

## 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 implemented 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

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### 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.















