

Community Development for Improving Communication Politics in National Development Framework

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Abstract: Empowerment of civil society participation or 'civil society' is a powerful tool in determining the direction and development policies in order to improve political communication in the framework of national development in the future, this involvement will have a positive impact on the decisions and measures taken or to be implement because it can build synergy between the government and the society itself. This research proposes a model of community empowerment that can enhance political communication that will affect the national development. Method used writing this study is a qualitative method is a method that emphasizes on the collection with analysis of written texts of secondary data and supplemented by primary data (statements, interviews, stories, confession). The approach used in writing this study uses the perspective of national security with the analysis of the various disciplines (interdisciplinary). Methods and benchmarks approach is community empowerment method for doing the work, will make people become passive, less creative and helpless, even educating people to rely on government assistance or voluntary organizations aid. In contrast, the method of doing work with, stimulate people to become active and dynamic and able to identify where the needs of nature-estate needs, felt needs and the expected need. The concept is expected to be a bridge rising political communication in national development between the public and the government in any development agenda both nationally and locally.

Key words: Government, civil society, community development, political communication, bridge

INTRODUCTION

Community participation in the implementation of national development is a necessary condition in the era of freedom and openness today. Waiver of these factors, proved to have caused a significant deviation of the objectives of development itself that the overall efforts to improve the welfare of society. Waste of state finances is another implication of the deviation. The process of involvement of local community participation in the implementation of development projects in the district or city level, proved to have brought fundamental changes in improving the welfare of rural families (Clark, 1995).

Even today, public participation process is a benchmark for the government in the implementation of the government. In fact, the issue of public participation in public policy has also become a global issue that is characterized by the emergence of the issue of good governance in managing the policies of a country (Clark, 1995) declared good governance can be defined as any action or behavior that is based on the values that are direct, control or influence public issues to realize these values in action and daily life. Issues relating to community development cannot be blamed only on how the involvement of community participation alone, the

most important thing is: First, the government is able to prepare and plan as to what development concept and model of community empowerment that can enhance political communication which will affect national development. Second, governments are able to plan and analyze what and why the strategic environment in the face affects the efforts of the involvement of community participation in national development. Third, what should be the concept of community empowerment to improve the political communication in the framework of national development (Nunnan, 2016). So, that through the concept of empowering the government to develop strategies to begin to increase community participation both in the process and the implementation of development, development policy embraces two basic philosophy that public touch and bringing the public in which is a policy that seriously touching the needs of the public and also capable bring people into spaces or policy known as participatory development. Participative development is a technical process to provide opportunities and broader authority to the community to jointly solve various problems of development.

The division of authority is done based on the level of participation (level of involvement) community in these activities. Public participation aims to find better solutions

to problems in a community by opening up more opportunities for people to participate in contributing to the implementation of activities more effective, efficient and sustainable.

Purpose and objectives: The study is intended to examine how and objectives:

- Concept development and community empowerment model that is able to enhance political communication which will affect national development
- Planning and analyzing strategic environmental influences on engagement efforts of community participation in national development
- There should policy concept of community empowerment to improve the political communication in the framework of national development

The scope of the discussion paper is limited to issues of community empowerment in order to improve the political communication in the framework of national development, prepared by the procedure sequence as follows: introduction, basic concept, platform theory, environmental development strategies, current conditions, implications, opportunities and constraints, conditions in expect, conception or problem-solving, conclusions, suggestions and bibliography. Methods and approaches, study writing method used is qualitative method is a method that emphasizes the collection with analysis of written texts (literature study) of secondary data and supplemented by primary data (statements, interviews, stories, confessions). The approach used in writing this study use national security perspective to the analysis of the various disciplines (interdisciplinary).

Definition: Community empowerment is a process that develops and strengthens the ability of communities to continue to be involved in the development process that takes place dynamically so that people can resolve the problems encountered and can take decisions independently. From understanding the opinion of the author that in principle is community empowerment efforts in a planned, systematic and sustained to enable, engage and provide a clear responsibility to the community in the management of development for the benefit of the increase in welfare. While the political dimension of community empowerment is defined as access to the public in the decision-making process that involves the public or society, meaning that community empowerment is a very important strategy for national development efforts which in any implementation of national development requires the full support and concrete of all

the parties in an effort to enable, engage and provide a clear sense of responsibility to the community in any national development agenda (Jhon, 1992).

Political communication is communication that is aimed to achieve an effect influence such a way that the issues discussed by the type of communication activities can bind all of its citizens through a sanction determined jointly by the political institutions. Political communication between the government and the people as the interaction between the two parties applying ethical, political participation of the people in national development aims to ensure that the government be responsive to the public or democratic behaviour.

National development is the intellectual lives of the nation, creating general welfare, protects the entire homeland of Indonesia and helps implement lasting peace. National development is the construction of, by and for the people executed in all aspects of national life which includes aspects of political, economic, social and cultural and defence aspects of security must always realize the archipelago insight and strengthen national resilience.

FOUNDATION THOUGHTS

Change paradigm of national development towards in implement democracy and decentralization fostering a broad awareness for the community and participation in the overall of process in development programs. Empowerment and participation emerged as the two words that many expressed when talking about development. Nevertheless, the importance of empowerment and community participation has not been fully understood and implemented by the stakeholders of development, both from the government, private sector, NGOs and communities. Even among the people they are still nervous facing the practice of participation in carrying out each stage of construction on the environment. On the other hand, almost all projects and government programs require empowerment and community participation in the implementation where the community is placed in a strategic position that determines the success of development programs. However, in practice, empowerment and community participation is often abused, either intentionally or unintentionally. Some Thoughts grounding in National Development.

Five rules (Pancasila) as the ideal basis: The values contained in Pancasila should be a cornerstone in any legislation that will be used as a guideline for all the Indonesian people in the community, state and nation. If explored "sila" per precepts contained in Pancasila, efforts to implement community empowerment in national development contained in the five precepts are precepts of social justice for all Indonesian people.

The 1945 constitution as constitutional basis:

Development conducted in Indonesia is mandated by the Constitution which asserts that the purpose of the State of Indonesia is to protect the entire Indonesian nation and the entire country of Indonesia, promote the general welfare, the intellectual life of the nation and participate in the establishment of world order.

Archipelago as a cornerstone of visional: The essence of the archipelago insight is used as a guideline by the Government in the implementation of government to build a prosperous society, an attempt to apply a community development to national conditions (construction) uneven resulting backwardness and this is a threat to integrity. Empowering people in the need, especially in lagging regions and borders is important.

As national security basic concepts: Implementation of the national development concept for community as called "Tannas" then a historical demand which is indispensable in achieving the mission of bringing together national objectives. Basically implementation Tannas conception identical with the view of geostrategic Indonesia in carrying out national development which has been implemented the state government. A view in direct all national resources as the basic capital in double circumstances of national life are integrated to be realized (Tannas), control of living space (Army, Navy and Air Force) as well as controlling the timing of the stages of development (long term, long medium and short-term).

BASIC THEORY

Community empowerment: Community empowerment approach embodied in participatory development would very fit and can be used to anticipate changes in the strategic environment and their community. As a basic concept of participatory development is to conduct development efforts on the basis of meeting the needs of society itself so that people are able to grow and overcome its problems independently, continuous and sustainable. According to Kumar (2002) empowerment is a dynamic condition which reflects to the ability of a social system in realizing the goals or values to which it refers (craved).

Public participation in national development: The use of terms related to the participation of two alternatives, first, the participation as an end in itself, secondly, as a tool to develop them. Actually both these interpretations is one unit, both represent a transformational participation and instrumental in a program (project) specific and can

appear in different combinations. Instrumental participation occurs when the participation was seen as a means to achieve certain goals, local community participation in projects carried out by outsiders. A participatory transformational occurs when participation is in itself regarded as a goal and as a means to achieve higher goals again, for example, people become more self-sufficient and sustainable.

As a goal, the participation will result in empowerment, i.e., everyone is entitled to express opinions in decisions concerning their lives. Thus participation is a tool in promoting ideology or goals normative development, such as social justice, equality and democracy. Therefore, as an alternative, participation is interpreted as a means to achieve efficiency in project management or as a tool in implementing policies. As an implication, participation also involves management strategies which can be used by the state in trying to mobilize resources-resources that it has.

Furthermore, it is said that viewed from the aspect of development planning, community participation in development can be divided into two. First, planning is a mechanical effort to change the state of society. Planning is regarded as a blue print (blueprint) changes that can create patterns of changes designed by the planners. This model is often known as mechanistic planning model or models of social engineering. This planning model is often that gave birth to the guidelines (the guidelines) and technical guidelines (guidelines) for implementing development projects. Sometimes technical and operational guidelines are not appropriate for certain regions. Thus the community is considered as a passive part (subsystem) of system development. Second, planning systematized business development aspirations that exist in society and put them into written documents. This model sees the community as a social system is full of social and cultural values are dynamic.

This model is often referred to as human action planning models. Methods and benchmarks approach community development, Community Development with all its activities in the development of working methods should avoid "doing for the community" but adopting methods of work "doing with the community". The method for doing the work will make people become passive, less creative and helpless, even educate people to rely on government assistance or voluntary organizations aid. In contrast, the method of doing work with, stimulate people to become active and dynamic and able to identify where the needs of nature-the real needs, felt needs and the expected need. Methods of doing work with, very in keeping with the great idea "KiHajar Dewantara" on educational leadership in Indonesia

“inggarso sung tulodo, madyoingmangunkarso” and “tut wurihandayani” which focuses the need for participatory self-reliance in the development process (Tampobulon, 2006).

An explanation based on a variety of the above, the various methods used in the planning process the participation of community development are as follows:

- Participatory Rural Appraisal (PRA)
- Assess Follow Participatory (KTP)
- Participatory Research and Development (PRD)
- Method of Rapid Rural Appraisal (RRA)
- Method of Participatory Action Research (PAR)
- PPKP method (Understanding Participatory Rural Conditions)
- The method of Participatory Learning Methods (PLM)
- Methodology Participatory Assessment (MPA)

The development process is now to be rooted from below (grassroots), maintaining cultural diversity and upholds the dignity and freedom of man and society. In other words, development must embrace the development paradigm centered on community. Thus, need for active participation of people, full of initiative and innovative of society itself. In-horizontal paradigm of participatory communication, all masses is invited to participate more in the process of communication to decision making. Communication support the construction carried out in a horizontal communication model, communication interaction made more democratic. Because of the communication activity is not activity of giving and receiving but “share” or “dialogue”. Contents of communication is no longer a “message” that was designed by a source from above but rather facts, events, issues and needs are codified into a “theme”. All the voices are heard and considered to be taken into consideration in the decision. So, who is involved in this communication model is no longer “the source and the receiver” but participants “with each other (Selo and Soemardi, 1974) stated that changes are desired or planned represents a change in the expected or planned in advance by the parties-parties who want to make changes in society.

Indonesian society, if can say so, is inseparable from this development phenomenon. Diversity, ethnic, racial, groups and religious forms and different levels of life in society are directly or indirectly encourage changes in society itself or by its orientation to the outside community. Lack of communication that occurs between the decision makers with the common people, cause or

form of development models that are applied more shows a model of a ‘top-down planning’ which according to the conditions considered to be better but on the other hand provide less impact expected; as far as the development of existing society, it turns out side this is perceived to two more shows this substance in Indonesian society. Development is essentially a process of transformation of society from a state to another state that has come closer to the community system is aspired; in the transformation process, there are two things that need to be considered, namely sustainability (continuity) and change (change), the attraction between the two raises the dynamics in the development of society.

ENVIRONMENTAL DEVELOPMENT STRATEGY

Observation of the right strategic environment is necessary to anticipate changes in the future so that the policies and strategies that can generate something that is effective and profitable for national unity. Observations made include the global environment, regional and national of strategic corner.

The development of the global environment: Johannesburg Declaration on Sustainable Development agreed by the heads of state or heads of government from 165 countries attended the Summit on Sustainable Development in Johannesburg, South Africa, September 2002. Results of the declaration is then poured in the document “Implementation Plan for Sustainable Development Summit” which has also been signed by the Indonesian government to be a reference in carrying out development in Indonesia with a target of eradicating poverty by 2015. In the declaration of the participating countries implement the Millennium Development Goals or the Millennium Development Goals (MDGs). In the MDGs, there are eight goals to be achieved until 2015 by the, countries of the world, including Indonesia, the first objective is to address and/or eradicate poverty and hunger.

Development of Regional Environment. In essence, the establishment of the ASEAN Community is an effort to optimize cooperation among Southeast Asian countries which are members of ASEAN but now that regional cooperation had already started to be developed by expanding the targeted cooperation with other countries outside the Southeast Asian country that is intended to maximize the cooperation process ASEAN through a transformation in the field of cooperation carried out in order to improve the ability of ASEAN countries in the face of globalization event.

Development of national environmental: The development of the national environment can be seen from “gatraastra” aspects, namely:

- The position and geographic location
- Circumstances and natural resources
- Condition and ability of the population
- Ideology
- Politics
- Economic
- Socio-Cultural
- Defense and Security

CURRENT COMMUNITY EMPOWERMENT AND PROBLEM FACED

Any problems that exist in national development lead to certain conditions in the national defense. With the ever-increasing national resilience in all aspects of the life of the nation, the Indonesian nation will remain “survive”, no matter how great storms of life comes hit in this different era. The storm will surely be able to overcome and surely passed. To be able to operationalize national security approach needs to know the systemic approach because national security is a system. A criteria met by the national defense system, the presence of components which interact with one another “astagrata” to achieve the goals set the increase in prosperity and security. Aspects “astaslota”, namely: a unity that round and concrete reciprocal relationship close and interdependencies between Tri Slot and “panca slot”, the approach taken is to combine and integrate multiple aspects “gatra” above in the acceleration of development in underdeveloped regions with the aim of accelerate the achievement of national goals.

Community empowerment approach in development as a participatory approach, the focus is not only on not only as receivers but to participate in the development process, both in the planning, development and supervision, in order to optimize acceleration of national development. Empowerment can now be viewed from the standpoint of “astagatra” (slot geography, demographics slot, slot natural resources, slot ideology, politics slot, slot economic, social and cultural slot, slot depend).

Development paradigm, characterized by top-down vertical raises some serious problems. In the context of Indonesia, the construction of which is applied in accordance with the model poses some problems in the fields of politics, economics and culture, at the state and the masses or grass-root level. In the country level can observe the case of Indonesia’s economic dependence on donor countries. Even dependence is not limited in terms

of capital but also economic policy. As a result, Indonesia’s economic policy is never independent. Projects conducted with the help of capital, technology and Foreign experts have never been effective-efficient as the interests of the nation but rather focused to meet the interests of the donor countries. Meanwhile, Indonesia increasingly pressured to take part in a free market pioneered by the developed countries but in fact does not have the power to determine the market mechanism as that can be done by developed countries as a form of state intervention on the free market mechanism he said. Not optimal community development to national development today, the problems faced today:

- The low human resource
- There is a shortage of regulation, especially in areas that provide opportunities for the involvement of community participation
- The low level of welfare of Indonesian society
- Not optimal equitable distribution of development with the concept of community empowerment

IMPLICATIONS TO COMMUNITY

The Improvement of Political Communication in the framework of the national development. Community empowerment implications for political communication. The implications are expected to increase in political communication are: cultivating self-awareness to support the political order “Pancasila” democracy, the political culture that upholds the spirit of togetherness, family and responsible openness needs to be developed, supported by the moral and political ethics are rooted in the values of “Pancasila” and the attitude of statesmanship in political behavior. Community-based national development is expected to improve the political communication of Indonesia; it is given the still weak community participation in the development of both the national and regional scale. The national development should always pay attention to political education and empowerment in order to the civil society as in the ideals of the founding fathers of Indonesia is “Soekarno”, so that people no longer be used as a development object but a subject that also empowered and participate in the implementation of development.

Implications for Community Empowerment for development national. Insights archipelago as doctrine, values and guidelines for implementation of the system of government should always be actualized in national development in accordance with the dynamics and paradigma with attention to environmental conditions and characteristics of Indonesia which is compounded by

recognizing “kebhineka” single “ika’an” Indonesian nation is not uniform but promoting unity, to achieve prosperity and security which in turn strengthen the resilience of local, regional and national ties unitary state of Indonesia.

Government in any national development agenda, especially in order to keep the support and legitimacy of the community, then in demand to open an intensive political communication, filter aspirations and demands of the community and provide the best service.

Opportunities and obstacles

Opportunity: Nevertheless the swift impact of globalization and information sweeping the world, especially Indonesia with a cargo of countries develop form of liberalism, western-style democracy, the ideology of communism, socialism but nation Indonesia remains steadfast and agrees that “Pancasila” and the Constitution of 1945 is the philosophy and the basic state must be maintained and implemented with the norms of sovereignty.

Development conducted in Indonesia is mandated by the constitution (UUD 1945) which asserts that the purpose of the State of Indonesia is to protect the entire Indonesian nation and the entire country of Indonesia, promote the general welfare, the intellectual life of the nation and participate in the establishment of world order. The only way to achieve the above objectives is through national development activities. The development encompasses all aspects of life, whether political, economic, social and cultural as well as defense and security.

The bitter experience of Indonesia slumped on prolonged crisis encourages economic actors do not want slumped deeper. Determination and spirit as well as the desires of all the people of the nation out of the crisis gives a new atmosphere of mutual control, keeping each other not to do the wrong step in national development.

The opening of corridors of political, economic law as part of the reform and has been the agreement and intent to be implemented by all the Indonesian people to provide fresh air in the participating communities hope to build a more democratic nation. Strong national commitment that is manifested in the form of national unity with an adhesive one country, one nation and one language into strong adhesive identity of the Indonesian people to keep and preserved under the symbol “culturally diverse”.

Constraints: The rise of globalization and the information to carry a payload of state sponsors bring new values that may conflict even filtering values that exist in the

community that are not in line with the philosophy of “Pancasila”. It means new values even tends to conflict with the values that already exist.

The excesses of political reforms so quickly scrolling captured by some people as the embodiment of democracy led to competition political party that is characterized by the proliferation of new parties with different aspirations. This wave will impact the attraction between national interests with the interests of classes, groups and individuals. The imbalance in the ability and opportunity to take advantage of opportunities that are open in the development process. With the development process continues, it continues to expand imbalances that can lead to further widening the gap. There is still a culture of corruption in the system of public life although its intensity decreased impacts the country’s financial leakage. Not to restoration of public confidence in the government as a result of trauma long been apathies in participating.

COMMUNITY DEVELOPMENT EEXPECTED TO IMPROVE COMMUNICATION POLITICS IN ORDER TO NATIONAL DEVELOPMENT

The successful implementation of community development community development relies heavily on the role of government and society. Both should be able to create emerging. Without involving the public, the government will not be able to achieve optimal development. Development will only give birth to new products that are less meaningful for the people, not in accordance with community needs. Likewise, without an optimal role of government, development will run irregularly and unfocused which eventually will lead to new problems.

Community empowerment expected conception: The main approach to the concept of empowerment is that the public is not made the object of development projects but is the subject of its own development efforts. Based on such a concept, the empowerment should follow the approach as follows; first, the effort should be directed. It is popularly called belongings. Effort is addressed directly to that need with programs designed to tackle the problem and according to their needs. Secondly, this program should directly involve or even carried by the targeted community. Involve people who will be helped to have some purpose, namely that the aid effectively because in accordance with demand and recognize their abilities and needs. In addition, while improving the ability of people with experience in designing, implementing, managing and

account self-improvement efforts and the economy. Third, use a group approach, since it alone can be difficult for poor people to solve the problems that it faces. Also the scope of assistance to be too broad if handling is done individually. The most effective approach these groups and the views from the use of resources more efficient also.

Implementation of development programs that implement community empowerment strategy is a complete paradigm shift consistent of national development that leads to the achievement of development efforts are centered in humans (people centered development). In order to implement development programs that implement community empowerment strategies then there are some things that need attention by the central government and local government, namely:

- Improve human resources
- Increased regulation in particular in those areas in order to provide opportunities for the involvement of community participation
- Increase Indonesian public welfare
- Optimizing the equitable distribution of development with the concept of community empowerment
- contributions for community empowerment to improve communication politics in the context of national development

Contribute to improve political communication. Empowerment is fundamentally a process that is executed with awareness and full participation of the parties to increase the capacity and capability of the community as a resource development in order to be able to recognize the problems faced in developing and helping yourself towards a better state, able to explore and exploit the resources available for the benefit of himself and his group and able to exist for themselves clearly to benefit from it. So the concept of community empowerment is expected to become a bridge rising political communication in national development between the public and the government in any development agenda both nationally and locally as a result of the development of society itself will feel it.

Contributions to improve communication politics in the context of national development, Indonesia's development strategy is to increase the distribution of development and its results through sector development policy and community empowerment (empowering people) especially in rural areas. Multi sector rural development within the meaning of the first as a method of community development as a subject of development; both as a

program and third as the movement of people in carrying out development based on the awareness to enhance a better life. It is inevitable that at some point all citizens may not be involved in making policy but nevertheless in making policies that are in the public interest the government should involve the citizens. Empowerment of civil society participation or 'civil society' is a powerful tool in determining the direction and policy development in the future, this involvement will have a positive impact on the decisions and measures taken or to be implemented because it can build synergies between the government and society itself.

CONCEPTION RESOLUTION

In order to empower the community to assume responsibility for development, the role of government can be improved including through:

- The reduction of barriers and obstacles to creativity and participation
- Expanding access to services to support various social and economic activities of society and
- Program development for more and thus increasing ability and allowing the public actively involved in harness and utilize the productive resources available that have a high added value in order to improve their welfare

Policies and Strategies: Based on the analysis and discussion that has been done, can put forward the following policy "Realization of Community Development to Improve Communication Politics in the Context of National Development. The policy of further into the direction and guidance in formulating various strategies and efforts for community development is essential. Referring to the policy above, then set the basic strategy, as follows:

- Improving human resources
- Increased regulation in particular in those areas in order to provide opportunities for the involvement of community participation
- Improve Public Welfare Indonesia
- Optimizing the equitable distribution of development with the concept of community empowerment

So, that the basic strategy that has been set can be implemented as expected, the necessary efforts as follows:

The effort 1: Improving Human Resources. Methods: Education: The Government and local government in

collaboration with the academia and NGOs provide education and training to enhance the ability of communities to oversee the national development program; The Government in collaboration with academia. NGOs provide political education which aims to increase the political participation of society are realized through the political participation in decision-making, implementation, utilization of the results and evaluation of development itself.

The Government in collaboration with relevant elements providing education and training through community empowerment strategies in order to improve the development focused on the human ability (capacity building).

Efforts 2: Increased regulation in particular in those areas in order to provide opportunities for the involvement of community participation.

- Government and local governments to push through strict regulations on the reduction of obstacles and barriers to creativity and community participation
- The Government through the Ministry of Justice and the House of Representatives issued a legal instrument that is a substantive set of community engagement and community elements which are involved in the national development process itself, so that the mechanisms of community involvement becomes clear
- The Government and local government through strict regulations in order to facilitate the distribution of development outcomes of, by and for the community

Efforts 3: improving public welfare indonesia. Methods: dissemination and policy.

- The government in collaboration with the relevant elements of folk boosts economic growth with development patterns partnership
- The government encourages the development of programs to further enhance the capabilities and allowing the public actively involved in harness and utilize the productive resources available that have a high added value in order to improve their welfare
- Governments through a firm policy to encourage economic empowerment of the people with the certainty of capital and market certainty
- The government issued a firm policy to refine and expands the scope of community-based development programs and to increase access of the poor to basic services

- The Government did equitable distribution of development to achieve improved quality of life and well-being of the community in an effort to reduce poverty and inequality

Efforts 4: optimizing the equitable distribution of development and community empowerment. Methods: policy and regulation. Parliament issued a joint government policies and strict regulations in order to improve the institutional reforms to increase the involvement and cooperation of governments, businesses and communities to national development to be efficient and controllable. The government together with dpr creates strict regulations in order to enhance the harmonious relationship among regions and between the central and regional, including policy consistency within and between regions and between national and regional policies, especially in the distribution of development.

The government made a firm policy to increase empowerment and openness in every national development agenda which would further encourage accountability in the utilization of resources and the decisions of development that really directed according to the priorities and needs of the community, as well as performed in real terms fair and appropriate aspirations and interests of the community. The government together with the parliament to make policy and regulations in order to encourage growth potential regions outside java-bali and sumatra, while maintaining the momentum of growth in java, bali and sumatra.

CONCLUSION

Public participation in the implementation of national development is a necessary condition in the era of freedom and openness today. Waiver of these factors, proved to have caused a significant deviation of the objectives of development itself that the overall efforts to improve the welfare of society. Waste of state finances is another implication of the deviation. The process of involvement of local community participation in the implementation of development projects in the district or city level, proved to have brought fundamental changes in social welfare. Empowerment is fundamentally a process that is executed with awareness and full participation of the parties to increase the capacity and capability of the community as a resource development in order to be able to recognize the problems faced in developing and helping yourself towards a better state, able to explore and exploit the resources available for the benefit of himself and his group and able to exist for themselves clearly to benefit from it. So, the concept of

community empowerment is expected to become a bridge rising political communication in national development between the public and the government in any development agenda both nationally and locally, as a result of the development of society itself will feel it. It is inevitable that at some point all citizens may not be involved in making policy but nevertheless in making policies that are in the public interest the government should involve the citizens. If not, a social unrest will occur to the policies made by the government itself. Many examples of policies that very counter in the community as a result of government are not always open to involve the public in making policy. Empowerment of civil society participation or 'civil society' is a powerful tool in determining the direction and development policies in order to improve the political communication in the framework of national development in the future, this involvement will have a positive impact on the decisions and measures taken or to be implemented because it can build synergies between the government and the society itself.

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