

THE EFFECTIVENESS OF WHATSAPP SOCIAL MEDIA USE AS A PUBLIC COMMUNICATION MEANS IN TUNE VILLAGE, TOBU DISTRICT, TTS DISTRICT

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Abstract:
 Tune Village, Tobu District, South Central Timor District has utilized the WhatsApp social media to communicate with the village community. In this application, the village government provides an opportunity for all communities to join as members with the aim that all public information can be disseminated quickly and accurately. This research is a descriptive research with a qualitative approach while the data sources in this study were obtained through primary and secondary sources with a total of 39 informants. The data that has been collected by interview, observation and document search methods is then analyzed using the spiral data analysis technique proposed by Creswell (2016: 264-268). The research results found that; (1) The use of communication media through the Tune Information Whatsapp group is felt to be very helpful to the residents and the Tune Village Government in that information can be conveyed quickly and easily; (2) Access to the use of communication media through the Whatsapp Tune Information group is not maximized, because not all Tune Village residents have mobile devices; (3) Utilization of communication media through the Whatsapp Tune Information group is not limited as a medium of communication, but also as a medium of discussion for Tune Village residents; (4) Utilization of communication media through the Tune Information Whatsapp group can improve the welfare of Tune Village residents because residents get information about the use of social media and online shops as a medium for selling handicraft products and disseminating information about Tune Village to deserving audiences about the cultural festival being held in Tune Village.

Keywords WhatsApp, Village, Communication.
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INTRODUCTION

The presence of the current era of global communication has made information technology devices in the form of the internet no longer a foreign item. However, the presence of the internet has opened up distance access that is much closer and provides time efficiency which is very useful. Technology was introduced to help facilitate human activities, which then developed into the joints of life (Pacey, 1983:87). The ability to utilize information and communication technology with various applications can be used for the convenience and smooth running of all human affairs, such as the use of web applications, e-mail, media and social networks, even teleconferences and so on.

In Indonesia, Law no. 6 of 2014 concerning Villages is the main legal umbrella in the context of developing a new era of villages. This law also mandates several information and communication

technology factors in village development. This is most obvious in Article 86 regarding the Village Information System, and several articles related to the utilization of Appropriate Technology. Village development programs need to be initiated by various components within the government. Especially in the use of information and communication technology in all areas of village government properly and correctly. This is a counter active response to the flow of globalization and technology in various fields of government down to the lowest level, namely rural areas.

In government, information and communication technology itself already exists with various programs such as: e-government, e-learning, e-commerce. Although the content itself is very dependent on penetration access to the internet and new software innovations. Information and communication technology can play a major role in supporting good governance through transparency and public participation. The enactment of Law Number 14 of 2008 concerning Public Information Disclosure has given firmness in this matter. And this really depends on government managers and the active role of the people so that good governance can be realized and not just a myth.

In conveying information to members of the public with various backgrounds and characteristics, the use of information and communication technology is one of the ways to increase intergovernmental dialogue with the community. Both in the process of administrative services and public services in order to form a more transparent government. It can also offer the potential for wider community participation to take part in regional development processes. Even though later there are technological and digital gaps between regions in an area such as uneven infrastructure, limited availability of human resources and available budget in the application of technology.

The digital era has made communication enter a new phase. New technologies are increasingly advanced, the internet is increasingly accessible, there are more and more applications and social media for communicating is also increasingly diverse. Everyone with internet access (computers, laptops, smartphones or similar devices) can easily use it. Referred to as new wave technology, is a technology that connects between individuals and groups. New wave technology is supported by increasingly sophisticated information devices, giving rise to a new wave of technological revolution. The main strength of new wave technology is in new information devices such as computers, mobile phones, and cheap internet access. As stated above, one of the media called new wave technology is the internet. An accessible door to a universe of content in cyberspace. One service product that was born thanks to internet access is social networking. Social networks seem to strengthen the position of the internet as a new media communication, where distances seem to be no longer visible, information and messages can be conveyed globally in a short time. In other words, each new media discovery is expected to expand some human capabilities and skills. Currently, humans communicate more often through social media, because it makes it easier to interact and communicate without boundaries. With this convenience, millions of people from all over the world interact using the internet so that social networking sites are formed. At the beginning of its emergence, social networking is a network service or site that facilitates social networks that have the same interests or activities. Simply put, the development of new media (including social networks) can be demonstrated by the emergence of virtual communities (virtual/cyber communities).

The use of communication technology in the dissemination of public information has also been regulated in Law Number 14 of 2008 concerning Public Information Disclosure, in Chapter 2 article 2 it is stated that every public information is open and can be accessed by every user of public information. Furthermore, in articles 82 and 86 of the Village law, it can be accessed by anyone,

through any media and at any time. Referring to the village law, one form of media for disseminating public information in the village is social media.

Social media is an online medium, with its users able to easily participate, share, interact, discuss, collaborate and create content with various types of available platforms (Cahyono, 2016). The platforms that are often used include YouTube, Facebook, Whatsapp, Instagram, and others. The number of social media users in Indonesia is also increasing. This can be proven by research conducted by the We Are Social media company in collaboration with Hootsuite, stating that there are 150 million social media users in Indonesia (Pertwi, 2019). As described in Figure 1.

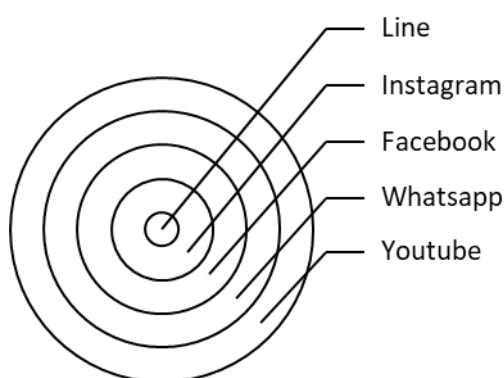


Figure 1. Diagram of Indonesian Social Media

In Indonesia, the most widely used social media is Youtube, then Whatsapp, Facebook, Instagram, Line and others. Youtube occupies the first position in sharing information both knowledge and entertainment. This shows that social media can be empowered by an agency or government in terms of sharing information to support the operational activities of the agency. The use of information and communication technology has actually been implemented in almost all villages in Indonesia, this is as mandated in Law No. 6 of 2014 concerning Village Government Article 86 (1) Villages have the right to access information through a Village information system developed by the Regency/City Regional Government . (2) The Government and Regional Governments are required to develop Village information systems and the development of Rural Areas. (3) The Village information system as referred to in paragraph (2) includes hardware and software facilities, networks, and human resources. (4) The Village information system as referred to in paragraph (2) includes Village data, Village Development data, Rural Areas, and other information related to Village Development and Rural Area development. (5) The Village information system as referred to in paragraph (2) is managed by the Village Government and can be accessed by the Village community and all stakeholders. (6) Regency/City Regional Government provides information on Regency/City development planning for Villages.

Tune Village, Tobu District, Timor Tengah Selatan District, apart from utilizing an information system using hardware, software and internet networks in implementing village development, the village government has also utilized social media such as Whatsapp to communicate with village communities. The use of Whatsapp is done in groups or more commonly known as Whatsapp groups. In this application, the village government provides an opportunity for all communities to join as members with the aim that all public information can be disseminated quickly and accurately.

The use of this technology is not only used for personal communication but more than that the use of social media by the community and the village government Tune as well as a medium of communication for various public information in the village such as delivery of village government programs, public oversight related to the use of village funds and so on . The use of what upp media is felt to be very helpful in the process of public communication that occurs in Tune Village.

However, there are problems encountered related to the use of social media as a medium of communication between the government and the community and between communities, such as: limited internet network, while in Tune village itself not all places can access the internet properly. The current use of social media in Tune Village, such as Watsapp, websites, Facebook and several other applications, is very influential on the smooth running of the village government, information disclosure on village development and public services up to decision making.

METHODS

The research method used in this study is a descriptive research method with a qualitative approach while the data sources in this study were obtained through primary and secondary sources with a total of 39 informants. The data that has been collected by interview, observation and document search methods is then analyzed using the spiral data analysis technique proposed by Creswell (2016: 264-268)

RESULT AND DISCUSSION

General Condition of Whatsapp Group Communication Media in Tune Village. One of the government programs is the innovation village program. Innovation Village is a village that is able to utilize village resources in a new way based on science and technology and local wisdom for community welfare, village progress and improving the community's standard of living by involving all elements of the village. In fact, not all villages are able to optimize their potential to become innovation villages. Therefore development towards an innovation village is urgently needed.

Through mapping potential villages to be developed into innovation villages. This is so that village development is focused on a number of villages that have the potential to become innovation villages. From this it is hoped that other villages will follow suit in empowering their potential according to their respective conditions. This mapping is important so that the development process can be directed, have clear targets, can be evaluated, and be more empowered.

Development efforts in the village have long been carried out by the government. Although in this context there is no single method or approach in building and developing villages. Based on empirical experience in a number of countries, rural development must look at socio-cultural conditions, human resources, local wisdom, natural resources, technology, economic potential, facilities and infrastructure and village governance. Therefore rural development uses a number of approaches which also have an impact on a number of different rural programs. But the goal is the same, namely to improve the quality of life and welfare of rural communities. One of the efforts to improve village development in Tune village is to utilize information technology that is commonly used by the community in general, namely using the Whatsapp social media application. According to Arid Oematan, the Secretary of Tune Village and the admin of the Whatsapp Tune Information group, the use of the Whatsapp Tune Information group was formed on February 26 2018 and is still active today.

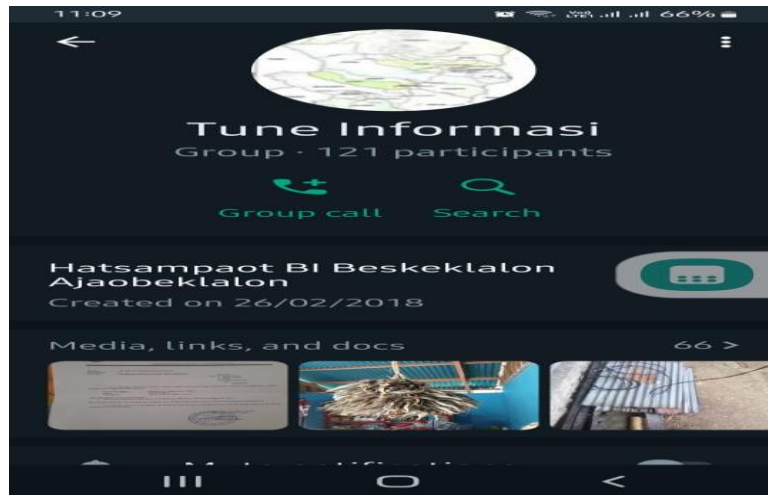


Figure 2. Screenshot of the membership information of the Whatsapp Tune Information group

Tune Village is the first village to utilize WA as a public communication medium initiated by Mr. Arid Oematan and is known as Information Tune. At the beginning of using the Whatsapp Tune Information group, it only consisted of 4 people with the group admin being Mr. Arid Oematan who was used to greet each other between residents. Membership of the Whatsapp Tune Information group has now reached 121 people spread throughout Indonesia, even to residents of Tune Village who work abroad. Not only limited as a media for citizen information, the existence of the Whatsapp Tune Information group is further used as a medium for remote discussion for all Tune Village residents wherever they are.

Effectiveness of using WhatsApp social media as a means of public communication in Tune Village, Tobu District, TTS Regency. To find out the effectiveness of the use of WhatsApp social media as a means of public communication in Tune Village, Tobu District, TTS Regency will be analyzed using the concept of the organizational effectiveness measurement approach according to Lubis and Huseini (1987:55) with the results of the research and discussion as follows: Input Approach

a. Human Resources in using WhatsApp as a Public Communication Media.

Human resources are everyone who works in an organization's environment or often also called labor, workers or employees. Human resources are human potential as the driving force of the organization in realizing its existence. Human resources are also an asset and function as both non-material and non-financial capital in an organization that can realize real potential physically and non-physically in realizing the vision and mission of the organization. According to Hasibuan (2003:58), human resources are the integrated abilities of the individual's intellectual and physical abilities. In order to achieve the effectiveness of using WhatsApp media for disseminating public information in Tune Village, Tobu District, TTS Regency, it must be supported by the availability of good and quality human resources because considering that the use of WhatsApp media cannot function if it is not supported by human resources. In supporting the implementation of the use of WhatsApp media as a means of public communication in Tune Village, the WhatsApp group (WAG) belonging to Tune Village is managed by two admins who are Tune Village officials.

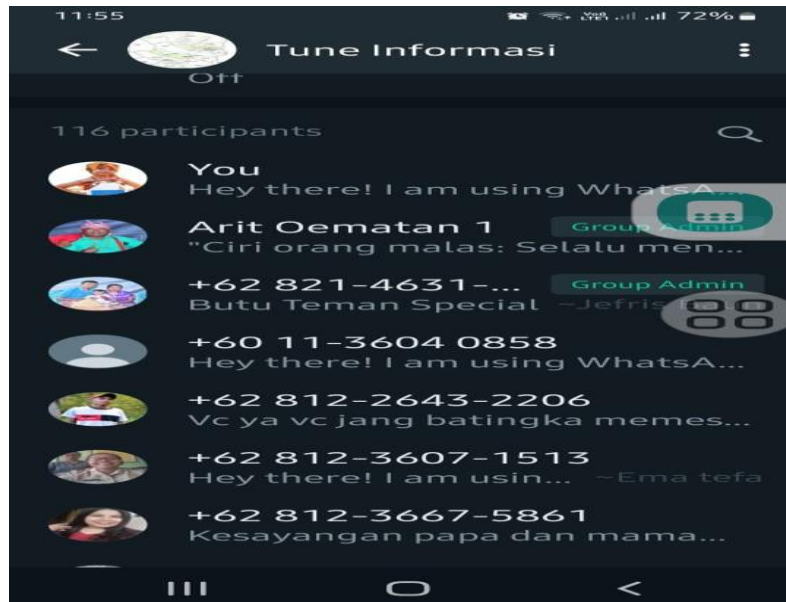


Figure 3. Admin Information Tune Group

Based on the data in the image above, it can be explained that the Tune Information group is managed by two people who are group admins. The two people are Mr. Arid Oematan and Mr. Jefri Ba'un. While the total number of members who are members of the Tumne Infomasi group is a total of 121 group members consisting of various walks of life. Not only that, members of the Information Tune group also have several important elements such as Babinkantibmas, Babinsa, Health Workers, and several important elements such as PLN officers and PDAM technicians. Some of these elements were added to the Information Tune group with the aim that various information related to public issues in Tune Village could be handled quickly and accurately.

b. Budget Resources in using WhatsApp as a Public Communication Media

The budget is one of the organizational planning tools to provide direction and guidance for the organization to carry out activities with strategic steps, so that each part of the organization is coordinated and carries out the strategy according to the funds in line with organizational goals. Besides that, the budget is also planning that occurs in the short term quantitatively as measured in monetary units and other units of measurement to show the acquisition and use of organizational resources as a management tool for planning, controlling and evaluating management performance in an effort to achieve organizational goals. In the implementation of a work program within the organization, the budget is a very important aspect. Budget availability greatly affects the performance and effectiveness of an organization. If the budget given to carry out the work is sufficient, then the work will go well but vice versa if the budget provided is insufficient then the work cannot be carried out properly.

According to Supriyono (2000:34) Budget has several kinds of functions and benefits. The benefits of the budget include (1) Planning of organizational activities or responsibility centers in the short term. (2) Help coordinate short-term plans. (3) Plan communication tools to the various responsibility center managers. (4) A tool to motivate managers to achieve their central responsibility goals. (5) A tool for controlling activities and assessing achievement responsibility centers and their managers. (6) Educational tool for managers.

In this study, a budget is needed to support the implementation of the use of whatsapp media as a medium of public communication in Tune Village. The results of the study found that in fact there was no budget to support the public communication process in Tune Village. The Tune Village Government has not prepared a special budget for the communication aspect.

This lack of budget was later complained by several elements of the community in Tune Village, that this lack of budget resulted in delays in the communication process, information could not be delivered quickly due to constraints with internet data packages.

From these findings it can be explained that the Tune village apparatus and several important elements of the community in Tune Village hope that in the future there will be a need for special budgeting for the communication aspect in the village through preparing a village budget for village apparatus and also for important members in the village such as the head of the posyandu, the head of early childhood education, and community leaders. With the aim that the process of public communication in the village can continue to be carried out quickly and precisely. The budget for public communication must really be planned as well as possible so that it can produce good village government performance in terms of the aspect of disseminating public information to the community. This is also in line with the findings of Zarinah et al (2016), which examined the effect of budget planning on performance accountability. In this study, the results of budget planning partially affected government agency performance accountability. Thus it can be said that the budget for carrying out public communications in Tune Village, Tobu District, TTS Regency has not been provided by the Tune village government to date. The absence of this budget has resulted in the process of conveying public information being hampered.

c. Facilities in using WhatsApp as a Public Communication Media

Facilities in using WhatsApp as a public communication medium are one of the important elements that must exist in the communication process. This is because communication facilities are very influential on the process of conveying information both from the side of the sender of the message and the recipient of the message. According to Kotler in (Apriyadi, 2017) suggests that "everything that is physical equipment and is provided by service sellers to support consumer comfort. So facilities are physical resources that exist before a service can be offered to consumers. Moving on from the concept of facilities by Kotler above, it can be said that the facilities in using WhatsApp here are related to various physical equipment that can support the process of public communication through the WhatsApp group communication channels or media, both visible and invisible such as cellphones, internet networks, internet data packages. and so forth.

Based on the results of research conducted by researchers in Tune Village, Tobu District, TTS Regency, related to the aspect of facilities, it was found that the facilities to support the public communication process through the WhatsApp Tune group communication media were not fully good. there is a problem with ownership of a communication device where not all Tune Village people have cellphones that support the operation of the WhatsApp application and not all Tune Village areas can access the internet network optimally.

It can be explained that there are still problems with aspects of infrastructure or communication facilities such as cellphone ownership that supports the use of the WhatsApp application and also the internet network which is not fully accessible in the Tune Village area. However, the limited facilities/facilities are not an obstacle for the government and the people of Tune Village in communicating through the WhatsApp Tune Information group communication media.

Process Approach

a. Types of Information from the Government to the public by utilizing the WhatsApp media

Communication has a very important role in everyday life. Communication is an important medium for the formation or development of personal for social. Through communication a person grows and learns, determines our personality and that of others, we associate, make friends, make enemies, love or love others, hate others and so on. Communication is "a process in which a person or several people, groups, organizations and society create and use information to connect with the environment and other people. In general, the notion of communication is the process of sending and receiving messages or news (information) between two or more individuals in an effective way so that the intended message can be understood. Through communication, the attitudes and feelings of a person or group of people can be understood by other parties. However, communication will only be effective if the message conveyed can be interpreted the same by the recipient of the message. Government communication is communication between humans (human communication) that occurs in the context of government organizations. Therefore government communication cannot be separated from the organizational context and it is also part of organizational communication. The flow of sending and receiving messages is carried out through a network whose nature of relationship is mutually dependent on one another based on formal rules. Messages conveyed and received are not only in the form of information, but also the dissemination of ideas, instructions, or feelings related to government actions and policies. Law of the Republic of Indonesia Number 6 of 2014 concerning Villages, that villages have origin rights and traditional rights in regulating and managing the interests of the local community and play a role in realizing the ideals of independence based on the 1945 Constitution of the Republic of Indonesia. other designations that are very diverse in Indonesia, originally a local community organization that has regional boundaries, is inhabited by a number of residents, and has customs to manage itself which is called a self-governing community. The Village Law mandates that villages have a domicile in the regency/municipal area. This arrangement regarding the position of the village makes the village as a legal subject a unique community according to the history of the village itself. Village development involves community participation in creating a just and prosperous society. For the government, it is an opportunity to solve poverty problems in building a society so that it can have a conscious, real attitude and play an active role in utilizing its potential in an effort to increase the income of the whole community. The role of the community in supporting the achievement of development goals is greatly supported by the information they obtain. The existence of this information is the main capital for the community to carry out its role as the subject and object of development. This information also serves as a guide for the community to carry out activities in accordance with the policies set by the government.

In the context of public communication in Tune Village, Tobu District, TTS Regency, the Tune Village Government in carrying out public communication with the community regarding various information, the Tune Village government uses the WhatsApp communication medium as a means of communication. The use of the WhatsApp communication medium is intended so that the information submitted by the Tune Village government is quickly conveyed to the community. Based on the research results, several types of information can be grouped that are usually communicated by the village government of Tene to the community. Can be seen in the following table:

Table 1. Types and Amount of Information from the Tune Village Government to the Community Through the WhatsApp "Information Tune" Group for the period January 2022-September 2022"

No	Information Type	Total Information
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1	Village Fund absorption report	28
2	Health Aspect	73
3	Meeting invitation	125
4	Socialization Invitation	75
5	Community Service Invitation	155
6	Training Invitations	15
7	Announcement/Notification	59
	Amount	530

Source: Information Tune Group Admin, 2022.

The data in the table above can be explained that there are various types of information conveyed to the public through the use of this WhatsApp media. Utilization of this information media is very helpful for the community to get information from the Tune Village government very quickly.

The results of the researchers' findings can be explained that the people of Tune Village feel helped by the use of this WhatsApp media as a means of public communication in Tune Village, Tobu District, TTS Regency. Various types of information channeled from the Tune village government to the community really helped the community. The results of the interview above were also confirmed by the researcher to the Tune Village government regarding the types of information circulating from the government to the community.

The use of the Tune Information WhatsApp group media is a very good thing for the Tune Village government, because it really helps the village government to quickly convey information to the community. The following are some screenshots related to information from the Tune Village government to the community via the WhatsApp Tune Information group, as follows:

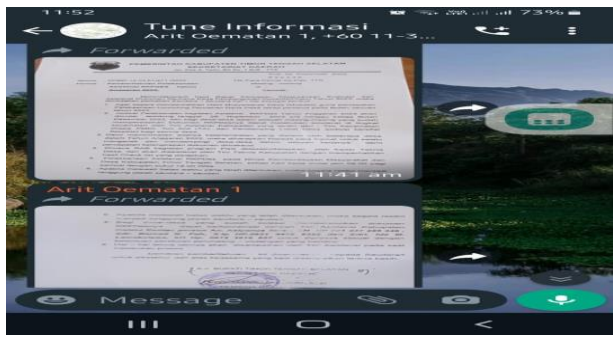


Figure 4. Announcement of the 2023 RKPDes Assistance informed through the Information Tune Group.

Based on research findings related to the type of information from the Tune Village government to the community through the Tune Information WhatsApp group communication media, it can be explained that there are various types of public information that the community obtains from the Tune Village government such as information on reporting the use of village funds, notifications, meeting invitations, appeals and so on, all of which really help the Tune Village community itself.

b. Types of Information from the Public to the Government by utilizing the WhatsApp media

One of the technological advances used by rural communities is mobile phones. With this internet-based technology, mobile phones can use several other applications according to the needs

of their owners. The application that is often used by rural residents as a medium of communication and is considered the most effective is the WhatsApp Group. Where there is no limit to how many people can join the group. The use of this communication technology is also applied by the community in Tune Village, Tobu District, TTS Regency, where in conveying information, the Tune Village community has also used information technology, one of which is the WhatsApp group media. The use of this WhatsApp group media is well regarded by the Tune Village community because it makes it very easy for the community to exchange information both among the community itself and with the Tune Village government regarding various events and public issues in Tune Village. By using WhatsApp as a means of public communication in Tune Village, all public information and problems that occur in the village can be quickly and easily disseminated and conveyed to all Tune Village communities and the village government. Various types of information can be easily conveyed through the WhatsApp media group owned by Tune Village, which is named Information Tune. Based on the research findings, there are several types of information conveyed by the community in the WhatsApp Tune Information group, such as residents who need help due to illness, residents who need help for childbirth, invitations or traditional events, complaints of power outages and so on.

It can be explained that there are so many types of information that can be conveyed by the community to the Tune Village government through the WhatsApp Tune Information group communication media. The existence of this media is recognized by the community that is very helpful for the community in conveying various events that occur in the community. With this application, rural residents create discussion groups in cyberspace in accordance with previous groups with traditional ties. The group is part of the WhatsApp Group where this group makes information exchange so fast. The use of WhatsApp in rural areas has finally brought about change (Zulkarnain, Iskandar et al, 2016).

In connection with the type of information conveyed from the public in communicating through the communication media WhatsApp Tune Information group, the researcher also conducted an inventory of this type of information through the WhatsApp account Tune Information group as follows:

Table 2. Types and Amount of Information from Tune Village Communities Through the WhatsApp Group “Tune Information” for the period January 2022-September 2022”

No	Information Type	Total Information
1	Report/request for medical assistance	40
2	Water/electricity problem report	48
3	Community Dispute Report	13
4	Invitation to getong-royong land clearing	29
5	Event / thanksgiving / custom invitations	15
Amount		145

Source: Information Tune Group Admin, 2022.

Based on the data in the table above, it can be explained that the people of Tune Village, who are members of the WhatsApp Tune Information group, are also actively involved in communicating through the WhatsApp group communication media. There were 145 pieces of information with different types of information in the period from January 2022 to September 2022. This information was in the form of invitations to thanksgiving/traditional parties/events held by the community itself, reports of medical assistance, reports of disputes within the village, and so on. Thus it can be concluded that the use of the WhatsApp Tune Information group

media/communication facility is very effective for the Tune Village community to exchange information. The community as a member of the group also seems to be active in providing and responding to information, this is evidenced by the existence of various types of information conveyed through these communication media.

Target/Output Approach

a. Speed and Accuracy of Communication via WhatsApp media

Information and communication technology, in this case media technology, is one that is very effective for use in conveying information between government agencies, even between government and the public, and also saves operational costs because it is done online compared to writing or face-to-face meetings. The task of employees to meet information needs and improve performance is getting easier. Coordinating activities within a government agency, usually through coordination meetings, will find it easier and faster if you use the media as an intermediary to interact or communicate with each other. As stated by McQuail (2011: 59) that the theory of new media has the main characteristics, namely the existence of interconnectedness, access to individual audiences as recipients and senders of messages, their interactivity, their various uses as open characters, and their ubiquitous nature. Village government as a government institution formed and regulated by laws and government regulations, these institutions must work more quickly, accurately, transparently and accountably. For this reason, this institution needs information that is fast, accurate, transparent and accountable, both formal and non-formal. Therefore, the development of information and communication technology in the form of social media must be utilized as best as possible with full responsibility. The Village Government of Tobu District, TTS Regency is currently using WhatsApp group communication media to exchange information with the community. Information conveyed through this communication medium is considered very effective and efficient because the contents of the information conveyed can be conveyed quickly and precisely and can save large costs.

The use of the Tune group's WhatsApp communication media. Information in Tune Village is very helpful for the Tune village government and the community in communicating. For the Tune Village government, by implementing this communication medium the Village government can quickly convey various information to the community. The process of information is carried out openly so as to allow discussion in the media. The use of this communication media also has an impact on information disclosure and transparency of the Tune Village government to the community. The results of the study related to the accuracy and speed of information by utilizing the WhatsApp Tune Information group communication media as a means of public communication in Tune Village found that the dissemination of information through this communication medium was very effective. This is because information is quickly conveyed. Compared to before using the WhatsApp group communication media, the Tune Village government found it very difficult to convey various information to the community because access to the village road was difficult, and the community's homes were far apart.

Based on the findings of the researchers it can be explained that the use of the WhatsApp Tune Information group communication media is very effective for the village government and also the community. This is evidenced by the speed in delivering information both from the village government to the community and from the community to the village government which can be quickly and accurately conveyed, as in the screenshot data obtained by researchers from the WhatsApp Tune group. The information is as follows:



Figure 5. The speed of information from the village government and the community through the WhatsApp Tune Information group communication media

From the picture above, it can be explained that the public communication carried out by the Tune Village government with the community and vice versa has been carried out quickly by utilizing the WhatsApp group communication media. Various information was responded to quickly so that discussions were built which then produced positive things for the people of Tune Village. Thus it can be concluded that the capacity and accuracy in exchanging information by the village government and the community by utilizing the WhatsApp group communication media has been carried out properly and effectively.

The use of communication media through the Tune Information Whatsapp group in disseminating information to all Tune Village residents was found to be very helpful. This was marked by the presence of residents at events held by the village government such as the socialization of receiving Direct Cash Assistance (BLT), announcements in the health sector such as assistance for mothers giving birth and visits to posyandu, announcements in the education sector such as receiving the Indonesia Smart Card (KIP), monitoring activities in the field to Notification of the meeting to all Tune Village residents.

Local wisdom is still used in the utilization of information technology in this case the use and use of communication media through the WhatsApp application. Forms of local wisdom that are still used, such as the use of the Dawan language which is the native language of Tune Village residents in communicating in the Tune Information WhatsApp group, Tune Village residents still use Tune Village traditional cloth in meetings held in the village and the willingness of residents who do not have mobile devices voluntarily collect money to buy cellular data packages so that you can still access information from the WhatsApp Tune Information group.



Figure 6. A meeting of Tune Village residents using traditional custom cloth typical of Tune Village

In terms of community adaptation to the use of communication media, there are two patterns found in this study, namely; First, the effectiveness of the use of communication media for Tune Village residents through the Tune Information WhatsApp group, has a positive impact on the process of creating an embryo for managing village potential in an innovative way from creative ideas from people who realize potential in Tune Village who are motivated by the need to increase personal and group welfare through outreach and training. skills facilitated by the village government by utilizing the WhatsApp Tune Information group communication media as a medium for channeling information to Tune Village residents. This awareness then drives efforts to manage village potential to become more economically valuable. Technically, these activities are carried out individually or in groups. Then assisted by the village government to increase productivity and innovation. An example is the introduction to Tune Village residents about the use of social media and online shops as sales media so that handicraft products from Tune Village residents have a wider market share and are known.

Second, the birth of the embryo of managing the tourism potential of Tune Village as a cultural village in general with the holding of the Tune Village cultural festival by utilizing social communication media and social media for information dissemination. The community responded well to this program, which was indicated by the enthusiasm of the Tune Village residents in participating in meetings to discuss the implementation of the Tune Village cultural festival which will be held in 2023.

In this study, information was obtained that in utilizing the Whatsapp Tune Information group, not all people could access the group because there were only a few people who had mobile devices. The success factor of information dissemination is inseparable from the use of the word of mouth method carried out by Tune Village residents who can access information from the Tune Information Whatsapp group and then spread it verbally to residents around their residence. All the activities of the Tune Village residents related to the use of the Whatsapp communication media are felt to be very beneficial for the Tune Village residents. This is represented through collaboration between stakeholders, use of technology, concern for villagers, responsiveness of

villagers and sensitivity to activities to improve the welfare of villagers and preserve the culture of Tune Village.

Thus, the researchers concluded that the use of the WhatsApp Tune Information group communication media was very effectively implemented by the government and the community in Tune Village, Tobu District, TTS Regency, because it could quickly exchange public information in the context of village development. Even though there are obstacles in the implementation of the use of communication media in the form of communication facilities/infrastructure, this does not become an obstacle for the government and the public to continue to use these communication media.



Figure 6. Meeting discussing the implementation of the Tune Village Cultural Festival

CONCLUSION

Research that has been conducted in Tune Village related to the effectiveness of using communication media through the Whatsapp Tune Information group, the conclusions obtained are; (1) The use of communication media through the Tune Information Whatsapp group is felt to be very helpful to the residents and the Tune Village Government in that information can be conveyed quickly and easily; (2) Access to the use of communication media through the Whatsapp Tune Information group is not maximized, because not all Tune Village residents have mobile devices; (3) Utilization of communication media through the Whatsapp Tune Information group is not limited as a medium of communication, but also as a medium of discussion for Tune Village residents; (4) Utilization of communication media through the Tune Information Whatsapp group can improve the welfare of Tune Village residents because residents get information about the use of social media and online shops as a medium for selling handicraft products and disseminating information about Tune Village to deserving audiences about the cultural festival being held in Tune Village.

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