

Optimizing participatory communication in integrated village development

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Received April, 04 2024/Accepted September, 22 2024

Abstract

This research explores the role of communication in the Golden Village Movement in Lampung Province, focusing on Pasuruan Village, South Lampung. Using a qualitative and case study approach, this research analyzes the implementation of communication in the Golden Village Movement and the factors that influence its success. Through interviews, observations, and document analysis, this research reveals the importance of participatory communication in village development, as well as its impact on community participation. The results show that effective communication enables active community participation in the planning, implementation, and evaluation of development programs, such as Smart Village. Participatory communication is proven to increase the sense of belonging in the community and strengthen the relationship between the government and the community. The implications of these findings emphasize that in the absence of inclusive and open communication, development programs are likely to experience obstacles in their implementation. Therefore, participatory communication is key to the success of the Golden Village Movement, creating harmonious relationships between government and communities and promoting inclusive, sustainable development that effectively responds to local needs.

Keywords: Participatory communication, Integrated village development, Bottom-up approach, Interactive model, Communication optimization.

Introduction

Presidential Regulation Number 59 of 2017 concerning the Implementation of Achieving Sustainable Development Goals (Republik 2017) referred to as Sustainable Development Goals (SDGs) Village, which is the direction of village development until the year 2030 (Lailiyah, 2022). SDGs Village ensures that no one is left behind in village development. Law number 6 of 2014 concerning villages must bring about a new perspective on the development system in Indonesia (Bender, 2016). The current development system is not properly implemented. The presence of village laws is intended to maintain the village's autonomy in managing and governing the village with collective desires approved by the community.

However, despite the existence of strong regulations, the implementation of development at the village level still faces various challenges. Villages, as grassroots-level governance organizations, play a strategic role (Harsanto & Wahyuningrat, 2024). Villages are essentially the main focus of all development targets from district or city-province to the central government. However, various facts on the ground indicate that village growth and development are still not optimal. Field findings show that the functions and roles of villages do not align with the government's vision and mission. Consequently, many villages remain "stagnant," slow to develop, and tend to lag, despite nearly 70% of the population living in rural areas. The slow development of villages has implications for the dynamics and acceleration of development, including poverty, ignorance, unemployment, and limited access to information. Rural areas possess abundant natural resources, yet they are not optimally utilized. Villages have diverse potential resources to build themselves, including physical, social, population, and cultural resources (Ayu Purnamawati et al., 2023). Unfortunately, not all potential village resources can be utilized, and the village's resource support capacity is limited in terms of human resources, technology, and finance.

The success of development in each village is related to village innovation, referring to the welfare of rural communities (Buchori, 2023; Mulia, 2020; Wahdaniyah, 2022). Essentially, village innovation aims to bridge the needs of village governments with solutions to problems, as well as initiatives or alternative village development activities to achieve village self-sufficiency.

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Development Index is compiled based on five dimensions: basic services, infrastructure conditions, transportation, public services, and village government administration.

Effective communication is key to driving the development process at the village level (Long et al., 2024). Through effective communication, various stakeholders involved in the village development movement can coordinate, share information, and convey ideas to achieve common goals. Good communication enables various stakeholders involved in the village development movement to share information, opinions, and perspectives. With comprehensive and diverse information, better decision-making can be achieved. Decisions based on comprehensive and inclusive understanding are more likely to yield positive and sustainable results.

The urgency of this research lies in the need to understand how effective communication can be key in overcoming the various obstacles faced by villages in the development process. Inclusive and sustainable village development depends not only on the resources available, but also on how information is conveyed, understood, and applied by the various parties involved in village development. Pasuruan Village in Penengahan Sub-district, South Lampung, which has been named an integrated village in Lampung Province, is the focus of this research as its success is considered a barometer for village development in the region.

Village development aims to improve the quality of human resources, including creating an atmosphere conducive to the growth of rural community initiatives and self-reliance. Rural populations are potential human resources with dual roles, as subjects and objects of development (Rosilawati et al., 2021). Pasuruan Village is designated as a Development Village because some of its rural population still needs empowerment in terms of quality. Conversely, as subjects of development, rural populations play a crucial role as decisive actors in rural and national development processes.

Effective communication also plays a crucial role in developing the capacity of rural communities. Through open communication, rural communities can acquire the knowledge, skills, and information needed to actively participate in village development movements. Good communication can also facilitate the exchange of knowledge and experience between rural communities and other parties involved in the development movement.

This research focuses on analyzing the role of communication in the Golden Village Movement in Pasuruan Village, with an emphasis on how participatory development communication is carried out in the village innovation program. This research explores how effective communication can encourage active community participation in the planning, implementation, and evaluation of village development programs. Good and participatory communication is expected to facilitate a more inclusive exchange of information and improve the quality of decision-making that ultimately impacts the welfare of village communities.

Research conducted in Pasuruan Village, Penengahan District, South Lampung, is deemed interesting because Pasuruan Village is a barometer of village development success throughout South Lampung Regency and is selected as an integrated village in Lampung province. Thus, the researcher wants to understand how development communication related to village innovation programs is carried out. Therefore, through this research, it is hoped that effective communication in village development towards prosperous communities can be understood. Poverty as a problem caused by various factors, including relatively low human resource quality, powerless communities, and untapped rural natural potential, contributes to the slow development of villages. This is due to limitations in management and the scarcity of resources to harness available potentials (Mulia 2020. h. 2). Serious attention is needed to improve their living standards through various community empowerment programs tailored to the characteristics, conditions, and abilities of villages. Involving community participation in village development is one form of community empowerment. Participatory Communication is essential in planning, implementing, and evaluating village development (Sulastri & Pratama, 2022). Especially in the context of development planning, communication is necessary for various community empowerment programs carried out by the government, manifested in bottom-up planning systems. Open and inclusive communication encourages active community participation in village development activities. Through effective communication, communities can be encouraged to participate in planning, implementing, and evaluating existing development programs.

Research conducted by Muchtar (2016) explains that participatory communication is one approach to achieving development goals through active community participation. Communication that seeks to stimulate community enthusiasm is embraced through grassroots communication supplemented by government policies and interventions. The implementation of participatory communication is "community activities supported by the government," not vice versa, "government programs implemented by the community." It is also explained in several studies and research that participatory communication does not proceed as expected. The top-down development principle is still strongly felt, resulting in many programs that do not truly meet community needs and low levels of participation. Various government programs succeed in technical aspects but rarely succeed in empowering communities. Such development will lead to community dependence on the government. Likewise, Hadiyanto's research (2008) states that the participatory communication approach will fail if it does not meet prerequisites, namely the need to foster the belief that every individual or group has the right to fully participate in decision-making.

Participatory development communication must ensure the realization of cooperation at every participant level. This means that each party must strive to respect and honor the opinions and attitudes of others, as well as have mutual trust (Wahyuningtyas et al., 2021). Participatory communication focuses more on creating shared meanings that emphasize achieving consensus or agreement.

Thus, effective communication in village development movements can strengthen community participation, improve understanding and decision-making, and encourage the development of rural community capacity. This will contribute to achieving sustainable and inclusive village development. In carrying out village development, communication plays a vital function (Service et al., 2023; Tri Wahyuvi et al., 2020) not only in development but also in various aspects of life. With communication, the purpose and goals to be achieved can be understood. Likewise, in the village government sector, communication plays a significant role in the government's success (Tri Wahyuvi et al., 2020). The main objective of this research is to identify and evaluate the effectiveness of communication in development programs in Pasuruan Village, as well as to understand how an appropriate communication approach can overcome the various challenges faced in the implementation of these programs. As such, this research aims to contribute to the development of more effective communication strategies to support sustainable and inclusive village development in Lampung Province. With an in-depth understanding of the role of communication in village development, it is hoped that this research can provide applicable recommendations for village governments, policymakers, and village communities themselves to improve synergy and collaboration in achieving better development goals in the future. Thus, village governments need communication approaches to improve communication effectiveness, especially in the context of this research, related to communication approaches in contributing to the success of Pasuruan Village development in South Lampung, hence recognized as an integrated village in Lampung province. Based on the above explanation, by understanding the importance of communication in the Gold Village development movement in Lampung Province, it is hoped that a strong synergy can be created among various stakeholders involved so that village development can proceed effectively, efficiently, and sustainably.

Method

The most appropriate research method for deeply measuring the research object is qualitative. This research is a type of qualitative descriptive research, involving the collection, processing, and interpretation of data as an effort to uncover the truths within the research issue. The qualitative research strategy utilized is a case study. According to Gomm and Yin, a case study is an investigative research of one or more specific subjects or research objects (Rahardjo, 2023). A case study will allow the researcher to gain an in-depth understanding of the communication implementation in the movement and the factors influencing its success. The research object chosen is Pasuruan Village, Penengahan Subdistrict, South Lampung Regency. It is a comprehensive village in Lampung Province that successfully implemented the Smart Village program in 2021, becoming a pioneer and driving force for village development.

Data collection techniques involving several research subjects above include interviews, The researcher will conduct in-depth interviews with various key actors involved in the Gerakan Desa Emas, including the village head, village officials, community leaders, and community members who participated in the program. Observations, and documentary reviews. To obtain accurate data, the researcher employs the full participant observation technique. Direct observation is conducted on the communication activities taking place in the comprehensive village implementing the Golden Village Movement. Observations will provide insights into the actual communication practices, interactions among various actors, and communication dynamics in the context of village development. Meanwhile, secondary data is obtained from existing documents such as written reports and program implementation guides.

The collected data is analyzed using qualitative descriptive techniques. The analysis is conducted on official documents related to the Golden Village Movement, such as village development plans, activity reports, and policy documents. Document analysis will provide an overview of the communication strategies planned and implemented by local governments and relevant institutions in supporting the movement.

Initially, all data is presented in data displays, then relevant data is reduced to address the main issues. The next step involves interpretation and conclusion. Data analysis is both inductive and deductive. The collected data's validity and reliability are tested using triangulation techniques. The researcher employs credibility testing through data, source, and time triangulation. After the data's validity is confirmed, the researcher analyzes it using the Domain Spradley technique (L, 2022). By combining the above methods, the research aims to provide a comprehensive understanding of the role and implementation of communication in the Golden Village Movement in Lampung Province. and offers practical recommendations for improving communication effectiveness in village development.

Results and Discussion

Community participation involves the direct involvement of village residents in the planning, implementation, and evaluation processes of rural development. In the context of the Golden Village Movement, community participation is one of the main pillars in achieving sustainable and inclusive development. Participatory communication has contributed to improving the quality of development programs in Comprehensive Villages. By involving the community in decision-making processes, the resulting development programs become more relevant and useful according to the needs and aspirations of the community.

In the context of the Golden Village Movement in Pasuruan Village, South Lampung, the research findings show that community participation through participatory communication has improved the quality and relevance of development programs. Involving the community in the decision-making process makes the programs more appropriate to local needs and has a more significant impact on community welfare. In addition, effective and inclusive communication has encouraged active participation, created harmonious relationships between government and citizens, and strengthened the sustainability of development programs.

This conclusion is in line with previous research findings that emphasize the importance of participation and participatory communication in achieving sustainable and inclusive development. However, this study also highlights that the successful implementation of participatory communication in the Golden Village Movement is highly dependent on the openness of the village government and the readiness of the community to actively participate.

Golden Village Movement in Pasuruan, South Lampung

The village, established in 1934, is located in the Penengahan sub-district of South Lampung. The Village Government (Pemdes) of Pasuruan has transformed the village into a smart village with the Smart Village program aimed at solving village and community issues and improving public services. This program has been beneficial for both the community and village officials of Pasuruan. The speed and accuracy in resolving issues have become sources of pride for the village community, with hopes that development and community welfare are ensured. Pasuruan Village consists of eight hamlets, five in the northern part and three in the southern part. The

excellence of the village program has led to Pasuruan Village being awarded as a comprehensive village in 2021.

Figure 1. Pasuruan Village Office Icon



Source : by Author

Smart Village Program (Maulana, 2022) is an innovative program that demonstrates the commitment of the Pasuruan Village Chief to drive the village towards equitable development and technology (SM, Wawancara: 2023). The Smart Village program has had a positive impact on rural communities by empowering local potential and increasing their access to information technology. The potential of the village has grown with the Golden Village Movement. The Smart Village Program requires active participation from the entire village community. Communication must stimulate collaboration and community involvement in designing and implementing programs.

The community's concern for the village enables it to progress and develop further. There have been changes, especially in the character of rural communities, to be caring and collaborative. Initiatives such as creating a literacy village, providing free Wi-Fi to students learning from home, establishing a village nutrition barn, and resilient village, and implementing smart village initiatives have been undertaken (Nanang, Wawancara; 2023). The use of social media and other technological platforms must be included in the communication strategy. Rural communities should be encouraged to engage through social media groups, mobile applications, and other online platforms to share information, feedback, and their experiences with the Smart Village Program.

Various initiatives have been launched in the Smart Village program, such as providing internet services for the entire village, digital skills training for village residents, and using technology to improve the agricultural and tourism sectors. This program not only improves the quality of life for rural communities but also opens up new opportunities for economic growth and overall regional development.

The Golden Village Movement through the Superior Village Program and innovation for village progress includes the establishment of a waste bank initiated by the creative village youth. (HS, Wawancara: 2023) The Waste Bank Program with plastic waste processing Plastic waste crisis is a global challenge that cannot be ignored. Pasuruan Village presents an inspiring solution through the Waste Bank Program. This program encourages residents to recycle plastic waste and provides incentives in the form of rewards that can be used locally. Efficient plastic waste processing is a tangible step in environmental preservation and sustainability. The Pasuruan village government involves all sectors of society to actively reduce plastic waste in various activities.

The Golden Village Movement with other programs driven by village youth includes the BUGISA program (Village Nutrition Barn) and the Miniature 3K term. The health of residents is the main focus of the presence of the BUGISA program (Village Nutrition Barn). This program seeks to improve the nutrition and health of the community by providing access to nutritious food that is easily accessible to all layers of society. In addition, Pasuruan Village also showcases the Miniature 3K (Cage, Pond, and Garden) which promotes cultivation and sustainable natural resource utilization. This program is related to stunting prevention programs. The Village Nutrition Barn (BUGISA) program is one of Pasuruan Village's flagship innovations, Kecamatan Penengahan, in the village competition at the provincial level in Lampung in 2021. The BUGISA program includes gardens, ponds, and cages (3K) which function as family nutrition fulfillment

containing vegetables, fish, and livestock. This program, unique to Pasuruan Village, is an innovation primarily focused on helping eradicate stunting and reducing poverty rates in Pasuruan Village. The home garden utilization program can help communities meet nutritional needs through nutrition self-sufficiency programs.

Figure 2. Utilization of Homeyard Land



Source : by Author

Young people serve as a means to build a village to be more advanced through innovation and breakthroughs by its youth. Youth are considered the "golden treasure" that possess various abilities to innovate, move agilely, and adapt more quickly to the changing times. (*Komunitas Muda Bersejarah: Hernawati, 2020*) In line with the term "Youth are Catalysts," youth have a strategic position and role in building and advancing their village.

Effective communication allows youth to motivate, inspire, and unite their visions in joint efforts toward village progress. With open and transparent communication, youth can play a critical role in overseeing and controlling policies and development conducted by the village government. High idealism and minimal hidden interests in youth activities make them potential agents of change. Therefore, through good communication, the role of youth can function as a policy balancer and can direct village development towards more targeted and sustainable goals. Thus, the role of youth becomes a policy neutralizer and can be aligned with development goals (*Usnan, 2021*).

In the context of the important role of youth in development and change, communication becomes a vital foundation. Effective communication plays a key role in building the spirit of struggle and awareness of their responsibility as the pillars of the movement and the nation's future generation. Through clear and inspiring communication, youth can be triggered to take meaningful steps in advocating positive change for the nation and the state. Strong communication can motivate youth to actively participate in various development initiatives, voice their aspirations, and mobilize broad community support. Thus, communication becomes an essential instrument in shaping social cohesion, fostering intergenerational cooperation, and creating momentum toward positive transformation for the future of the nation.

Participatory Communication Model: Bottom-Up Planning

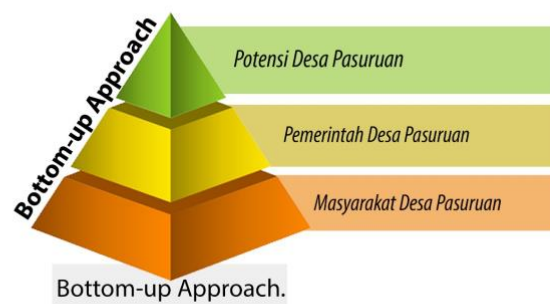
The development of Pasuruan Village in South Lampung aims to enhance the quality of community resources, including creating an environment that encourages the growth of initiatives and community self-reliance in Pasuruan Village. Rural residents are seen as a potential human resource with a dual role, both as the object and subject of development. The development of Pasuruan Village is a method and approach to development programmed by both the government and the village community, utilizing their capabilities to build the community in Pasuruan Village.

The bottom-up approach (*Dewi, 2022*) in village development planning is continuously being enhanced in its implementation in the current era of regional autonomy, as mentioned in Government Regulation Number 72 of 2005 concerning Villages, Article 63, which states that village development planning is prepared participatively by the village government. Furthermore, the general explanation of this Government Regulation mentions that participatory village development planning is a process that involves various related elements within the community.

The bottom-up approach applied by the Pasuruan Village community emphasizes the importance of effective and inclusive communication in the development process. Communication

plays a central role in facilitating dialogue among various stakeholders in the community, including grassroots, in formulating and implementing development programs. Through open and ongoing communication, the community can share ideas, aspirations, and needs, and actively participate in decision-making processes. Good communication also enables stakeholders to better understand the local context and the uniqueness of the local community, so that development programs can be tailored to real needs and priorities. With effective communication, the awareness, understanding, and willingness of the community to engage in development will increase. As subjects in development, active participation of the community is the key to success in achieving inclusive, sustainable, and positively impactful development for the entire Pasuruan Village community.

Figure 3. Bottom-Up Approach in Village Community Movement



Source: Research Findings from 2023

Communication serves as the primary foundation enabling active community participation in all stages of development, from planning to project supervision. In the context of Pasuruan Village, effective communication facilitates open dialogue among various stakeholders, allowing the community to express their needs, hopes, and innovative ideas. Through continuous communication, the community can formulate solutions tailored to the local context and maximize the village's potential. Communication also builds trust between the village government and the community, strengthening collaboration in achieving shared development goals. Thus, communication acts as a bridge, transforming ideas into tangible actions, and reinforcing the self-reliance and sustainability of Pasuruan Village development as a whole.

In Pasuruan Village, Penengahan Sub-district, South Lampung, participatory communication practices are carried out through various mechanisms that involve villagers in every stage of development. Village deliberation is the main forum where villagers can participate in decision-making regarding development plans. Here, villagers and the village government openly dialogue, discuss needs and priorities, and make decisions collectively. In addition, Pasuruan Village has established working groups consisting of representatives from the community and community leaders to address specific issues, such as infrastructure and the economy. These groups communicate regularly to ensure that projects are aligned with local needs.

The village government also conducts counseling and training to strengthen the knowledge and skills of the community, so that they can play an active role in development. Information technology, such as social media, is utilized to disseminate information and gather input from residents, which broadens community participation, including from groups that may not always attend deliberations. An open evaluation process is conducted after a development project is completed or reaches a certain stage, where citizens can provide input on the results that have been achieved. This not only measures the success of the project but also refines existing strategies.

Overall, participatory communication in Pasuruan Village is a process that allows residents to not only be the beneficiaries of development but also the main actors who play a role in planning, implementing, and evaluating development projects, thus strengthening the independence and sustainability of the village.

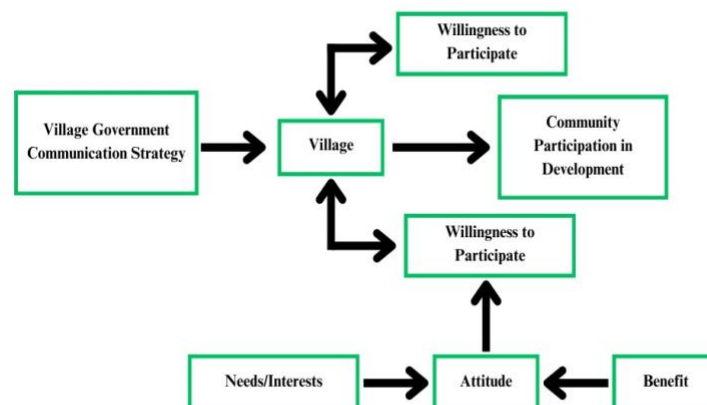
The bottom-up approach to village development sees the village community as the main actors, (Nurcahyono, 2017; Ridhani & Priyadharma, 2023) not merely passive objects or subjects. The Pasuruan Village community actively engages in every stage of development, from planning to implementation and supervision. This is considered crucial to ensure that activities align with the needs and aspirations of the village community.

Communication serves as a vital foundation for building strong social relations, both vertically between the village government and the community and horizontally among villagers within the community. Through effective communication, the community can share information, ideas, and experiences, building mutual understanding and trust. Open communication also allows the village government to transparently convey policies, development programs, and decisions that affect the community, thus reducing potential conflicts and increasing community participation. With good communication, the Pasuruan Village community can collaborate in formulating and implementing various development programs tailored to their local needs and potentials, creating an inclusive, empowered, and harmonious environment for collective progress (Djarmiko, 2023). Development communication deemed suitable for development is an "interactive" communication model that achieves balance in the exchange theory perspective, through established institutional channels supported by effective vertical and horizontal communication forms (Anzela Pembimbing et al., 2013).

The model is two-way, both participatory vertically and horizontally. This means that decision-making at the planning level of development programs significantly considers the needs and interests at the grassroots level. An information exchange model emphasizes the need for knowledge sharing, fostering mutual understanding, consensus, and cooperation. Mutual understanding implies forming a relatively shared understanding between the Pasuruan Village community and the village officials. Communication is a transaction among village communities where everyone contributes to the development, meaning that various information will determine relationships between the village community and the village government (Service et al., 2023).

Communication explains the village's progress in development. At the community level, it includes perceiving, interpreting, understanding, believing, and taking action. The information process can lead to mutual understanding, fostering agreement among participants for subsequent action implementation, and creating new information for further processing (Rani et al., 2016) These components are organized into three levels of reality and abstraction: (1) physical level, (2) psychological level, and (3) social level, opening opportunities for community participation.

Figure. 4. Participatory Communication in Village Communities.



Source: Research findings of 2023

Development communication is not only intended to convey development programs but also to foster community participation in village development (Rakhmadani, 2021). Various

development issues related to changes in mindset and behavior can be effectively addressed by involving community participation in development communication (M Amri, 2018). The involvement of the community in village development about its communication forms can occur through various stages of development, including planning, implementation, and evaluation. If development communication is conducted effectively, community participation can be ensured to be better as well.

Conclusion

Communication plays a crucial role in the development of Pasuruan village with a bottom-up and participatory approach. Through effective communication, the Pasuruan village community can actively engage in all stages of development, from planning to evaluation. Communication enables open dialogue between the village government and the community, as well as among residents within the village community. With good communication, the needs and aspirations of the community can be heard, development programs can become more relevant and effective, and community participation can be enhanced. The bottom-up village development approach involving participatory communication has brought positive impacts to Pasuruan village.

The Smart Village Program and the Golden Village Movement are concrete examples of how effective communication mobilizes communities to innovate, collaborate, and improve their quality of life. Through open and transparent communication, community participation in various development initiatives is increasing, creating an inclusive, empowered, and sustainable environment. Thus, awareness of the importance of communication in village development not only fosters harmonious relationships between the village government and the community but also strengthens the independence and sustainability of development. Good communication is the key to ensuring that village development meets the needs and aspirations of the community and creates positive impacts for the entire Pasuruan village community.

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