

Communication in Social Services

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Abstract. Community empowerment can be achieved through effective communication, which in fact is quite difficult to implement. This study aims to identify elements of communication in social services that are able to empower the community. This study uses analytical content on online media reporting between 2014 and 2023, deliberately selected to have the most significant information about communicators, messages, media, and communicants in social services at the Hulu Sungai Selatan (HSS) Regency Government, South Kalimantan Province, one of the autonomous regions that succeeded in reducing poverty during the pandemic-19. The results of the study found that the main elements of communication in social services that empower are: 1) communicators of local heads of regent and head of social office; 2) communication messages about motivation; 3) communication media used for supervisory coordination meetings and social assistance distribution meetings, and 4) communicants of Sarjana Pendamping Desa Sejahtera and recipients of social service programs.

Keywords: communication, social services, community empowerment.

1 Introduction

Development is a set of organized, institutionalized actions aimed at raising the standard and quality of human life, particularly from the standpoint of social welfare [1]. Social services, on the other hand, are a type of social policy in development and are actions to overcome social problems or a set of programs to help individuals or groups who experience obstacles in meeting their needs, which, if not overcome, can cause social problems (poverty, neglect, and even crime). This is all from the perspective of development, especially social development or social welfare development[1]. These social services, according to Thomson, include housing, health care, social security, education, and personal social services, particularly in the form of various social care programs including criminal justice, community care, and child care[1]. Social security, health, welfare (care for the elderly, disabled, and children), education, housing, treatment of infractions (law), job services, and services for certain groups (immigrants, drug addicts, etc.) are further forms of social services[2]. In the process, social services are a process, namely: engagement, intake, contact and contract, assessment, planning, intervention, evaluation, termination and referral as well as further coaching, as an effort to empower and develop clients to carry out life tasks in their social environment.

Meanwhile, development communication is a series of roles and functions of communication (as an activity of mutual message exchange) between all parties involved in development efforts, especially between the community and the government, starting from the process of planning, implementing and assessing the development [3][4]. The substance of the development process is empowerment, where power is the source of responsibility and social service [5]. Development communication is prioritized by educating and motivating the community, so that development communication consciously improves human development to eliminate poverty, unemployment and injustice [3].

In communication, not least in development communication, currently there are 4 (four) models of communication processes that develop, namely: (1) communication as information transfer (as a one-way communication model from the source through the media then to the receiver), (2) communication as a shared meaning (communication as a circular process, the source and receiver exchange positions, either as a source or receiver, sharing messages, feedback and shared meaning), (3) communication as persuasion (communication is used to influence, strengthen, change and modify audience attitudes), and (4) communication as a community (communication as a medium of building community for a common goal) [6].

Since the beginning of its development, communication has had important elements. Initially proposed by David K. Berlo in 1960 with a formula known as SMCR (source, message, channel, and receiver), Charles Osgood, Gerald Miller, and Melvin L. De Fleur added elements of effects and feedback, which then developed a lot in the process of interpersonal communication and mass communication. Finally, the views of Joseph de Vito, K. Sereno, and Erika Vora added environmental elements as an important part in supporting the communication process [7].

In its later development, the use of communication functions in development gave birth to the term communication empowerment or communication in empowerment. Communication in empowerment has several important elements, namely: providing access to information, placing users/beneficiaries and local communities as controllers, building the ability of local communities to communicate, emphasis on small and appropriate media, learning with partners, working collectively, utilizing and giving them (users) direct experience, and sharing resources [8].

Empowerment in its development has two different fields: in the context of organizations, it is known as employee or worker empowerment, while in the context of society, it is known as community empowerment. Empowering employees or workers is a motivation strategy for organizational members so that they are considered able to improve organizational performance and competitiveness [9]. While community empowerment, as proposed by the World Bank, is the expansion of the potential and ability of the poor to participate, negotiate, influence, control, and hold institutions responsible for influencing the lives of the poor [10], in short, it gives power or authority to a person to act and gives the ability to act [9]. So the focus of empowerment is on individual and social strengths [11]. The main elements of community empowerment are access to information, participation, accountability, and the capacity of local organizations [10]. So empowerment, both in the context of employee empowerment and community empowerment, has the substance of motivation.

Motivation, as a basic word, is defined as a driving force that causes a member to be willing and willing to exert abilities in the form of expertise or skills, energy, and time to carry out various activities that are his responsibility and fulfill his obligations in order to achieve goals and

various predetermined organizational goals [12]. This then gives birth to employee empowerment, or worker empowerment, as it is known in transformative leadership, with four basic elements: a strategy of using vision, a strategy of meaning through communication that inflames passion and commitment, a strategy of trust, one of which is a clear expectation of results, and a strategy of exerting one's potential for positive self-conception and belief in success. Empowered employees have a voice to be heard and the ability to change outcomes [9].

In other contexts, communication in empowerment is actually an effort to motivate and make someone able to generate self-efficacy, an awareness of actions that can cause influence.[13], In addition, empowerment also gives someone the power to take the initiative to find a solution to the problems they face [9], and dialogical communication in the empowerment process is an effort to build confidence in the strength of empowered people to achieve the desired goals goals.[14]. The achievement of goals is an indication of effective communication. Communication is said to be effective when it manifests understanding, pleasure (well-being), influences attitudes, improves relationships, and encourages others to act. [15]. In the context of social development, the effectiveness of communication is identified with effectiveness in achieving development goals, namely: the realization of social welfare or community welfare, which, in the view of the welfare state, is an effort to realize social welfare, which affirms that the regulation of social problems, needs are met, and opportunities to improve living standards are provided [16], The purpose of the empowerment and development process is to realize a condition of prosperity, both in perspective as a form or type (services and social benefits), as a planned process [1], or as idil goals (fulfillment of material, spiritual, and social needs) as mandated in Law Number 11 of 2009 concerning social welfare.

Based on the theoretical concept as described above: a) development is actually a social service that focuses on improving the quality of life and welfare; b) social services are the substance of social empowerment; c) empowerment is motivation; and d) currently, the dominance of motivational and communication research, some of which are generally related to empowerment [17][18][19][20][5][14][21], organization or workplace [22][23] [24] [25][26][27], related to the health sector [28], management [29], management crisis [30], communication technology [31] or focus on self-determination theory [32], communication apprehension [33]. There is no research that comprehensively raises the theme of communication as a form of motivation, especially in social services. This condition raises the interest of researchers in conducting communication research in social services. The question asked in this study is how communication in social services works?, so the purpose of this study is to analyze communication in social services.

2 Research Methods

This is qualitative research using a content analysis model in the inner structure (latent). The goal to be achieved is to identify communicators, messages, media, and communicants involved in communication in social services, then analyze the substantive meaning of empowering communication messages in social services. Online news research analysis unit related to social services, especially about the Rumah Sejahtera Program during the period 2014–2023 at the Government of Hulu Sungai Selatan (HSS) Regency, South Kalimantan Province, Indonesia.

The population and sample of news were deliberately selected against online reporting that depicts empowering communication in social services. The Rumah Sejahtera program was chosen because it is a multi-intervention program, both from the perspective of meeting basic needs and social empowerment through complementarity programs, especially family economic empowerment, while this region was chosen because it is one of the autonomous regions in Indonesia that has succeeded in reducing poverty during the COVID-19 pandemic. Content analysis uses latent analysis to uncover the depth of meaning. The content analysis process uses four main stages: decontextualization (identifying units of meaning), recontextualization (choosing substantive themes and eliminating irrelevant ones), categorization (identifying and combining findings in the same group), and compilation (describing conclusions objectively) [34], as shown in figure 1 below:

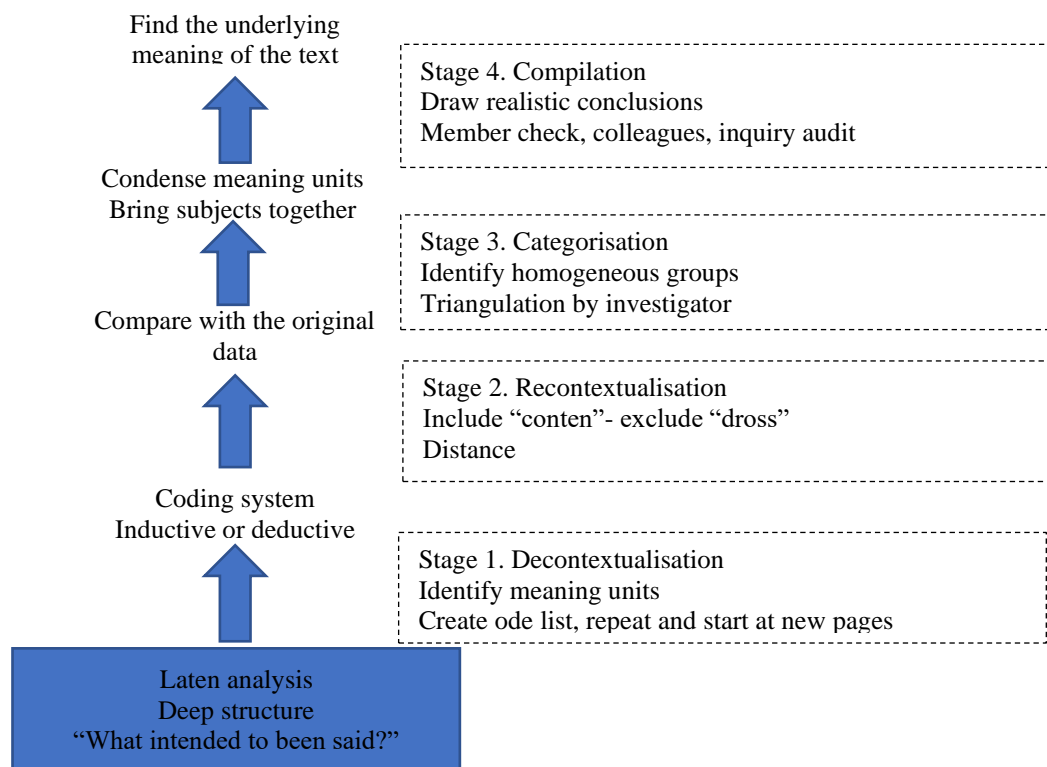


Figure 1. Stages of content analysis of communication in social services

3 Result

a) Local Development Vision

To overcome poverty and realize prosperity, since 2014-2018, under the leadership of Drs. H. Achmad Fikry, M.AP, as Regent and Ardiansyah, S.Hut, as Vice Regent, the Hulu Sungai Selatan (HSS) Regency Government, South Kalimantan Province, an autonomous region in Indonesia, carries the vision of "the realization of a prosperous, religious, and productive of the Hulu Sungai Selatan Regency". This vision is contained in Local Regulation (Peraturan Daerah) Number 11 of 2023 concerning the Local Medium-Term Development Plan of Hulu Sungai Selatan Regency for 2014–2023.

The re-election of Drs. H. Achmad Fikry, M.AP., as Regent for the 2018-2023 period with his Vice Regent Syamsuri Arsyad, S.AP., MA, continued and renewed his development vision to be "Towards a Smart, Innovative, Technological, and Religious Hulu Sungai Selatan Regency to realize the welfare of the world and the hereafter". As stated in local Regulation (Peraturan Daerah) Number 3 of 2019 concerning the local medium-term development plan of Hulu Sungai Selatan Regency for 2018–2023 and Hulu Sungai Selatan Regent Regulation (Peraturan Bupati) Number 25 of 2021 concerning the adjustment of the local medium-term Medium-Term plan of Hulu Sungai Selatan Regency for 2018–2023.

b) Rumah Sejahtera Program (PRS)

The Rumah Sejahtera Program is an innovation of the flagship program of the Hulu Sungai Selatan Regency Government, initiated by Drs. H. Achmad Fikry, M.AP, Regent of Hulu Sungai Selatan for the 2013-2018 and 2018-2023 periods. This program began to be implemented in 2014, which was motivated by the high poverty rate at that time. BPS data stated that in 2013, it was at 6.67%, higher than the poverty rate in South Kalimantan Province of 4.76%, and ranked second in Banua Enam (Hulu Sungai Utara Regency, Tabalong Regency, Balangan Regency, Hulu Sungai Tengah Regency, and Tapin Regency). Most of these communities occupy 5,052 uninhabitable homes that do not meet health, security, or social requirements. In addition, poor families who occupy uninhabitable houses are mostly short on food, do not have health insurance, have low levels of education, and do not have enough income to meet their daily needs. The PRS, in contrast to some autonomous regions in Indonesia, is known as the home renovation program. Although both have the substance of rehabilitating or building uninhabitable houses into habitable ones, the rumah sejahtera program is very different because the residents of the houses who get the program get program complementarity according to their respective needs according to applicable regulations. The complementarity of the program is also an effective step to achieve the Sustainable Development Goals (SDGs), namely: reducing hunger with a prosperous rice program worth 10 kg of rice/head of family and an elderly life insurance program worth Rp. 250,000,-/elderly/month; educational aspects in the form of joint programs to care for orphans (BERUPAYA); and children's social welfare programs worth Rp. 100,000,-/children/month; health aspects in the form of free class III health insurance at government health facilities in the form of Universal Health Cooverage (UHC) and increasing family income through productive economic business assistance worth a maximum of Rp. 3,000,000,-/productive economic business/person.

c) Sarjana Pendamping Desa Sejahtera (SPDS) as a social workers

Sarjana Pendamping Desa Sejahtera (SPDS) was established based on the Regulation of the Regent of Hulu Sungai Selatan Number 18 of 2014 dated May 28, 2014 concerning Technical Guidelines for the Implementation of the Sarjana Pendamping Desa Sejahtera of Hulu Sungai Selatan Regency. This regulation is an implementation of Regulation Number 5 of 2012 concerning poverty reduction and Local Regulation Number 11 of 2013 concerning the Regional Medium-Term Development Plan 2014–2018, which was later updated with Local Regulation Number 3 of 2019 concerning the Regional Medium-Term Development Plan 2018–2023..

SPDS, better known as Samping Desa as a social workers, is a scholar who is seconded to provide assistance to efforts to empower village institutions and community groups, has a high social spirit, and has passed the selection. The main objective of the SPDS is to build the village and its community for the better through the empowerment of village government institutions in accordance with the provisions of the law and society, namely low-income poor groups or communities, which are formed on mutual awareness and desire to become more empowered and independent and improve their standard of living.

In more detail, the objectives of the SPDS are to: a) empower the community, both individuals and groups, to be better than before; b) empower village institutions to become institutions that are able to be a source of inspiration, able to serve their communities, accountable, clean, and transparent; c) encourage the growth and development of existing businesses in the village and encourage increased productivity of rural communities; and d) be able to drive the economy of rural communities in order to achieve a prosperous village.

d) Communication in Social Services

(1) Initial approach

Online news search results in the Rumah Sejahtera program at the initial approach stage, according to N, the Head of the Social Office of Hulu Sungai Selatan Regency, emphasized the importance of a priority scale. We do the data collection, then verify. After verification, it will be included in the waiting list and proposed in the previous year, so that in the current year, only the implementation remains. (N, Head of Social Office of Hulu Sungai Selatan Regency, <https://banjarmasin.tribunnews.com>, Thursday, July 1, 2021, 21.30 WIB). Meanwhile, for people who have not received PRS (rumah sejahtera program) assistance, be patient while waiting for their turn because there is data verification that must be done to meet the requirements for disbursement of aid (AF, Regent of Hulu Sungai Selatan, <https://kalsel.antaranews.com>, Thursday, August 27, 2020, 17:45 WIB).

In addition, SPDS is also directly involved in verifying data updates related to social aid programs from the Ministry of Social Affairs (N, Head of the Social Office of Hulu Sungai Selatan Regency, Tuesday, June 22, 2021, 01:10 WIB, <https://banjarmasin.tribunnews.com>).

""We hope that the existence of the SPDS can accelerate the verification and validation of data on poverty in the BDT (integrated database of the Ministry of Social Affairs)." (Report of the Head of Social Office of Hulu Sungai Selatan Regency, Hj. SE, on the SPDS supervisory coordination Meetings within the Scope of the Hulu Sungai Selatan Regency Government, <https://kalsel.antaranews.com>, Tuesday, September 19, 2017, 16.30).

N further explained that each SPDS is directly involved in verifying data updates related to social aid programs from the Ministry of Social Affairs (<https://banjarmasin.tribunnews.com>, Tuesday, June 22, 2021, 01.10 WIB).

(2) Planning

According to N, every SPDS... assists in planning and proposing programs in the following year. (<https://banjarmasin.tribunnews.com>, Tuesday, June 22, 2021, 01:10 WIB). Guided by the planning made, ensure that the social assistance provided achieves its goals. Therefore, in the use of social assistance to rehabilitate uninhabitable houses, AF (Regent of Hulu Sungai Selatan) emphasized that the use of PRS social assistance can be really taken into account (planned). Because the nominal is not too large, according to him, to meet it, it must be calculated and used according to its designation (AF, Regent of Hulu Sungai Selatan on the distribution of PRS in Kandangan District and Sungai Raya District, <https://kandangankec.hulusungaiselatankab.go.id>, August 18, 2020).

AF advises aid recipients to be able to use the assistance provided as well as possible and adjusted to the current condition or damage to the existing house (AF, Regent of Hulu Sungai Selatan at the handover of PRS social assistance in 2023 in Padang Batung District, <https://kalsel.antaranews.com>, Monday, June 12, 2023, 18.64 WIB). Therefore, according to AF, social aid recipients prioritize repairing the most urgent parts of the house because the funds provided by the government are limited. (AF, Regent of Hulu Sungai Selatan at the handover of the 2023 PRS social aid program in Kalumpang District, <https://kalsel.antaranews.com>, Friday, June 16, 2023, 19.41 WIB).

(3) Intervention

AF (Regent of Hulu Sungai Selatan) expects that at the time of handing over social assistance for the rumah sejahtera program to convey: The funds have been given, so we ask that this PRS be carried out as soon as possible, so that KPM (recipients program) can immediately enjoy a decent place to live. (AF, Regent of Hulu Sungai Selatan on the distribution of rumah sejahtera programs in Kandangan and Sungai Raya Districts, <https://kandangankec.hulusungaiselatankab.go.id>, August 18, 2020).

AF, through the sub-districts, encourages house renovations to be carried out in a mutual cooperation pattern, involving elements of the local community and volunteers so that the spirit of togetherness is felt (AF, Regent of Hulu Sungai Selatan at the handover of social aid for the PRS in Kandangan District, <https://kalsel.antaranews.com>, Thursday, June 8, 2023, 10.30 WIB). If it can be a pattern of mutual assistance, mutual assistance in the village (AF, Regent of Hulu Sungai Selatan at the handover of the 2023 PRS social aid program in Kalumpang District, <https://kalsel.antaranews.com>, Friday, June 16, 2023, 19.41 WIB). This was also explained by N, Head of the Social Office of Hulu Sungai Selatan Regency, that the work process was initially carried out in a mutually cooperative manner by the surrounding community, but the completion (finishing) was still done by skilled craftsmen (N, Head of Social Office in the Distribution of PRS in Kandangan and Sungai Raya Districts, <https://kandangankec.hulusungaiselatankab.go.id>, August 18, 2020).

(4) Social assistance

The fourth stage in social services is providing social assistance to program recipients who receive social service programs from the government. This is an effort to realize a prosperous village.

"In order for the village to be more prosperous, of course there are people in it; not everyone can be handled by the government because it is limited. Finally, prioritized residents who get government program assistance, whether social assistance from the province, district, or center of government, are asked to be escorted individually by the SPDS" (AF, Regent of Hulu Sungai Selatan at the 2021 SPDS supervisory coordination Meetings, <https://kalsel.antaranews.com>, Wednesday, June 16, 2021, 18.27).

The previous year, AF (Regent of Hulu Sungai Selatan) also conveyed that: "Now we will focus more on each person so that one day we can declare a prosperous village, thanks to the assistance of the SPDS" (AF, Regent of Hulu Sungai Selatan, when handing over the decree to the potential of the Social Service at the Arts Building, Kandangan, <https://kalsel.antaranews.com>, Thursday, February 14, 2019, 20.19).

This affirmation was repeated by the AF Regent of Hulu Sungai Selatan at the 2022 SPDS supervisory coordination Meetings at Sanggar Pramuka: village mentors focus on social program assistance (<https://kalsel.antaranews.com>, Monday, August 1, 2022, 21.13). Assistance with these social programs is a form of social service for people with social problems. Meanwhile, N, Head of Social Office said that each SPDS carried out assistance in one village. If the population of the village is large, the responsibility automatically becomes greater. (N, Head of Social Office of Hulu Sungai Selatan Regency, Tuesday, June 22, 2021 01:10 WIB, <https://banjarماسin.tribunnews.com>).

Meanwhile, AF, the Regent of Hulu Sungai Selatan, said:

"PRS in Hulu Sungai Selatan Regency is different from the House Renovation Program in other regencies because other regencies only dissect houses, while those owned by the Government of Hulu Sungai Selatan Regency have PRS, where the houses are repaired and the people in the houses are also assisted with various assistance." Such as the Elderly Life Insurance (Jadup Lansia) if there are elderly in the house, Productive Economic Business (UEP) to be able to develop their business, Keluarga Harapan Program (PKH) for school-age children, and BPJS (universal health coverage) so that they can get treatment for free," explained the Regent (AF, Regent of Hulu Sungai Selatan on the distribution of PRS and UEP assistance in Angkinang and Telaga Langsat Districts, <https://dissos.hulusungaiselatankab.go.id>, 03 August 2022).

(5) Evaluation, termination and referral

The fifth stage in social services is evaluation, termination, and referral activities. For the Social Protection and Security Sector, the evaluation of the implementation of the PRS is carried out to ensure that the program achieves its goals. Therefore, the evaluation is carried out in writing by looking at the reporting on the implementation of the PRS and comparing it with the planning made along with other supporting documents as administrative evidence for accountability. Not only that, the evaluation is also carried out directly in the field by checking the final results of the implementation of the PRS and its utilization for program recipients.. The evaluation even involved external evaluators from the Inspectorate of Hulu Sungai Selatan Regency, the South

Kalimantan Provincial Inspectorate, the Audit Board (BPK), and the Audit Board for Finance and Development (BPKP), representing the South Kalimantan region.

Given that the PRS is different from the house renovation program in other districts because other districts only dissect houses, while those owned by the Hulu Sungai Selatan Regency Government with the PRS, namely the houses, are repaired, and the people in the house are also assisted or referred to various other social services, such as: Elderly Life Insurance (Jadup Lansia) if there are elderly in the house; Productive Economic Business (UEP) to be able to develop its business; Keluarga Harapan Program (PKH) for school-age children; and BPJS (Universal Health Coverage) so that they can get treatment for free," explained the Regent. This is as stated by AF, the Regent of Hulu Sungai Selatan, at the distribution of PRS and UEP assistance in Angkinang and Telaga Langsat Districts (<https://dissos.hulusungaiselatankab.go.id>, August 3, 2022)

(6) Further coaching : Facilitation of economic empowerment, Health coaching, Facilitative access to educational, and Cross-stakeholder empowerment for program sustainability.

First, to facilitate economic empowerment, some activities in an effort to empower the beneficiary families include technical guidance on entrepreneurship, cake making, and other snacks. SPDS also helps market RTM (recipient program) products through the movement of buying poor household products. The marketing is carried out through either opening stands at the delivery of social assistance, welfare stalls, exhibitions or anniversary expos, displays in the Social Service Hall, parcels for officials, or marketing through online media. The Regent of Hulu Sungai Selatan AF welcomes and strongly supports the let's buy RTM (recipient program) products movement program because the program can encourage those who are less fortunate to be able to rise and stop them from being dependent on assistance from the government (AF, the Regent of Hulu Sungai Selatan when purchasing RTM products packaged in parcels containing banana chips, onion cakes, rengginang, brown sugar, and others by SPDS in his workspace, <https://kalsel.antaranews.com>, Tuesday, September 25, 2018, 2.19 PM).

"We ask that the marketing is not only limited to offices, offices possible, a wider scope, and the products marketed must really pay attention to quality, both in terms of taste and packaging... In the form of food, they must obtain permission from the Health Office, including not using harmful materials or substances" (AF, Regent of Hulu Sungai Selatan when purchasing RTM products packaged in parcels by SPDS in his workspace, <https://kalsel.antaranews.com>, Tuesday, September 25, 2018, 14.19).

Given the need for related parties to provide support and assistance to these micro or small and medium businesses (UMKM) products, AF further revealed that the support and contribution of all parties can help and improve the welfare of HSS residents, especially for underprivileged residents or RTM (AF, Regent of Hulu Sungai Selatan when purchasing RTM products packaged in parcels by the SPDS in his workspace, <https://kalsel.antaranews.com>, Tuesday, September 25, 2018, 2:19 PM).

Second, in health coaching, Hulu Sungai Selatan Regent, AF, in his direction, conveyed a message to Beneficiary Families (KPM) to invite families or relatives to take part in the COVID-19 Vaccination Program as one of the efforts to prevent and avoid COVID-19 transmission.

"Vaccines are our effort to prevent the transmission of COVID-19; already, vaccine masks

should not be removed because even if we have vaccinated once or twice, we also do not let our guard down. Vaccines are not everything, but our efforts are the same as using masks, and before the government is not allowed to remove masks, please do not remove masks". He said at the end of his remarks while expressing his gratitude and greetings (AF, The Regent of Hulu Sungai Selatan in front of the recipients of the PRS and SPDS at the handover of PRS and UEP social assistance in Angkinang District, December 7, 2021).

One of the COVID-19 vaccination assistances was carried out by the SPDS of Batang Kulur Village, Sungai Raya District, especially for recipients of social assistance for the PRS, local prosperous rice (rastrada), life insurance (jadup), non-cash food assistance (BPNT), keluarga harapan program (PKH), village fund direct cash assistance (BLTDD), and 12-year-old Tampang Elementary School children organized by the Batang Kulur Health Center at the Batang Kulur village hall, Sungai Raya District. The same thing was also done by SPDS in Padang Batung District, who assisted in COVID-19 vaccination for schoolchildren aged 6–11 years and their parents at SDN Jembatan Merah Padang Batung District. In addition to facilitating COVID-19 vaccination, SPDS also conducts communication, information, and education activities related to COVID-19, facilitating posyandu activities for both elderly and toddler.

(7) Facilitative access to educational

Third, facilitate access to educational activities, SPDS, one of which is SPDS Amawang Kanan Village, Kandangan District, in addition to carrying out community service and empowerment activities in Amawang Kanan village, also participated in helping teach early childhood in PAUD, owned by Durral Qolbi village. The person concerned said, hopefully always eager to prosper the children of residents through the field of education and present students who are able to be independent in achieving their goals.

To support the sustainability of education for one of the underprivileged students, NA, a resident of Jambu Hilir RT 3 RW 2, Jambu Hilir Village, Kandangan, who is also a grade VII MTsN Amawang Kandangan student, SPDS Jambu Hilir Village provides assistance and coordinates with Baznas Hulu Sungai Selatan Regency through the smart HSS program to get assistance with education costs and transportation equipment in the form of bicycles.

Fourth, cross-stakeholder empowerment for program sustainability. The collaboration of the PRS received support from the central government through the self-help housing stimulant program (BSPS). MKS, Head of Dispera KPLH HSS Regency (Office of Public Housing), said during the socialization of the program that BSPS aims to realize habitable houses by prioritizing building safety requirements, health for residents, and adequacy of space (<https://kalsel.antaranews.com>). The same thing was also done by the Ministry of Social Affairs through the RS-RTLH or rutilahu program (social rehabilitation program for the uninhabitable houses); even KI, the Minister of Social Affairs of the Republic of Indonesia in 2015, was pleased to directly lay the first stone for the construction of houses for residents of Kayu Abang Village, Angkinang District, in a series of working visits in Hulu Sungai Selatan Regency (<https://nasional.okezone.com>). Meanwhile, until 2023, N, Head of the Social Office of Hulu Sungai Selatan Regency, said that his party also received information from the Dispera KPLH, from the self-help housing stimulant program from the APBD (state budgetting), Ministry of PUPR (Public Works and Public Housing), from 2012 to 2023, about 9,013 houses, worth a total of more than IDR 97 billion. (<https://kalsel.antaranews.com>). In addition, the South Kalimantan

Regional Police, at the initiation of the South Kalimantan Police Chief, in collaboration with the Lazis Assalam Fil Alamin Foundation, also contributed to dissecting 10 (ten) houses into habitable areas in Hulu Sungai Selatan Regency. The PRS also received support from the South Kalimantan Provincial Social Office through the RS-RTLH program, house renovations from the PKK (Empowerment and Family Welfare) of South Kalimantan Provincial, Village Governments in the Hulu Sungai Selatan Regency, both through the rehabilitation of uninhabitable houses and the construction of toilets, facilitate village electricity connections to the homes of residents receiving the welfare house program. Apart from the government, house renovation also received support from the business world, both from mining companies, plantations, and local drinking water companies through corporate social responsibility (CSR). The house renovation program in Hulu Sungai Selatan Regency has also been supported through corporate social responsibility (CSR) funds from several companies, including PDAM Hulu Sungai Selatan..

N, Head of Social Office of HSS Regency, said on the occasion that the PRS assistance handed over this time was CSR funds of Rp. 17.5 million from PDAM HSS, which were programmed to be distributed every year through us (Social Service); meanwhile, AF, Regent of Hulu Sungai Selatan, advised on the occasion of handing over the aid that the beneficiaries could carry out renovation or development properly and as well as possible. What is repaired is the main building; do not let the construction not be completed, and this assistance fund is also to be used as soon as possible so that it can immediately occupy a decent house (<https://kalsel.antaranews.com>).

4 Discussion

Based on the content of the analysis, it can be seen that the deepest meaning of communication, both in the context of empowering social workers and program recipients, is motivation as an effort to build the driving force of social workers and program recipients to direct all their energy, abilities, knowledge, expertise, performance, and time to succeed in the welfare house program[12]. The motivation is guided by local government vision and social service program goals. Social workers and program recipients are entrusted to exert their best potential or ability, build passion for performance, have confidence in their success, and hope for the best results[9], generating self-efficacy and building awareness that actions will have an effect in the form of change in program recipients [13], Give the power to take initiative on the problems faced [9], with dialogue between social workers and program recipients [14], So as to realize the effectiveness of communication as well as the achievement of program objectives appropriately and effectively [15], namely: welfare [1], indicated by the fulfillment of the basic needs of the community, the overcoming of social problems, and the improvement of living standards [16], as mandated in Law Number 11 of 2009 concerning Social Welfare.

In general, the results of the content analysis found that local development implemented by the Hulu Sungai Selatan Regency Government adopts a social welfare development model, considering that: a) aims to improve the standard and quality of life[1], through the regulation of social service programs, especially those related to housing aspects (Rumah Sejahtera Program), supported by program complementarity, both in health aspects (assistance for posyandu toddlers and the elderly, COVID-19 Vaccination Program, Universal Health Cooverage), Keluarga Harapan Program (PKH), Education (Children's Education Services and Assistance with Educational Facilities and Equipment), the availability of social security,

especially security for the elderly, and personal social services: Children's Social Welfare Program and Bersama untuk Peduli Anak Yatim Program (BERUPAYA)[1][2], b) These social services are carried out by social workers with the title of Sarjana Pendamping Desa Sejahtera (SPDS) and guided by social services applicable in Indonesia, with stages: initial approach (including engagement, intake, contact, kontrak, and assessment), planning, intervention, social assistance, termination, evaluation, referral, and further coaching.

Development communication in social services is a reciprocal message exchange activity (social service) between the Local Government of Hulu Sungai Selatan Regency (Local Heads of Regent and Head of Social Office) and the SMCR (source-message-channel-receiver) model with social workers and program recipients [3][4]. This is an effort to carry out social responsibility and services in an effort to empower the community [5] in an effort to overcome poverty [3].

Communication in social services is modeled as SMCR (source/communicator-message-channel-receiver/communicant), which has the impact of changing the awareness and behavior of program recipients. [7], indicated are various economic activities and healthy and educated living behaviors. Communication in social services carried out by local heads of regent and head of social office (as communicators) who transfer messages (rumah sejahtera programs) to communicants /receivers (SPDS as social workers who provide program assistance) and program recipients (a person or family who gets a welfare house program) are: a) transfer of information about the rumah sejahtera program; b) strive to realize a common meaning (that to overcome poverty and realize welfare, program recipients must be empowered, productive, and independent, and assistance by social workers is a strategic effort so that its implementation is effective and efficient); c) persuade communicants/receivers, for workers to build motivation, provide knowledge, and improve their ability so that communication behavior in social services with program recipients is appropriate and effective in achieving their goals, for program recipients as program information about the program, terms, obligations, mechanisms, and accountability for the implementation of the Rumah Sejahtera program, and d) building a community of the Rumah Sejahtera program (communication becomes a medium of interaction, building cooperation, participation, and togetherness among the parties to achieve common goals, and building a prosperous house that is sustainable, empowering, independent, and prosperous)[6].

In this context, the Hulu Sungai Selatan Regency Government, through local heads of regent and head of social office (as communicators/sources), makes communication a medium of empowerment, or communication empowerment, or communication in empowerment, with the argument that: Local governments provide access to information to obtain rumah sejahtera programs; program recipients and surrounding communities, as control holders, build the communication capabilities of program recipients and local communities (to voice, submit complaints, reports, opinions, and the like about the social problems they face and their potential), the provision of SPDS as a social worker who accompanies program recipients and becomes a talking partner in overcoming their social problems, building direct experience of program recipients, sharing resources, preserving the culture of mutual aid, or working collectively so as to realize social participation and solidarity in program implementation[8]

Empowerment in communication in social services is manifested in two models, namely, worker empowerment and community empowerment. In empowering workers, the Hulu Sungai Selatan

Regency Government, through local heads of regent and head of social office (as communicators/sources in social services), motivates organizational members (local government and SPDS) as a strategy to improve the performance and competitiveness of social workers in an effort to achieve local development vision and social service goals [9]. While community empowerment, the Hulu Sungai Selatan Regency Government (through local heads regent and head of social office as communicators/sources in social services) motivates program recipients to recognize social problems, recognize their potential, both personal and environmental, speak out (convey complaints and their desire to overcome the social probcomplaintsface), and obtain information about programs that suit their needs accordingly. The criteria are to improve the ability to act productively, live healthy and educated lives, overcome the poverty they face, be empowered and independent, and participate in social life [9][10]. Based on this, the Hulu Sungai Selatan Regency Government affirms that it will focus empowerment on individual strength and social strength[11].

In particular, the content of communication analysis in social services means motivation can be seen in the following figure 2 chart:

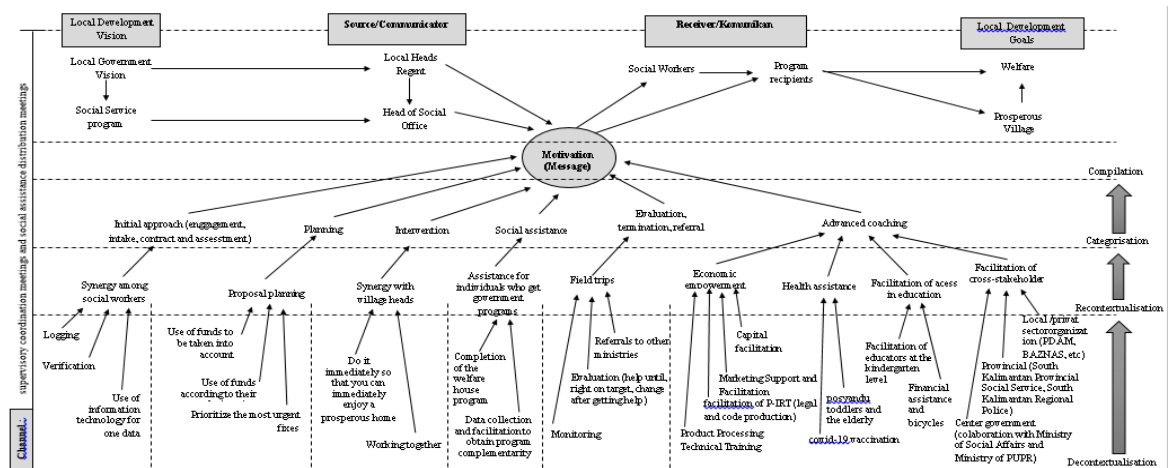


Figure 2. Communication in social services means motivation

Based on the six communication processes in social services, both initial approaches—planning, intervention, social assistance, evaluation, termination, and referral—as well as further coaching, local heads of regent and head of social office become the main communicators/sources, the main message about motivation, the media used for supervisory coordination meetings, and social assistance distribution meetings, while SPDS and program recipients are communicants/receivers who receive messages. Motivational messages carried out by the Hulu Sungai Selatan Regency Government through local heads of regent and head of social office (as communicators/sources) to social workers and candidates or recipients of programs (communicants/receivers) are described in detail as follows: 1) motivate social workers to synergize with other social workers in collecting data and verifying and facilitating poverty data and data or information on prospective recipients of the PRS. Social workers in this activity carry out assessment, contact, contract, and assessment activities on candidates or program recipients and their physical and social environmental conditions (initial approach).

The data or information is then used as a basis for regulating the program according to the needs of the candidate or recipient of the program. The suitability of recipient data and programs as needed is expected to ensure the achievement of goals legally, accountably, effectively, and efficiently, 2) motivate program recipients to plan proposals for the rumah sejahtera program, including: the use of funds to be calculated correctly according to their designation and prioritized repairing the most urgent. With this message, social workers then communicate and interact with program recipients to plan rumah sejahtera programs, start making proposals, and use social assistance funds according to the message conveyed by the communicator/source, 3) motivate program recipients and the parties involved (social workers, sub-district (kecamatan) authorities, and village authorities, as well as the community around the program recipients), so that after social assistance is handed over, rehabilitation work or construction of rumah sejahtera will immediately be carried out. With this message, social workers synergize with village heads (kades or lurah) to oversee the rehabilitation or construction of rumah sejahtera, working together (gotong royong), building awareness, participation, cooperation, and togetherness, 4) motivate social workers to assist individuals who get the PRS in: a) completion of the rumah sejahtera program, including communicating problems encountered during its resolution to facilitate the best solution to overcome them; b) data collection and facilitation to obtain complementarity of the residents/communicants/receivers program according to their criteria and needs. The complementarity of the program is an effort to accelerate the realization of prosperous villages as well as the realization of the social service goals of the Social Service, which also have implications for achieving the vision of local development, 5) Motivating program recipients on the desire and hope to stay in touch and visit from communicators/sources (local heads of regent and head of social office) is conveyed to program recipients (communicants/receivers) when rehabilitation or construction of rumah sejahtera has been completed. The motivational message becomes a motivation for social workers to periodically monitor the implementation of rehabilitation or construction and conduct evaluations after the completion of rehabilitation or construction of rumah sejahtera, especially in the form of written reports. For program recipients who are found to need to get referrals to other services, both social services and other administrative services are forwarded to the Social Services and related parties; 6) motivate social workers to continue to provide further coaching to program recipients. The completion of the Rumah Sejahtera program has been able to physically meet the availability of housing for poor families, but a more substantive follow-up is, of course, coaching program recipients to be productive, empowered, independent, and prosperous. The message of further coaching is then followed up by social workers by communicating, consulting, collaborating with social services and related parties, and carrying out economic empowerment (capital facilitation, technical training on product processing, P-IRT facilitation, such as legality and production codes, and production marketing, health coaching (covid-19 vaccination, assistance for toddlers and the elderly posyandu), facilitation of access to education (facilitation of educators at the kindergarten level, funding aids and bicycles), and facilitation of cross-stakeholder cooperation (collaboration/synergy with programs of the Ministry of Social Affairs, Ministry of PUPR, South Kalimantan Provincial Social Service, South Kalimantan Regional Police, PDAM of Hulu Sungai Selatan Regency, and Baznas of Hulu Sungai Selatan Regency).

Based on the content of the analysis, it can be seen that the deepest meaning of communication, both in the context of empowering social workers and program recipients, is motivation as an effort to build the driving force of social workers and program recipients to direct all their

energy, abilities, knowledge, expertise, performance, and time to succeed in the welfare house program.[12]. The motivation is guided by local government vision and social service program goals. Social workers and program recipients are entrusted to exert their best potential or ability, build passion for performance, have confidence in their success, and hope for the best results[9], generating self-efficacy and building awareness that actions will have an effect in the form of change in program recipients [13], Give the power to take initiative on the problems faced [9], with dialogue between social workers and program recipients [14], So as to realize the effectiveness of communication as well as the achievement of program objectives appropriately and effectively [15], namely: welfare [1], indicated by the fulfillment of the basic needs of the community, the overcoming of social problems, and the improvement of living standards [16], as mandated in Law Number 11 of 2009 concerning Social Welfare.

5 Conclusion

Based on the results of the analysis content, the elements of communication in social services are: local heads of regent and head of social office are the main communicators/sources; the main message conveyed is motivation, both from the perspective of empowering social workers and program recipients; the media used through supervisory coordination meetings and social assistance distribution meetings; and Sarjana Pendamping Desa Sejahtera (SPDS) and program recipients are communicants/receivers. Motivation is the main message in achieving social service goals as well as contributing to the achievement of the vision of the local Government, namely: a prosperous community.

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