

Analysis of a Communication Function of the National Unity and Politics Agency (Kesbangpol) of DKI Jakarta in Guiding Community Organizations

Sabena

Fakultas Ilmu Komunikasi Universitas Mercu Buana, Indonesia

Abstract: *The emergence of some community organizations in the DKI Jakarta and surrounding areas continues to grow and require a serious attention from the government and the community. Moreover, the existence of these organizations is feared to be incompatible with their actual function, as a link to convey an opinion to the government which is related to the public voice. CSOs is the front-line in knowing the problems around them, so they have a big role in a picture of life that occurs in the community. If the government lets this community organization without supervision and guidance, it is not impossible that the organizations become political propaganda tools and weapons for creating conflict in the community. Therefore, it is necessary to provide guidance to all community organizations in order to return to His function as government control, the chain of messengers, information phenomena that occur in the midst of society, giving advice from all elements of society. In this case, the national unity and politics agency plays a role in fostering community organizations, such as, the establishment permit, establishing a letter for the activity permit and knowing the organizer. Monitoring activities is continuously conducted by synchronizing the program, a program that can directly involve the CSO. Some of the guidance is expected to control CSOs so that they do not become wild and malfunctioned.*

Keywords: National unity, political guidance, community organization, the government of DKI Jakarta

1. Introduction

In this Digital Era, there are a lot of community organizations emengence in all parts of Indonesia, the existence of these organizations is quite interesting to the government attention especially for the local governments in the region. Someone who can be the leader in the organization is usually those who have certain qualifications, have expertise and background social, political and cultural background. To become a member, the people must have certain conditions, it is based on the basic budget and household budget in the organization.

The role and function of the organization can be felt as one of the social controls and observers of the government performance and the surrounding environment that get involve toward the community need. An organization can run well, if there is a synergy between the organization and the surrounding community under government protection.

However, not all organizations run legally based on the rules and some organizations also get negative responses from the community. Thus, the organization can run as it is expected if it has a guidance and direction from the government, such as national unity and politics agency. From this background, the researchers wants to examine the extent of how the "Role of national unity and politics of DKI Jakarta" in guiding the community organizations.

Based on the background of the study, the researchers focused this study on how the role of the National Unity and Politics (Kesbangpol) of DKI Jakarta in guiding the community organizations. The things explored in this research are related to the role of the National Unity Agency in the Political role in embracing community organizations so that they can be active in accordance with government laws and regulations.

Thus, this research is expected to contribute in the form of knowledge in the study of communication science, especially in the field of public relations, which is related to the concept of the Role of Unity and Community Organizations. In addition, this research is expected to be a reference to subsequent studies related to the role of the Kesbangpol and community organizations. In addition, this research is also expected to be able to contribute in the form of input to the activities of Kesbangpol and community organizations. In addition, this research is expected to be able to describe various findings that explain things or strategies and communication activities that are recommended and the persuasive activities that are not recommended. Thus, this research can help practitioners of the Faculty of Communication academics in evaluating their communication activities.

2. Literature Review

2.1 Organization Communication

Organization communication is the sending and receiving of various organization messages in formal and informal groups of an organization (Wiryanto, 2005). The content is about how to work in the organization, productivity, and various jobs that must be done in the organization, where organization communication itself is a network of communication between people who are interdependent with each other in the organization context.

Community organizations can operate based on their function as social control and can take a more professional attitude when engaging in the community, so that they are no longer community organizations that violate regulations in accordance with the Law of Community Organizations. While community organizations must be neutral in dealing with various conflicts that arise in a variety of countries. In

maintaining organization harmony with government, community organization is not politicized, because of the role of CSOs as a means of government control.

Communication is one way to support the synergy between the Kesbangpol and community organizations, while Soemarno stated that the essence of political communication is the efforts of human groups who have a certain political or ideological orientation in order to control or gain power and with the power, the purpose of political thought and his ideology can be realized (Nora, 2014: 46).

The purpose of organization communication is: The purpose of communication in the organizational process is certainly in the context of forming mutual understanding. In short, in order for equality to occur within the frame of reference, as well as in experience. Robert Bonnington in the book *Modern Business: A Systems Approach* (2007) defines organization as a means by which management coordinates material resources and human resources through formal structural patterns of tasks and authority. The correlation between the science of communication with the organization lies in its observation focused on the humans involved in achieving the goals of the organization.

Sendjaja (1994) states a communication function in an organization as follow:

- 1) Informative Function. An organization can be seen as an information processing system. It means that all members in an organization could get more, better, and actual information. The information obtained allows each member of the organization to carry out its work with more certainty. People at the management level need information to make an organizational policy or to resolve conflicts that occur within the organization. While employees (subordinates) need information to carry out work. In addition, the information relates to the security guarantees, social security and health, leave permission, and so on.
- 2) Regulative Function. This function is related to the rules that apply in an organization. There are two things that affect the regulative function, namely: a. Relating to people who are at the management level, namely those who have the authority to control all information submitted which also give orders or instructions so that the command is carried out as they should. b. Relating to messages. Regulative message is basically work oriented. It means that the subordinate needs certainty related to the rules of work that can and may not be carried out.
- 3) Persuasive Function. In managing an organization, power and authority will not always bring results as expected. By this reality, many leaders prefer to persuade their subordinates rather than give orders, because the work that is done voluntarily by employees will generate greater concern than if the leader often shows his power and authority.
- 4) Integrative Function. Each organization strives to provide channels that enable employees to carry out their duties and work as well. There are two communication channels that can be applied, namely: a. Formal communication channels such as special publications within the organization (bulletins, newsletters) and organizational progress reports. b. Informal communication channels

such as interpersonal conversations during work breaks, sporting events, or field trips. The implementation of this activity will foster a greater desire to participate towards the organization.

Politics Participation

Political communication, political socialization, political image, ultimately lead to the goals and objectives, namely the achievement of political participation in the process of determining political policy. Political participation or public participation in the political agenda is very important in democracy (the foundation of democracy), especially in representative democracy (Rahman, 2019: 134). Furthermore, to realize a mature democratic system, high public participation is needed. However, youth participation in politics is often a matter of debate. The youth generation is often seen as a group of people who are least concerned with political issues, who often experience separation from their communities, who are not interested in political processes and political issues, who have a low level of trust in politicians and they are cynical toward various political and government institutions (Haste & Hogan, 2006).

The participation of the public or people in political activities, especially in voting in elections and influencing public policy, is a very important consequence or effect of political communication. It is a study of the effectiveness of communication or political communication which is the center of attention in the mechanistic paradigm. Political communication that does not want effectiveness will have no purpose (Nora, 2014: 46).

Political human activity in the political arena is basically political actions or political participation develops through the experience or application of political socialization. In general, political participation is explained by Miriam Budiardjo as the activity of a person or group of people to actively participate in political life such as electing state leaders, and directly or indirectly influencing government policy (public policy) (Arifin, 2011: 235-266).

Communities in democratic countries can participate in political life in at least three different ways: 1) Communities can engage in the public arena to promote and convey their demands to anyone who wants to listen. For example: taking part in demonstrations, 2) The public can make the legislative agency (legislative) or the executive agency as a target of the political message that they want to convey. For example: signing the petition, 3) The community can be involved in the selection process of people who want to occupy public positions. For example: voting in elections or running for political candidate (Morissan, 2016).

Participation is an important part of democracy, in which Huntington & Nelson (1976: 3) put forward their views as follows: "By political participation we mean that the activities of citizens are designed to influence government decision making." Based on this definition, political participation is interpreted as a private activity of citizens carried out to influence government decisions. Then, Dahrendorf (2003) states "Political participation gives citizens the opportunity to communicate information to government officials about their concerns and preferences

and pressure on them to respond." This definition emphasizes that everyone who lives in a democratic country has the right to express their views and give an attitude or responses toward that happens in the public domain or matters related to their interests so that the government is known and then the government responds.

Political participation according to Herbert McCloky is the voluntary activities of the citizens through which they take part in the process of electing the authorities, and directly or indirectly in the process of forming public policy. These activities include political actions such as voting in elections, attending campaigns, lobbying with politicians or the government (Purboningsih, 2015: 108).

3. Research Methodology

This research used a constructivist paradigm. The constructivists believe that knowledge exists in someone who understands. In the process of communication, a message cannot be transferred from one person to another person. The recipient of the message must interpret what has been taught by adjusting to their experiences. The importance of experience in this knowledge process makes the construction process requires the ability to recall and express experiences, the ability to compare and make decisions, and the ability to prefer the experiences of one another (Ardianto & Bambang, 2007: 154-155).

The nature of the research taken was descriptive. Descriptive research does not only describe (analytically) but also integrate (synthesis). In descriptive research, the data obtained is not in the form of numbers but in the form of sentences, statements, and concepts. Descriptive research merely describes the situation, does not seek or explain relationships, does not test hypotheses or make predictions (Rachmat, 2002: 22). Thus the researcher described various findings of how the leadership style of women's communication in politics descriptively.

This study used a descriptive method, in which the researcher described how the communication style of women's leadership in politics. The communication pattern that is developed by volunteers in mobilizing public support, communication strategies, political messages delivered to the public, and patterns and forms of communication of women's leadership in politics. In this study were explored. The researchers only acted as observers who only created behavioral categories, observed symptoms and recorded them in observation books. Researchers acted as observers and went directly to the field to obtain the necessary data by interviewing the parties concerned. Then, the results of this study only described the situation that did not seek or explain the relationship.

The subjects in this study were the National Unity and Politics Agency of DKI Jakarta Province as a Data Source. Then, the data in qualitative research generally took the form of descriptions, narratives, data, images or statements obtained from research subjects, both directly and indirectly related to how the role of the National Unity and Politics Agency of DKI Jakarta Province. The main data sources in qualitative research were words, and actions, the additional data were documents and others. In this regard, the types of

data were divided into words and actions, written data sources, photographs and statistics. Then the data collection techniques were interview, observation, documentation study.

Qualitative data analysis techniques were carried out together with the data collection process. Data analysis techniques according to Miles and Huberman included three concurrent activities: 1) Data reduction. Field data obtained through observation and interviews in the form of field notes and recordings that were quite a lot and difficult for researchers to understand, then the researcher had the data reduction, 2) Data Display. To make it easier to read the data obtained, the reduced data was then presented (displayed) in the form of a comprehensive description of each aspect studied that completed with tables / graphs, the relationship between categories and types, 3) Verification was interpreting compiled data. Based on these interpretations, researchers drew a conclusion, where this conclusion was the result of research that answered the research questions that had been formulated previously (Irawan, 2018: 118).

Then, to determine the validity of the data, the researchers conducted a triangulation technique. This was a data checking technique that used external elements to examine or compare goals. Denzin distinguishes four types of triangulation as an examination technique that utilizes the use of resources, methods, researchers and theories (Yuliawati, 2019: 82).

4. Discussion

The results of research explained that every Indonesian citizen may establish or have three maximum community organization. Then, the existence of the community organization must have AD / ART, flag symbol, secretariat office, and building domicile in accordance with the 57-year ministerial regulation 2017 procedures for the CSO system. Therefore, community organizations must register to the National Unity and Politics Agency (Kesbangpol).

The definition of CSO is voluntary, has the same desire. Theoretically, the organization must be based on the 1945 Constitution and Pancasila, it is regulated in the Minister of Domestic Affairs, written on the SKT. The management process can be carried out in every district that can serve for submission of SKT issuance with a special legal status is in the Notary. According to the 1945 Constitution of 2017, CSOs or NGOs are included in social groups that are both associations at one foundation, at one scope of activity there is little difference, NGOs are more specifically not based on members, health, and law.

Data shows that the number of CSOs registered in the Jakarta National Unity and Politics Agency (Kesbangpol) amounted to around 550 SKT, SK of Ministry of Justice and Human Rights in the 2014-2018 period. Nowadays, new community organizations will continue to grow, until social services are unable gather data. Registered Community Organization will receive services from the Kesbangpol that involve into groups of cooperation to be given guidance and direction in some training on Pancasila, and national insights

for the Republic of Indonesia. Then the scope of activities will be adjusted to the role of the organization.

For the organizations that have not been registered are allowed to make activities, with the condition that they make events that are not contrary to the 1945 Constitution and are not provocative, positive activities, in accordance with the vision and mission of the organization. In addition, Community Organization may not raise funds for the activities of political parties, this is in accordance with Law No. 16 of 2017, in which the articles of CSOs raise funds, may not be affiliated, related to political parties. In Law No. 8, CSOs is said to be the frontline in supporting the running of government.

In the Ministry of Home Affairs No. 58 regarding enhancing the capacity of cooperation in the form of social assistance grants, there are difficulties due to the large number of CSOs currently appearing, causing the government to limit the assistance by dividing the initial time based on the year period, so in 1 year 100-200, DKI Jakarta is only able to make as many as 50-100 government activities also help direct CSOs to be self-sufficient, not always dependent on government funding, the type of assistance assistance is done by providing skills training to create independent and efficient cadres of CSOs.

To ensure the role and function of community organizations in accordance with statutory regulations, the government has a national unity and politics agency (Kesbangpol). The national unity and politics agency (Kesbangpol) functions to provide guidance for CSOs that have a good track record, diligently participate in activities, diligently play a role in society, so they will always be focused on the activities of the national unity and politics of DKI Jakarta.

National unity and politics agency (Kesbangpol) is an element of implementing the supporting functions of government affairs in the field of national unity and politics. Kesbangpol Agency is led by a Head of the Agency which is domiciled and responsible to the Governor through the Regional Secretary. In carrying out its duties and functions, this agency is coordinated by the Government Assistant.

The responsible function of this agency are:

- 1) Preparing strategic plans and work plans and budget of the National Unity and Politics Agency;
- 2) Implementing strategic plans and budget execution documents for the National Unity and Politics Agency;
- 3) Organizing the development of nationalism, integration, national unity and unity as well as politics and democracy;
- 4) Implementing and coordinating the activities of fostering and developing national insights, integration, national unity and unity as well as politics and democracy;
- 5) Facilitating the development of nationalism, integration, national unity and unity as well as politics and democracy; facilitation of community dispute resolution which affects the national unity and integrity;
- 6) Facilitating the development of relations between political parties, between social organizations, between non-governmental organizations and / or between other organizations;

- 7) Monitoring, studying and evaluating national unity and unity, integration, nationalism, politics, democracy, religious harmony, and economic and arts resilience; collection, processing, presentation, utilization and development of data and information concerning national unity, unity, politics and democracy;
- 8) Monitoring foreigners, foreign workers and foreign community organizations;
- 9) Managing personnel, finance, and goods of Kesbangpol Agency;
- 10) Managing household of the Kesbangpol Agency;
- 11) Managing archives, data and information from the National Unity and Politics Agency; and
- 12) Reporting responsibility of the implementation of the duties and functions of the National Unity and Politics Agency.

These are the importance of the national unity and politics agency (Kesbangpol) to implement good communication. According to Nora (2014: 46) conducting communication is one way to support the synergy between the Kesbangpol and community organizations, while Soemarno stated that the essence of political communication is the effort of human groups who have a certain political or ideological orientation in order to control or gain power and with power, the purpose of political thought and ideology can be realized.

The purpose of organizational communication is: The purpose of communication in the organizational process is certainly in the context of forming mutual understanding. In short, in order for equality to occur within the frame of reference, as well as in experience. Robert Bonnington in the book *Modern Business: A Systems Approach* (2007) defines organization as a means by which management coordinates material resources and human resources through formal structural patterns of tasks and authority. The correlation between the science of communication with the organization lies in its observation focused on the humans involved in achieving the goals of the organization.

The communication function applied

DKI Jakarta's national unity and politics agency (Kesbangpol) is informative, regulative, persuasive and integrative. This is in accordance with Sendjaja (1994) states the communication function in organizations is as follows:

- 1) Informative function. Jakarta national unity and politics agency (Kesbangpol) can be seen as an information processing system. It means that all community organizations in DKI Jakarta province will have more, better and more timely information related to various matters concerning community organizations. The information obtained enables each community organization to carry out its work more definitively. In addition, various information conveyed by DKI Jakarta's national unity and politics agency (Kesbangpol) is one of the sources of reference in making a policy for each community organization or for overcoming conflicts that may occur.
- 2) Regulative functions. This function is related to the rules that apply in an organization. There are two things that affect the regulative function, namely: a. DKI Jakarta National Unity and Politics Agency (Kesbangpol) as the

party that delivers government regulations on various rights and obligations as well as other binding regulations to community organizations. The information also includes giving orders or instructions so that community organizations obey the laws and regulations and other relevant regulations to be implemented properly. b. Relating to messages. Regulative message is basically work oriented. It means that subordinates need certainty related to the rules of work that can and may not be carried out.

- 3) Persuasive function. In managing an organization, power and authority will not always bring results as expected. By this reality, many leaders prefer to persuade their subordinates rather than give orders. In this case, DKI Jakarta's national unity and politics agency (Kesbangpol) seeks to persuade community organizations to exercise their rights and obligations voluntarily, so that the existence of community organizations really contributes to society and helps the government in various other social and community activities.
- 4) Integrative function. Each organization strives to provide channels that enable employees to carry out their duties and work as well. There are two communication channels that can be applied, namely: a. Formal communication channels such as special publications within the organization (bulletins, newsletters) and organizational progress reports. In this context, DKI Jakarta national unity and politics agency (Kesbangpol) often conveys various circulars, appeals and other information, through websites and other print media so that organizations can synergize with the government and society. Second, informal communication channels such as interpersonal conversations during work breaks, sports matches, or field trips. The implementation of this activity will foster a greater desire to participate in employees towards the organization. In this case, DKI Jakarta national unity and politics agency (Kesbangpol) often holds informal discussions, organizes discussions, seminars, and other activities that aimed at exchanging information.

Through the application of the communication function of DKI Jakarta National Unity and Politics Agency (Kesbangpol), it can create a conducive situation and environment that could establish ongoing communication between the Institute and community organizations. On a broader scale, it can increase public trust and enhance the good image of the company / organization and even help promote and improve the marketing of a product / service. Therefore, communication within an organization must be understood correctly, applied and developed by anyone both individuals, communities and organizations.

Community organizations can operate according to their function as social control and can take a more professional attitude when engaging in the midst of society, so that they are no longer a community organization that violates regulations in accordance with the Law on Community Organizations.

5. Conclusion

Based on the results of research and discussion, it can be concluded that the Communication Function of the National

Unity and Politics Agency (Kesbangpol) of DKI Jakarta in guiding the Community Organizations includes activities 1) Informative function, namely the information conveyed by the National Unity and Politics Agency (Kesbangpol) of DKI Jakarta as one source of references in making a policy in each community organization or in order to overcome conflicts that may occur, 2) Regulative functions, namely informing various information relating to regulations and concerning the rights and obligations of community organizations, 3) Persuasive functions, namely trying to persuade community organizations to exercise their rights and obligations voluntarily, so that the existence of community organizations truly contributes to society and helps the government in various other social and community activities, 4) integrative functions namely conveys various circulars, appeals and other information, through websites and other print media so that organizations can synergize with government and society through formal and informal communication channels. Thus it is hoped that synergy will occur between the government and various community organizations.

References

- [1] ArdiantoElvinarodanAnees Q Bambang. 2007. *FilsafatIlmuKomunikasi*. Bandung: SimbiosisRekatama Media.
- [2] Arifin Anwar. 2011. *KomunikasiPolitik: Filsafat-Paradigma-Teori-Tujuan-Strategi-danKomunikasiPolitik Indonesia*. Yogyakarta: GrahaIlmu.
- [3] Basrowi. 2008. *MemahamiPenelitianKualitatif*. Jakarta: PT. RinekaCipta.
- [4] Dahrendorf R (2003). The Challenge for Democracy. *Journal of Democracy*. 14 (4). EACEA (Education, Audiovisual and Culture Executive Agency) (2012). *Political participation and EU citizenship: Perceptions and behaviors of young people*. Evidence from Eurobarometer surveys. European Commission.
- [5] Haste, H. & Hogan, A. (2006). Beyond conventional civic participation, beyond the moralpolitical divide: Young people and contemporary debates about citizenship. *Journal of Moral Education*, 35(4), 473-493.
- [6] Irawan, Enjang Pera. The Analysis of Triple Bottom Line Concept Implementation in CSR Program through Local Food Processing Industry. *International Journal of Management Sciences and Business Research*, April-2018 ISSN (2226-8235) Vol-7, Issue4
- [7] Morissan. 2016. *Tingkat PartisipasiPolitikdanSosialGenerasi Muda Pengguna Media Sosial*. Jakarta: VisiKomunikasi (Jurnal).
- [8] Nelson J. M. & Huntington, S. P. (1976) *No Easy Choice: Political Participation in Developing Countries*. Cambridge, Mass: Harvard University Press
- [9] Nora GhazalyAma La. 2014. *IlmuKomunikasiPolitik*. Yogyakarta: ANDI.
- [10] PurboningsihSayektiDwi. 2015. *GerakanSosialBaruPerspektifKritis: RelawanPolitikDalamPilpres 2014 Di Surabaya*. Jurnal Review Politik
- [11] Rahman HI A. The Supervision Strategy for the Process of Submitting Political Messages in Winning

Campaign of the Election 2019 by PDIP Tangerang Indonesia. International Journal of Scientific and Research Publications, Volume 9, Issue 1, January 2019

[12] Rakhmat, Jalaludin 2002. Metode Penelitian Komunikasi. Bandung: PT Remaja Rosdakarya.

[13] Yuliawati. The Program Evaluation of the Green Environment Movement Campaign to Support the National Food Security (A Case Study of the Evaluation of Green Environment Program through Hydroponic Plants by Military District Command 0503 West Jakarta). *International Journal of Humanities and Social Science Invention (IJHSSI)*. Volume 8 Issue 08 Ser. I // Aug. 2019 // PP 79-86