

Communication Activities of the National Unity and Politics Agency (Kesbangpol) of DKI Jakarta in Conducting Guidance to Community Organization

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Abstract- This research entitled "communication activities of National Unity and Politics Agency (Kesbangpol) of DKI Jakarta in providing guidance to Community Organization". The purpose of this study is to analyze what communication activities are carried out by National Unity and Politics Agency (Kesbangpol) of DKI Jakarta in the process of coaching Community Organization, so their existence is in accordance with applicable laws and regulations. The concepts that support this research are the concept of organizational communication, the concept of political participation, and the concept of coaching. The method used in this research was descriptive qualitative. Data obtained through interviews and field observations. The results showed that the communication activities carried out by the National Unity and Political Unity Agency (Kesbangpol) of DKI Jakarta were workshops with themes, topics, and status quo cases that were being discussed in the community, Seminars on national insight held in Jakarta and in Puncak, West Java, FGD, Group Discussion Forum with competent speakers, Ceremonial activities on major holidays commemorating hero days, ceremonial events on August 17 and other public events, *Silahturahmi* or Greetings to all community organizations in DKI Jakarta and its surroundings, conducting creative competition in making advertorial, and various other activities that have values and functions to strengthen the awareness of community organizations in maintaining harmony and national unity.

Index Terms- National Unity and Politics Agency, organizational communication, coaching, community organization

I. INTRODUCTION

Currently, there are many cases of social conflict that are motivated due to differences and diversity in race, ethnicity, religion, and political choices that often occur in Indonesia. Maybe this is due to the decrease of nationalism and tolerance values among society. Even though Jakarta is the national capital, the potential for SARA conflicts and other social conflicts is still very large. The socialization and the development of knowledge in educational institutions is one of the solution, but because education institutions are more focused on theory rather than directly practiced and implemented in the field, the government has formed another government agency that is focused on dealing with the development of nationalism in Indonesia, namely the

National Unity and Politics Agency. These institutions are located in all provinces, districts and cities in Indonesia.

The National Unity and Politics Agency of DKI Jakarta has a big role in minimizing the occurrence of radical movements, terrorism, conflicts between citizens, conflicts between ethnic / races, increasing the comfort and peace of residents in each village / district. In addition, the task of the DKI Jakarta National Unity and Politics Agency is increasingly complex, considering that DKI Jakarta Province as an autonomous region is not only faced with social problems in Jakarta but also more problems that arise on national scale are carried out by elites, individuals, or groups which certainly affects the dynamics of the lives of Jakarta society, so facilitation is needed to achieve harmony in realizing the unity and integrity of Jakarta society.

The current complex multi-dimensional crisis has implication for the condition of the Jakarta society who are vulnerable to the emergence of social turmoil marked by violence, so society tend to look for shortcut in solving various problems faced. These social conditions often provoke in occurring violation outside of existing legal corridors, both those committed by individuals and community groups. Therefore, efforts to tackle these problems require handling method through the institutional appropriately and well planned (<http://bakesbangpoljakarta.com>).

The diversity of Ethnic, religious, racial, and interfaith (SARA) in Indonesia is one of the uniqueness of the Indonesian society. On the other hand, diversity has a positive impact because it shows the cultural richness of the Indonesian society, but on the other hand it can be one of the potential reasons for intercultural conflicts. Diversity also brings multicultural society in Indonesia (Kharisma, 2017:108).

In multicultural society, it is inevitable that members of a group exchange messages or information with other group members. In this process, intercultural communication is inevitable. Intercultural communication occurs when someone from one culture produces message for consumption by members of another cultural group (Samovar, L. A., Porter, R. E. and McDaniel, 2014). In other words, intercultural communication involves interactions between people who have significant differences in cultural perception and symbol system to change their communication activities. This communication occurs either directly (face to face) or through a medium (Kharisma, 2017:108).

Referring to the conditions above, the researcher is interested to study about Communication Activities of the National Unity and Politics Agency (Kesbangpol) of DKI Jakarta

in conducting Community Organization development. Through this research, it is expected to be able to contribute in the form of knowledge in the study of communication science, particularly in the field of public relation, which is related to the concept of the Role of National Unity and Politics Agency and Community Organization. This research is expected to be a reference to further research related to the role of the National Unity and Politics Agency (Kesbangpol) and community organization. In addition, this research is also expected to be able to contribute in the form of suggestion to the activities of the Kesbangpol and community organization.

II. LITERATURE REVIEW

Organizational communication

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

Community organization can function according to their function as social control and can take more professional attitude when engaging in the community, so they are no longer community organization that violates regulation in accordance with the Law of Community Organization. While community organization must be neutral in dealing with various conflicts that arise in a variety of countries. In maintaining organizational harmony with government, community organizations are not politicized, because of the role of CSOs as the media of government control.

Doing communication is one of way to support the synergy between the Kesbangpol and community organization 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 that power, the purpose of political thought and ideology can be realized (Nora, 2014:46).

The purpose of organizational communication is: The purpose of communication in the organizational process is certainly in the context of forming mutual understanding in order equality can 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 media which management coordinates material resources and human resources through formal structural pattern of task and authority. The correlation between the science of communication with the organization lies in its observation focused on the humans involved in achieving the goal of the organization.

Political Participation

Political communication, political socialization, political image, ultimately lead to goal and objective, namely the achievement of political participation and 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). Then to realize a mature democratic system, high public participation is needed but the level of youth participation in politics is often a matter of debate. The younger 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 the political process and political issues, who have a low level of trust in politicians and are cynical about various political institutions and government (Haste & Hogan, 2006).

Political human activity in the political arena is basically a political act or political participation that is developed 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 a country leader, and directly or indirectly influencing government policy (public policy) (Arifin, 2011:235-266).

Participation is an important part of democracy, Huntington & Nelson (1976: 3) argue their views as follows: " political participation 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 the information to government officials about their concerns, 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 attitudes towards everything that happens in the public domain or matters related to their interests so the government is known and then the government respond.

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

The Definition of Coaching

Seeing from the term, coaching comes from the basic word "bina", which comes from Arabic language, which is to wake up (General Indonesian dictionary). Coaching means renewal or efforts, actions or activities carried out efficiently and effectively in order to obtain better result. (Gauzali Syadam, 2000:408).

Coaching is a formal or non-formal educational effort that is carried out consciously, planned, directed, organized, and responsibly in order to introduce, to grow, to guide, and to develop the foundations of a balanced, whole and harmonious personality, knowledge and skill according to talent, tendency / desire and abilities as a provision, henceforth on their own to increase, to improve and develop each other, themselves, and their environment towards the achievement of dignity, quality and optimal human ability and independent individual (Simanjuntak, 1990:48).

Guidance and national education can also be formulated, which is also related as the effort to improve the quality of human, namely humans who believe and have faith in God Almighty, virtuous character, personality, independent, advanced, tough, intelligent, creative, skilled, discipline, work ethic, professional,

responsible and proactive as well as physically and mentally healthy (Hendriani & Nulhaqim, 2008 : 157).

III. METHODOLOGY

The paradigm of this research is constructivism. Constructivists believe that knowledge exist in someone who is knowing. In the process of communication, messages cannot be transferred from one person's brain to another person's head. 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 experience, the ability to compare and make decision, and the ability to prefer one experience to another experience. (Ardianto & Bambang, 2007:154-155).

This research used descriptive qualitative method, where researcher describes how the communication activities of the DKI Jakarta National Unity and Politics Agency (Kesbangpol) in developing community organization. In this study, researchers only act as observers who only create behavioral categories, observe symptoms and record them in observation book. Researchers will act as observers and go directly to the field to obtain the necessary data by interviewing the parties concerned. Then the results of this study only describe the situation, not seek or explain the relationship that exist.

The subject in this study was the National Unity and Politics Agency of DKI Jakarta Province as Data Source. Then the data in qualitative research generally take the form of description, narrative, data, image or statement obtained from research subject, 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 are words and actions, and the rest are additional data such as document and others. In this section, the types of data are divided into words and actions, written data sources, photographs and statistics. Then the data collection techniques were by interview, observation, and document study. Qualitative data analysis technique id carried out together with the data collection process. Data analysis techniques according to Miles and Huberman include three concurrent activities: 1) Reduction of data to remove data that is not important, 2) Display data that is doing the process of presentation (displayed) in the form of a comprehensive description, 3) Verification of data that is interpreting and concluding data that has been compiled. Based on the interpretation above, researcher can draw a conclusion, where this conclusion is the result of the research that can answer research questions that have been formulated previously (Irawan, 2018: 118).

Then to determine the validity of the data, the researcher conducted a triangulation technique. This is a data checking technique that uses something other than research data to examine or compare the objective. Denzin distinguishes four types of triangulation as an examination technique that utilizes the use of resource, method, researcher and theory (Yuliawati, 2019: 82).

IV. DISCUSSION

The results of the research at the National Unity and Politics Agency (Kesbangpol) of DKI Jakarta explained that every

Indonesian citizen may establish or have community organization maximally 3. Then the existence of the community organization must have AD/ART, flag symbol, secretariat office, and building domicile in accordance with the Regulation of the Ministry of Home Affairs (Permendagri) number 57 year 2017 about procedures for the community organization system. Therefore, community organization must register to the National Unity and Politics Agency (Kesbangpol).

Data showed that the number of community organization registered in the National Unity and Politics Agency (Kesbangpol) of DKI Jakarta amounted around 550 SKT, based on SK Ministry of Justice and Human Rights in the 2014 - 2018 period. Until now, there will still be more new community organizations, until the social services are unable to gather data. Registered community organization will receive services from the Kesbangpol, enter into a collaborative group to provide guidance and direction in some training on Pancasila, and national insight for the Republic of Indonesia. Then the scope of activities will be adjusted to the role of the organization.

To ensure the role and function of community organization in accordance with the regulations, the government has a National Unity and Politics Agency (Kesbangpol). The National Unity and Politics Agency (Kesbangpol) functions to provide guidance to community organizations that have a good track record, diligently participate in activities, diligently play a role in society, so they are the ones who will always be involved in the activities of the National Unity and Politics Agency of DKI Jakarta.

The below explanation will explain the various types of activities carried out by the Kesbangpol DKI Jakarta in carrying out the fostering function of all community organizations registered in DKI Jakarta, as follows:

1. Workshop on themes and topics as well as status quo cases that are discussed among the society
2. Seminar on nationalism insight held in Jakarta and in Puncak, West Java
3. FGD, Forum Group Discussion with several competent speakers
4. Ceremonial activities on major holidays commemorating Heroes' Day, ceremonial events on August 17 and other ceremonial events
5. Greetings or *Silahturahmi* to all community organizations in DKI Jakarta and surrounding areas
6. Conducting creativity competition in making advertorial.

Various activities above were part of the organization communication activities. In this context, the DKI Jakarta National Unity and politics Agency (Kesbangpol) sent and received various organizational messages in formal and informal groups to community organizations in DKI Jakarta. The content of the communication message was about how to work within the organization, productivity, and various jobs that must be done in the organization where organizational communication is a network of communication between people who are interdependent with each other in the organizational context.

Through this coaching activity, it is hoped that community organizations could operate according to their function as social control and could take a more professional attitude when engaged in the community, so they were no longer community organizations that violated regulations in accordance with the Law

of Community Organization while community organization should be neutral in responding to various conflicts that arose in a variety of countries and states. In maintaining organizational harmony with government, community organizations were not politicized, because of the role of community organization as the media of government control.

Nora (2014) explained that conducting communication is one of the 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 obtain power and with that power, then the goals of political thought and ideology can be realized (Nora, 2014:46).

To support the various programs that have been carried out by National Unity and Politics Agency (Kesbangpol), community organizations should do the following actions:

1. Having a healthy soul, physically and mentally / physically and spiritually
2. Every community organization should understand its function, understanding that it is not just a matter of taking care of and taking part without understanding the purpose of the organization
3. Each administrator and member often consolidate cadres to strengthen and to understand Pancasila, the 1945 Constitution and Nationalism for NKRI
4. Be aware of each other's cultural preservation
5. Have a high patriotism spirit
6. Having a good empathy for fellow management and the surrounding community.

Not only have the criteria above, members of community organization also needed to increase the understanding related to the duties and functions of community organization as well as understand and appreciate the basic values of the Indonesian state. For this reason, the guidance that has been carried out by the Jakarta national unity and political agency is the right effort. This is as explained by Fauzali (2000) which states that coaching means renewal or efforts, actions or activities carried out efficiently and effectively in order to obtain better results. (Gauzali Syadam 2000:408).

In addition, Simanjuntak (1990) also explained that coaching is a formal and non-formal educational effort carried out consciously, planned, directed, organized, and responsible in order to introduce, to grow, to guide, and to develop a basis for balanced and harmonious personality, knowledge and skills in accordance with talent, tendency / desire and abilities as provisions, henceforth on their own to add, to improve and develop themselves, other people and their environment towards the achievement of dignity, quality and optimal human abilities and independent individuals (Simanjuntak, 1990:48).

Guidance and national education can also be formulated, which is also related as efforts to improve the quality of human, namely humans who believe and have faith in God Almighty, virtuous character, good personality, independent, advanced, tough, intelligent, creative, skilled, disciplined, work ethic, professional, responsible and proactive as well as physically and mentally healthy (Oemar Hamalik, 2000 : 14).

V. CONCLUSION

Based on the results of research related to communication activities of the National Unity and Politics Agency (Kesbangpol) of DKI Jakarta in conducting Community Organization development, the conclusions were:

Communication activities carried out by the national unity and politics agency (Kesbangpol) of DKI Jakarta , namely Workshops with themes, topics and status quo cases that were being discussed in the community, Seminars on national insight conducted in Jakarta and in Puncak, West Java, FGD, Group Discussion Forum with competent speakers, Ceremonial activities on major holidays commemorating Heroes' Day, ceremonial events on August 17 and other public events, Gathering or Silaturahmi to all community organizations in DKI Jakarta and surrounding areas, conducting creativity-making advertorial competition, and various other public events. other activities that have values and functions to strengthen the awareness of community organizations in maintaining harmony and national unity.

To ensure that community organization could carry out activities in accordance with applicable laws and regulations, the Jakarta National Unity and Politics Agency (Kesbangpol) required that all members of community organizations should 1) to understand their functions and not just became the administrator and joined without understanding the direction of the organization, 2) each administrator and member should consolidate the strengthening of cadres of the understanding of Pancasila, the 1945 Constitution and Nationalism for the Unitary State of the Republic of Indonesia, 3) aware of each other's cultural preservation, 4) Having high patriotism, and 4) Having a spirit of empathy both to fellow administrators and the surrounding community.

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