this survey can also be used as preliminary data in compiling messages of socialization.
- 2) It is recommended that the socialization media be more varied, such as adding posters, leaflets, and advertisements on the radio. It is expected that the dissemination of socialization messages can reach the public interest. Posters and leaflets are recommended to be distributed and installed in the public spaces in Kedaung Wetan.
- 3) To increase public acceptance of socialization messages, it is recommended that the socialization process involves various other stakeholders to become involved communicators. Parties that can be involved include

housewives, youth organizations, students, and citizen leaders as opinion leaders in the Kedaung Wetan.

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