

Village Government Communication Strategy In Overcoming The Conflict On The Construction Of The Moramo Pitu In Tanjung Tiram Village, South Konawe District

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Abstract. The aim of this research is to analyze the Village Government's communication strategy in overcoming the conflict over the construction of the Moramo PLTU in Tanjung Tiram Village, South Konawe Regency. This research used a qualitative approach with informants consisting of village government and village officials, community leaders, companies and the community in Tanjung Tiram village, who were selected using purposive techniques. Data collection techniques through in depth interviews and document study. Meanwhile, data processing techniques refer to the data processing and preparation model in the qualitative research approach and data analysis techniques refer to domain analysis and taxonomy. The research results show that the village government's communication strategy in overcoming the conflict over the construction of the Moramo PLTU in Tanjung Tiram Village, South Konawe Regency is an integrative communication strategy, namely intensive internal communication directly, personally and in groups, as well as mediation through confirmation of applicable rules, by selecting credible communicators, which is delivered with an informative and persuasive approach, and uses an adaptive and personal channel that is humanistic, namely the WhatsApp group. This communication strategy has had an impact on receiving development messages evenly by all village communities so that it does not cause prolonged conflict.

Keywords: Group Discussion, Village Development, Integrative Communication Strategy, Humanist Communication.

1 Introduction

The rate of economic growth and investment in a country or region cannot be separated from the availability of infrastructure such as transportation, telecommunications and energy [1]. Electricity is a priority energy source in Indonesia in national development planning for the last 10 years [2]. The business of providing electricity (RUPTL) can improve a nation's standard of living and increase its productivity [3].

In 2016, the Indonesian government built a 100 MW PLTU located in Tanjung Tiram Village, South Konawe Regency. The construction of PLTU aims to meet the community's lacking and growing electricity needs [4], [5]. Moramo PLTU has been in operation since 2019 and is highly appreciated by the people of Southeast Sulawesi and West Sulawesi [6].

The construction of the Moramo PLTU also gave rise to conflicts between corporations and the surrounding community, as did the construction of other PLTUs [2], [4], [7]. The conflict that occurs is in the form of a dispute over compensation for residents' land that is not suitable, and the environment is damaged due to the passage of heavy vehicles. This conflict

must be resolved immediately because it can endanger the safety of residents in infrastructure development areas, as well as other dangers that could lurk in communities around infrastructure development [8], [9]. The conflicts that occur above cause a lot of losses to companies and society if they are not resolved immediately [10].

Since it was built in 2016 until it was operational in 2019, conflict events have colored the development of the Moramo PLTU. However, this conflict was overcome and the development was successful and has been enjoyed until now. The Village Government as an extension of the authority of the central government must implement Central Government policies, but also take into account regional conditions, especially the conditions of the community where the policies will be implemented. Government Regulation Number Section 72 of 2005 stipulates that the village government's duties include promoting peace and order in the community; as well as conduct discussions to resolve disputes, including conflicts arising from the construction of Moramo PLTU. Therefore, it is important to study the communication strategy implemented by the village government in overcoming the conflict over the construction of the Moramo PLTU in Tanjung Tiram Village, South Konawe Regency.

2 Literature Review

2.1 Communication Strategy Concepts and Theories

A communication strategy is a design created to change human behavior, especially on a larger scale through the transfer of new ideas (Roger in [11], and [12]). A communication strategy is the best combination of all communication elements, from communication channel, message, recipient to impact (effect) designed to achieve optimal communication goals (Midelton in [13]). The definition of communication strategy is the use of a combination of communication aspects including communication frequency, communication form, communication content, communication channels (Mohr and Nevin in [14])

Determining a communication strategy cannot be separated from the elements of communication, communicator, message, media, communicant and effect (Effendy, 2000 in [15]). Communication strategies can use group communication, interpersonal communication, mass communication, and persuasive communication methods [16]. When implementing a communication strategy, the entire communication process must be understood as the process of transforming messages between two parties. Both parties are interested in the process and possess knowledge that can be exchanged between them [17], and in this case, the communication strategy must take into account all parties involved in the communication process [2].

The communication strategy of the commune-level government when performing its main tasks and functions is to convey the government's ideas, programs and ideas to the community to achieve the state's goals. In addition, the government strives to be a communicator that can influence society so that its ideas and programs can be accepted and implemented by the community. The government, to convey its programs and policies, uses media which is a combination of all communication elements. Communication is a means of resolving conflict [18].

2.2 Conflict Concept in Development

Conflict is a social process in which individuals or groups attempt to achieve their goals by opposing the opposing party accompanied by threats and/or violence [19]. Definition of conflict as values or demands related to a position of power, the acquisition of material resources, or scarce wealth, in which the conflicting parties are not only characterized by disagreement but also seek to monopolize, damage or, if necessary, destroy the opposing party (Cosser (in [20])).

Conflict is part of the components of society that always exist and will never disappear. Conflict is a societal symptom that will always be inherent in the life of every society. Therefore, it is impossible to eliminate [20]. As a societal symptom inherent in the life of every society, it will only disappear with the disappearance of society itself. Conflicts that occur can only be controlled so that they do not materialize in violent and prolonged forms.

Stated that conflicts that occur between corporations and local communities have losses that must be paid by corporations, including funds to pay for security to ensure company activities run safely, corporate productivity can decrease due to closures and even sabotage from residents who has a direct impact on corporate income, the compensation that must be paid in terms of compensation for residents' land, and finally the impact on corporate reputation which has an impact on investment in company shares. Meanwhile, the losses experienced by the community live unsettled and uncertain lives because they have to protect the land [21].

The success of conflict resolution cannot be separated from the communication strategies used by the government or parties involved in the conflict [11], [12]. Arguing that the use of communication plays a role in resolving conflicts between individuals and conflicts arising from communication [22], [23], [18]. Perdana in [9] suggests that conflict resolution through communication can also be accomplished through mediation. Mediated negotiations, including through the negotiation process with the assistance of a third party (mediator) as mediator. Mediation is a mediated conflict resolution process in which a third party is not involved in the dispute but exists to assist the conflicting groups. It is also stated that conflict resolution efforts can be made through communication through negotiation [12]. Arguing that negotiation is a structured process used by disputing parties to conduct dialogue on issues on which each side has different views. The purpose of negotiation is to seek to clarify issues or problems and try to reach agreement on how to resolve them (Fisher in [18], [22]). In principle, this negotiation is carried out with decision makers and policy makers so that decisions and policies are made in accordance with common interests and can resolve conflicts that arise from past to present [24].

3 Method

This study is a descriptive research with a qualitative approach, which aims to give a complete picture of the social context that can clarify social phenomena or realities, in this case related regarding the village government's communication strategy to overcome PLTU's construction-related conflicts in Tanjung Tiram Village, North Moramo District, South Konawe District. Qualitative research is also known as naturalistic research because the nature of the data collected is qualitative and not quantitative, while the situation of the research field is natural or natural, not manipulated or adjusted by testing. To obtain data from various sources, it includes interviews, observations and desk research. Interviews were conducted with informants including village heads, village officials, land-owning village communities, and business representatives. Data analysis is used with an interactive model [25].

4 Findings and Discussion

Tanjung Tiram Village is one of the villages in North Moramo District, South Konawe District, established in 1987. Tanjung Tiram Village has most of its coastal area and a population of 269 families, accounting for 43.25% of the total their number of fishermen. Residents of Tanjung Tiramber village belong to the Muna, Butonese and Tolaki ethnic groups.

In general, the life of the people of Tanjung Tiram Village still depends on the head of the family who mostly works in the fisheries business. Meanwhile, population groups that can be categorized as productive age are still looking for and/or working on a temporary basis that cannot yet be categorized as permanent work. Most of the people in Tanjung Tiram Village already have formal education, as many as 26.70% have completed elementary school. Based on data on the level of welfare of the people of Tanjung Tiram Village, 28.31% of the total heads of families in Tanjung Tiram Village are still classified as poor.

The construction of the Moramo PLTU in 2016 and its operation in 2019 has had a positive impact on Tanjung Tiram Village, both physically and socio-economically. Although in the course of development there were pros and cons and gave rise to conflicts between the community and the company. The conflicts that occur are mainly related to development location boundaries and land prices. As stated by the head of Tanjung Tiram (FR) village that:

“Initially, the location for the construction of the Moramo PLTU was on the border of Tanjung Tiram village and Wawatu village. Based on the results of the feasibility study, the sea water depth level is more likely at the Tanjung Tiram village point. So the location shifted to Tanjung Tiram Village. This shift in location points causes the community's land boundaries to become wider and can be used as a development location. This is not approved by residents” (Interview, 20 November 2022).

Apart from development location boundaries, the sale value of land is also a matter of debate between the community and developers. According to the statement by the Head of Tanjung Tiram Village (FR) that:

“Community members sometimes claim not only certified land but also uncertified land. Even though at the beginning it was explained that the land that would be compensated was land that was legal or certified. So in calculating land compensation payments it will certainly be less. Community members continue to demand that it still be paid in full” (Interview, 20 November 2022).

The village government, as a village level government institution, has carried out various communication strategies in overcoming the conflict over the construction of the Moramo PLTU, especially in the development planning stage. The planning for the construction of the Moramo PLTU is a development that has been planned since 2014 at the beginning of President Jokowi-Yusuf Kalla's leadership, to meet electricity needs every year. in the regions of South Sulawesi, West Sulawesi and Southeast Sulawesi, which at certain hours experience maximum demand, so that sufficient electricity can support the acceleration and expansion of regional economic development in Southeast Sulawesi in particular and Indonesia in general. The planning stage for the construction of PLTU Moramo includes the survey stage, land acquisition and project socialization.

The PLTU Moramo construction planning survey was carried out in 2014. At this stage of the survey, the objective was to find the location of the PLTU construction site along the northern coast of Moramo district. The investigation involved the company (PT DSSP), the

central government and the regional government of Southeast Sulawesi province led by the Ministry of Energy, Mineral Resources and the Regent of Konawe South as well as district deputy and village chiefs. Representative Tanjung Tiram and village chief Wawatu. At this stage of the investigation, Tanjung Tiram village authorities have not yet communicated widely with the community. Discussions on site locations continue at central and district government levels. Communication from village chief Tanjung Tiram is only the opening part of each meeting with officials and people in the community. As village chief Tanjung Tiram (FR) said:

Site survey for PLTU construction The Village Government was not given an official letter from the developer or the South Konawe regional government. The Village Head only conveyed the results of a location survey that the PLTU construction location point was between Tanjung Tiram Village and Wawatu Village. After the development location point has been determined, the Village Head is often invited either directly via official letter or via WhatsApp to attend meetings related to PLTU construction planning, both from the district government and sub-district government (Interview, 22 November 2022).

Based on the information from the above interview, this shows that the village government is very active in finding and transmitting information related to PLTU construction planning. This is evidence that the village government is responsible for the environment of the village and community, as development in general can have both negative and positive impacts around the development area [26]. Development is essentially a process of moving in a better direction, which can make a difference compared to the previous situation [19]. Likewise, the PLTU construction underway in Moramo district, South Konawe Regency, is an ambitious master plan by the Indonesian government to accelerate the realization of expanding economic development and distribution. distribute prosperity equitably so that it can also benefit from it. people of Southeast Sulawesi, especially Tanjung Tiram village, North Moramo district.

After the government and investor determine the development location, land acquisition will be carried out immediately. For the purpose of purchasing land to build PLTU Moramo, the village government sought information about the sale value of land located at the proposed location of PLTU construction, by informally communicating with residents about land prices. After finding consistent information, hold an official meeting with the people and the investor to agree on the land lot's selling price. According to statements from community members who sold the land, the following:

“The land acquisition process for the construction of the Moramo PLTU was discussed jointly through a village meeting/deliberation forum, which was attended by the entire community, led directly by the village head and an agreed price range of 50-100 thousand/meter², although initially the prices offered by the community were different. different based on individual perception. The land price decision is based on land productivity” (Interview, 22 November 2023).

This information explains that the village government does not want any losses suffered by the community, therefore it is very careful in conveying information regarding land prices and avoids being an intermediary to receive money from the sale of its residents' land, so as not to cause conflict. This shows that the village government is maximizing various communication channels between its residents as well as with the developer.

Socialization also needs to be carried out to optimize development planning. Socialization of the construction of the Moramo PLTU as stated by the head of Tanjung Tiram Village (FR) that:

“The socialization was carried out twice, carried out generally at the Village Hall by inviting the entire Tanjung Tiram village community and presenting elements of the sub-district leadership and South Konawe Regency Regional Government as well as the developer. "In this socialization, the plans and benefits of the construction of the PLTU were conveyed as well as the impacts arising from the construction of the PLTU, including the issue of acquiring land belonging to the community that would be affected by the construction of the PLTU" (Interview, 20 November 2022).

The results of the interview above make it clear that the village government is socializing this program directly through village meetings between government and officials, and also holding meetings with village community organizations/LMD. To the community when there is a wedding celebration, or mourning or a harmonious gathering/social gathering, when there is an opportunity for the government to give a speech at events such as a welcoming ceremony from the Village Head, even through visits to residents' homes to convey plans for the construction of the Moramo PLTU.

Village governments can use various communication strategies to overcome conflicts over the Moramo PLTU construction process, starting from site determination surveys, land replacement and socialization about the start of the development project. Carrying out internal communication with all village officials and community members (consolidation) and mediation. The village government together with officials carry out communication and also carry out mediation. Through internal communication or consolidation, to map the origin of the conflict, the parties involved, the amount of losses and the resolution strategy [7]. In this internal/consolidated communication, all parties are involved in high intensity discussions and take place directly [11]. Apart from that, mediation is also carried out, the village government acts as a mediator between two parties, namely the community and the developer. As a mediator, the village government must comply with the rules for resolving conflicts, such as using a deliberation and consensus approach. As a mediator you also need to understand the real conditions of the problem and not take sides with one group, so as not to cause prolonged conflict [27]. Efforts to resolve conflicts by presenting stakeholders were not implemented in the Moramo PLTU construction planning process. This is because community members can accept the construction of the Moramo PLTU because it can have a positive impact on the village and the community itself [28]. The communication strategy does not use special media because the people still have traditional habits of relying on interpersonal and direct communication [11]. Conflicts that occur can be resolved with internal communication and mediation strategies carried out by village governments who have the characteristics of leaders who want to progress and transform [29].

5 Conclusion and Recommendation

5.1 Conclusion

The conflict that dominated the Moramo PLTU construction process occurred at the stage of determining the boundaries of the construction site, land rights claims based on tradition and history and the developer's claims based on juridical and formal matters. Conflict over compensation for the value of land, the community claims compensation for land and plants, the developer provides compensation based on the useful value of the land. The communication strategy carried out in an integrative manner is intensive internal communication directly, personally and in groups, as well as mediation, using an informative and persuasive approach,

as well as using adaptive and personal channels or media that are humanistic in nature, such as WhatsApp. This communication strategy is able to increase the acceptance of development messages evenly by all village communities so as not to cause prolonged conflict.

5.2 Recommendation

The company must prioritize land acquisition fairly and wisely so that development can be sustainable and consistent with community needs. The community must maintain contact with PLTU so that the company continues to contribute to the well-being of the community. For the local government, especially the Tanjung Tiram Village Authority, please strengthen communication in various ways with the community so that the community can benefit more from the construction of PLTU Moramo and always be a mediator. solution between the community and PT DSSP as a business. Apply negotiation methods to make decisions.

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