



Communication Accommodation in the Empowerment and Village Program by Ademos in Bojonegoro, East Java, Indonesia

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Abstract

In mentoring The Empowerment and Village Empowerment, the skills of a facilitator in communication are needed. There is communication accommodation in every interpersonal relationship that is built. This research uses a case study method with several sources and sources of data. This study found that convergence and divergence occurred clearly in every relationship built by the facilitator and the beneficiary community. Convergence and divergence play an important role in creating closeness and sustainability of relationships.

Keywords: *CSR; Empowerment and Village Empowerment; Convergence and Divergence*

Introduction

The CSR (Corporate Social Responsibility) program carried out by the company is important, in order to improve the relationship of the people who live in the affected village areas due to the company's exploration activities. However, the CSR program provided by the company does not always match the socio-cultural conditions of the community. Sometimes the CSR programs launched by companies do not answer and provide solutions to the impacts they have raised. In this case, intense communication is needed so that the CSR programs carried out will run properly.

Community empowerment programs will not run without a facilitator or program assistant, facilitators who assist the community in carrying out their functions as facilitators, trainers, motivators, mobilizers, and catalysts as the key to the success of the program. Said by Subejo and Supriyanto (Soebiato, 2015: 46) Community empowerment must be accompanied by a multidisciplinary team of facilitators, the companion team is one of the external factors in community empowerment, at the beginning the empowerment process is very active but will gradually decrease during the empowerment process. Until the community is deemed sufficient to be able to continue their activities independently. The empowerment program carried out by Pertamina EP Cepu in collaboration with Ademos, one of local Non-Governmental Organization (NGO) also has a team of facilitators or program assistants who are assigned to assist the community for a certain period of time in each target village.

In order to sharpen the research, researchers focused the research area on the Village and Empowerment Program program with Village-Owned Enterprises Hereinafter referred to as BUMDesa, which targets BUMDesa Bumi Makmur Dolokgede, Dolokgede Village, Tambakrejo District, Bojonegoro Regency, East Java Province, Indonesia. Runs smoothly, but there are times when there are obstacles. Ademos is no exception, in carrying out The Empowerment and Village Empowerment with Pertamina EP Cepu in several target villages, some are considered successful and some are considered unsuccessful or unsuccessful. Program success is assessed by completeness in program implementation and completeness in the learning process. The success of a program is evidenced by the achievement of competencies which include knowledge, skills, attitudes or values in a person or group. Meanwhile, the failure of the program can be judged by the reversal of the things mentioned above.

Dolokgede Village through BUMDesa Bumi Makmur Dolokgede is the beneficiary of the village empowerment program which is considered successful in the empowerment program carried out by Pertamina EP Cepu and Ademos. The program carried out runs according to the time line determined by Ademos as program implementer with an almost perfect success rate. The indicators of the empowerment program at BUMDesa Bumi Makmur Dolokgede are considered successful, namely the timeliness of completing the program, completeness in fulfilling the facilities and infrastructure, increasing competence, both in the form of knowledge, skills in running BUMDesa business businesses. So that this makes BUMDesa's assets increase and continue to grow.

The success or failure of the empowerment program is determined by many factors, both external and internal, one of which is the program assistant. Program companion communication plays a crucial role in achieving program success. Judging from the problems that arise above, a significant role of communication is needed to anticipate matters in the future. a facilitator is not only required to have communication skills, mastery of material, accuracy in attitude, but a facilitator should also have a socio-cultural background (religion, language, manners, and habits) that are the same as the target community (Hamid: 2018). Ademos as program facilitator needs to pay attention to building communication in order to achieve the effectiveness of an implemented program. The community empowerment program is a program of development activities carried out by the program facilitator by utilizing the resources owned by the community, with the aim of helping to realize community welfare in a certain location according to its potential. In order to produce effectiveness in the empowerment program, one approach is taken by taking into account the communication between the facilitator and the beneficiary in the identification, implementation and evaluation of the program. The purpose of this study was to determine the process of communication accommodation in maintaining the relationship between the program assistant and the beneficiary community in the Empowerment and Village Program in the affected area of the Tiung Biru Pertamina EP Cepu project.

This research enters the interpersonal level, focusing on the communicator and communicant elements, namely how the facilitator and beneficiary both have the opportunity to produce messages and receive messages in ongoing empowerment communications. This research was conducted using a case study research approach, namely a method that refers to research that has an element of how and why in the main research question and examines contemporary (current) problems and the lack of opportunities for researchers to control the events (cases) they research (Yin, 2015). This is done because researchers want to know intrinsically a phenomenon, the peculiarities, and the regularity of a case, not just an external reason. The use of qualitative methods, especially in this study, aims to describe the relationship between facilitators and beneficiaries in the Pertamina EP Cepu and Ademos empowerment program in the affected areas.

Methods

This research is a qualitative research where the researcher can enter his opinion in assessing the case under study. In addition, the distance between the researcher and the object under study is very close (Creswell, 2007). In general, qualitative research aims to provide an overview and understanding of how and why a phenomenon occurs (Pawito, 2007: 35). Researchers approach case studies that investigate phenomena in real life contexts, when the boundaries between phenomena and contexts do not appear explicitly, and in where multi-sources are used (Yin, 2015). Researchers use this approach because they observe the phenomenon of maintaining relationships between program assistants and existing beneficiaries in the community empowerment program by PT. Petramina EP Cepu in the Jambaran Tiung Biru (JTB) project area. This research was conducted using a case study research approach, which is a method that refers to research that has an element of how and why in the main research question and examines current (current) problems and the lack of opportunities for researchers to control the events (cases) they are researching. (Yin, 2015). The informants in this study were program assistants, beneficiaries and stakeholders who were directly related to the empowerment program. In connection with this research. While the data sources used in this study consisted of several forms of data such as direct interviews with informants, screenshots of conversations in social media groups as well as literature searches and previous research.

Result and Discussion

The essence of accommodation theory is adaptation. How a person adapts to communication with others today rests on the premise that when someone interacts, they adjust their speech, vocal patterns, and / or behavior to accommodate other people. (West Ricard & Tunner Liynn H, 2007: 217). Accommodation is influenced by several personal, situational, and cultural circumstances. Communication accommodation refers to converged communication and divergence communication to find out how the assistants and the community maintain communication during The Empowerment and Village Empowerment in each of the assisted villages. This is done in the following ways:

1. Maintaining personal closeness and mutual openness between how to correct the program and the community.

In order to maintain personal closeness between program assistants and the community, program assistants sort out which ones they should or should not say when establishing communication.

- a. Maintaining the capacity of the problem, this is intended to prevent misunderstandings about the existence of a program assistant with other stakeholders.

“There are some people who tell stories without us asking, whether about their family's economy, about their children, about work, and the activities they do everyday, sometimes they ask or even ask for solutions to the problems they face, but not all of my questions. answer it or provide a solution. Some questions are sometimes beyond my capacity as a program assistant.” (EMR Interview, 11 November 2020).

“With program facilitators, we usually tell the problems we face during the program, sometimes not only related to the program, but also personal problems, but usually the program assistants take it plainly, it's different if we ask about BUMDesa activities, they will respond to it.” (MSD Interview, 11 November 2020)

"Talking as with people in general, just a small talk asking about the news, or the activities that were carried out on that day, then continued with the development of empowerment being carried out with BUMDesa." (Interview with NSY, 11 November 2020)

- b. Self-disclosure, program facilitators and beneficiaries have mutual openness so that there are no gaps in building relationships, always maintain good kinship, are open in any way, especially regarding the Empowerment and Village program.

"Meeting with the beneficiary community, whether in the form of stakeholders, BUMDesa management, usually we don't go to the point discussing the program, we often start with the latest issues that are being discussed by the village community, so that the relationship is not limited to a program, but becomes an arena. long term relationship." (EMR Interview, 12 November 2020)

This is reinforced by the facts that researchers obtained in the field, researchers have the opportunity to participate in activities carried out by program assistants and beneficiaries.

"Eat first, bro, I cooked a lot earlier." (MSD)

"Wahhh coincidence sir, I haven't eaten earlier, come straight here." (EMR) foyer take plates in the kitchen.

"Just as it is, bro," (MSD)

"It's delicious, sir, I'm tired of the menu at the office. How about the chicken eggs, sir?" (EMR)

"Alhamdulillah, bro, almost 50% of the chickens are laying eggs, but how come the eggs are so small, bro? the eggs are good, mas, the yolks are good, they are also thick, it's just how small." (MSD)

"Oooo, it's okay sir, eggs from new chickens are like that, like the chickens that opened the road first, so a few weeks at the beginning the eggs were small," (EMR)

"I have complained to the customer, bro, can I do that, for example, what vitamins are there, so that the eggs can be big?" (MSD)

"That's natural, sir, we'll find the right vitamin." how about the marketing, sir?" (EMR)

Alhamdulillah, bro, you don't have to take it to the market, it's already in the cage, the seller picks it up, it's overwhelming, mas, the problems are many, so it can't meet the needs of the village market." (MSD)

On different occasions, the researcher interviewed the beneficiaries, in the interview MSD said, the relationship between him as the beneficiary and the program assistant is no longer limited to the program, on certain occasions they continue to visit each other and do not hesitate to tell each other.

2. Maintaining harmony in society

a. Involving the Village community

Involving people who are not directly affected by the program in the program's sustainability. So that it can ward off statements that say empowerment programs are only enjoyed by certain groups.

Considering that the target of this program is BUMDesa, which has an impact on not directly involving the community, but that does not mean that the community is not involved at all, on certain occasions, the BUMDesa management holds an RAT (Annual Member Meeting) by inviting the Village community, so that the community knows and can enjoy indirect benefits of BUMDesa. BUMDesa management opens opportunities for people who have stalls for egg resellers in BUMDesa's cages, which can then be resold in retail to the community.

b. Program companion becomes heterophile.

From what Soebiyato (2015: 197) explains, that being a facilitator in an empowerment program has a responsibility to be able to communicate innovation in order to change the behavior of the beneficiary community so that people know, want, and are able to implement innovation in order to achieve improved quality of life.

Likewise, facilitators in the Empowered and Empowered program are required to have abilities in all fields, even though the facilitator is not an expert on animal husbandry, considering that the Empower and Village program concentrates on the animal husbandry sector, the facilitator must master or at least know about animal husbandry, especially layer chicken farming.

"... Seeing our background, which does not have basic animal husbandry, we are required to master the theory or material on animal husbandry because we are assisting the Empowerment and Village program, which is a program for developing laying hens in the western Bojonegoro area." (EMR Interview, 25 November 2020).

".... EMR knows many things about chicken farming and also marketing. At first we were surprised because we previously knew EMR as a companion to the batik program, but after being accompanied by EMR, it turned out that he had a lot of knowledge about laying hens, if he didn't understand or don't know any information related to laying hens, he tries to find out and then informs us." (MSD Interview, 27 November 2020).

3. Approach through the culture of the Dolokgede Village community.

In approaching the community in the target village, one must also consider local custom and cultural factors. Each region has its own culture and beliefs, such as Dolokgede Village. There is a belief that it is not permissible to cut plants before they bear fruit, as well as in the process of implementing the Berdaya and Berdesa program, infrastructure development that is actually in paddy fields is only carried out after harvesting.

Likewise, in laying the first stone in, it must be in accordance with the weton calculation, in order to avoid danger or obstacles in the future, so that in its implementation program assistants and beneficiaries come to people who are considered capable of calculating weton.

"We still adhere to Javanese traditions. In development we have to calculate weton, to avoid future dangers. Besides that, the land that will be used to build a stable is Tanah Kas Desa (TKD), incidentally this land is a rice field area that is being planted with rice. We adhere to the belief that plants that bear fruit, cannot be trimmed or cut before the plants bear fruit, especially rice, so in building a cage, apart from using the weton count, we also have to wait for the rice to be harvested first." (NSR Interview, 25 November 2020).

"As program companions, we must respect the tradition that has been trusted by the assisted village community. So that in infrastructure development in the form of laying hens, according to the information we get, we must use the weton count and also wait for the rice harvest period." (EMR Interview, 26 November 2020).

In this study, researchers can see the convergence and divergence. convergence In this study, namely fusing views or unifying where program assistants as facilitators and the community as beneficiaries mutually interact and exchange information so that there is one understanding to run the Empowerment and Village program, with a harmonious relationship that aims to realize the goals of

the program itself. From the divergence point of view, the researchers concluded that communication with several people who chose to associate or distance themselves was not because they did not agree with or did not accept the facilitator, but because of individual reasons or did not want to be involved in the program.

Convergence in the Berdaya and Berdesa program can be seen with signs of social penetration that have occurred in program communications. There is an analogy process of onion skin in layers to find the layers in it as well as the interpersonal relationship between the facilitator and the beneficiary community who have reached the relationship maintenance stage where the relationship has passed the adaptation period and has become harmonious.

This can be seen from the self-disclosure of both parties, both from the facilitator or the beneficiary community in the process of social penetration. This openness is the main thing that can lead them to understanding the problems that arise in the program's sustainability. Reciprocity or a situation in which the openness of other people will lead other people to be open to the community who from the beginning accepted openly the arrival of program facilitators as facilitators and facilitators were able to be open to the beneficiaries. Open communication from both parties during the program made a lot of experiences in adjusting to several differences.

As much as possible, the relationship between facilitators and beneficiaries should be avoided, given the empowerment programs that they must continue in order to realize the welfare of the beneficiary communities.

Conclusion

Based on the findings in this study, communication accommodation is clearly delineated. The communication that occurs in The Empowerment and Village Empowerment between the facilitators and beneficiaries in Dolokgede Village does not only occur in convergence with the process of social penetration in it, but also occurs in divergent communication. Communication occurs in a divergence, seen in the facilitator and the beneficiary community who communicate to maintain and regulate communication habits. They sort out which ones should be communicated with the facilitator or community and which ones should not be communicated. There are differences in the way in which the tone of the beneficiary community is conveyed directly and indirectly by the beneficiary. The approach to the community empowerment method according to the beneficiary's psychosocial condition is more of an individual approach, namely the program assistant communicates privately between individual visits from house to house or at the recipient's activity location.

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