Model and Communication Strategy Development in Developing Social Energy for Papua Community Empowerment

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Abstract: Model and development of communication strategies appropriate and effective, able to support the smooth implementation of community empowerment program. Efforts to foster community participation in development is not an easy task with various limitations that exist both in terms of development and community manager. Model and the right communication strategy can encourage the growth of public participation at every stage of development activities. Problems were found in community development is a model and communication strategy has not been applied effectively lead to low community participation. This study aims to, design a communication model of development in the socio-cultural development of energy for community empowerment, design the development of communication strategies in the development of social and cultural energy and community empowerment. The results showed that, the communication model of development in the socio-cultural development of the energy and the level of community empowerment is determined directly or indirectly by a number of factors such as individual characteristics, communication programs, support the environment and the level of participatory communication the right communication strategy can increase community empowerment through participatory communication, enhancement, increased energy and socio-cultural characteristics of the individual.

Key words: Communication model development, communications strategy, the social energy, community empowerment, Papua, Indonesia

INTRODUCTION

Problems often occur in the implementation of development communication is not in accordance with the expectations of society. Inaccuracy of communication often makes information related to development activities not touch people, especially, people living in remote villages. A common problem faced by the people in rural Papua is the limited access to information, limited infrastructure and infrastructure, ownership of resources is uneven, lack of knowledge and skills of Human Resources (HR), inequality of opportunity seeks, the inappropriateness of communication between government and society, causing participation community in uneven development. Communication is an important element in the development process of the society in which communication should be based on local needs and circumstances prevailing in society (Sinha, 1986). Alternative development paradigm that relies on community empowerment put people as the main actors in

development activities. Participation or involvement of the community determines the extent of the success of development undertaken by the government. The higher the level of public participation will affect the level of welfare. Overview communications shift development today demands the diversity of models of development communication (not only linear but more dynamic convergent).

The model is a representation of a phenomenon but the model is not a phenomenon. Because the model is a picture to make it easier to understand the phenomena that occur either real or abstract to display the most important elements of a phenomenon. Two models of communication that dominates communication concerning involvement in development practices can be explained by the emergence of several models of communication. First, the emergence of a diffusion model of communication which relies heavily on the practice and theory of Everet Rogers. Second, the communication experience of participation first appeared in 1950 when the Brazilian

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educator Paulo Freire adults working with adult literacy campaign among poor farmers in the North-Eastern Brazil. Freire empower landless peasants in order to formulate their own demands for a better life and to escape the oppressive conditions. From this experience, grow to become one of the most influential advocates for the practice of participatory communication theory. The concept of thinking is the emphasis by letting the stakeholders involved in the development process and determine the outcome, rather than to impose the results of what has been decided by actors outside the community (Mefalopulos, 2003).

Linear communication model approach community development program at a certain point to bring results when the level of education and knowledge about the information society development is still relatively low. Now the level of public education has been much improved and vulnerability of mass media, especially electronic has led the information can be directly to the audience (the public). Were suspected of a "force" in society with the commercialization of the economy that are already being at this time will have an impact on the level of community participation is low (Sumardjo, 1999).

In connection with the communication model to increase public participation in empowerment programs, application of models by Tufte and Mefalopulos (2009) with multi-track model is derived from the need to combine the richness and complexity of operational approaches and challenges to development within the framework of a consistent methodological communication. To highlight the flexibility and adaptability to a variety of situations, this model divides the approach to communication into two basic categories: communication monologic and dialogical communication. Monologic communication is one-way communication approaches such as the dissemination of information, media campaigns and other diffusion approach. While the approach of dialogical communication refers to a two-way communication which processes and outputs are open-ended and scope discuss issues and generate new knowledge and solutions not just transmit information.

MATERIALS AND METHODS

This study is designed as a quantitative research confirmed with a qualitative approach with descriptive survey method or known as causality or combination of methods. This combined method (mixed methods) with sequential explanatory strategic approach according to Creswell (2009). This strategy is applied by using the collection technique and quantitative analysis data in the first phase and then followed by analysis of qualitative data in the second phase to be developed is based on the result of the quantitative. The location of research determined by cluster sampling technique in which the coastal communities and community-lying valley/inland are the reached object. The location of research in Jayapura city was conducted in Abepura District with two selected villages namely Enggros and Nafri village. While the location in Jayapura District was done in the Eastern District of Sentani with two selected villages namely Nolokla and Itakiwa village.

The samples are determined by the population of the number of households in the village-level sampling technique based on the formula of Isaac and Michael (Sugiyono, 2013) to determine the number of samples of population with a margin of error of 5%. From total of population 1,803 of the heads of households obtained 300 people as samples. they would be chosen at random based on distribution of the population per village. Samples chosen as respondents based on some consideration, namely, understand about programs, ever get involved in development programs either already have done or are being conducted.

This study utilized primary data and secondary data. Secondary data such as information about community empowerment programs and a general overview of respondents and regional profiles obtained from the Provincial Government of Papua, Jayapura City government and the government of Jayapura Regency obtained either directly (observation) or indirectly (online). The primary data of information obtained by conducting research directly to the field in the form of questionnaires in-depth interview to the informant (traditional leaders or community, non-governmental organizations, a companion program and the government) as well as research documentation.

For the purposes of the study, the validity and reliability testing done randomly on 30 respondents. Validity testing is done by adding the total items are correlated with each item questionnaire using Pearson product moment correlation. While the reliability test questionnaire used Cronbach's alpha formula. According to Singarimbun and Effendi (2006), correlation value obtained from the test results are then compared to the value of r correlation table in which if the correlation value and reliability of the calculation result is greater than the value of r table then the instrument is considered valid and reliable. Validity of test results obtained by the test value 0.376-0.715 indicates sufficient valid value and very valid. While the reliability of test values obtained 0.926. To test the model used Structural Equation Model, analysis equation model (SEM). It is a series of

simultaneous connections in describing the relationship between the study variables. Processing and analysis data conducted by using Statistical Product and Service Solution (SPSS) 18 and Linear Structural Relationships (LISREL) 8.30. Qualitative data used to explain to quantitative data.

Study aims: This study aims to, design a communication model of development in the socio-cultural development of energy for community empowerment, design the development of communication strategies in the development of social and cultural energy and community empowerment.

RESULTS AND DISCUSSION

The communication model of development in the energy development of social and community empowerment: Design model of communication in the development of social and cultural energy and community empowerment in Papua explains that, characteristics of the individual has a role in improving the socio-cultural development of the energy in the community as characterized by the level of education, level of cosmopolitan and level of motivation to get involved in community empowerment program activities. Followed by the communication program as a form of unidirectional and bidirectional communication in the implementation of development programs. Similarly, support for the environment into internal and external factors that influence the development of social and cultural energy and community empowerment. Likewise with participatory communication rate, based on the principles of equality, integration and interdependence.

Model and communication strategy in the energy development of social and community empowerment can be explained by the research results through descriptive analysis and SEM analysis with the help of software lisrel 8:30. The analysis has clarified the role of communication in the construction of social and cultural development of energy and community empowerment based on determinants that also hamper. The findings show that most research variables into the category of low, very low, medium and high fraction.

Analysis of this model will be prepared, to be operationalized into a development communication models and strategies in the development of social and cultural energy and community empowerment. In the formulation of development communication models and strategies will consider the findings or the fact the field is obtained from the results of descriptive analysis and Structur Equation Model (SEM).

Communication model of development can be illustrated by the relationship between variables in the research variables which affects the development of social energy and the level of community empowerment. The results of the analysis Structur Equation Model (SEM) shows the structural equation portrait of relationships among variables that have been generated based on the analysis of LISREL 8:30. Model development communication in the development of social and cultural energy and community empowerment in this study can be in Fig. 1.

Based on the results of SEM analysis, the obtained models are powered by descriptive and qualitative analysis based on research that has been done. Design model of development communication in the development of social and cultural energy and community empowerment based on determinants that have been analyzed include: communications program in community empowerment, environmental support, the level of participatory communication and individual characteristics. From the findings that the data obtained in the field of socio-cultural development of the energy is in the low category. So, it can be said that the socio-cultural energy that has been running still needs to be improved by taking into account the factors influencing that; the individual characteristics, communication program, support the environment, the level of participatory communication. The individual characteristics are reflected by the level of cosmopolitan, levels of education and motivation of people. Communications reflected by: the role of facilitator, accuracy of information, the accuracy of the channel, the participation of communication. Environmental support reflected by the level of government policy, social institutions of society and society of culture values. Participatory communication level is reflected by the equality of communication, communication integration and interdependence of communication.

Application of communication model in empowerment of rural communities, according to Rasila and Mudau (2012) would be more effective and relevant to rural development through efficient public participation in government. Where the government is just as initiator and sender of messages that can work with the community, so that, both sides can develop a mutual understanding of what they need to share our search for purpose of their message. This is to avoid the occurrence discrepancy still a lot of information that occurs between the structures in the city and those in civil society where they do not complement each other because of the communication gap between them.
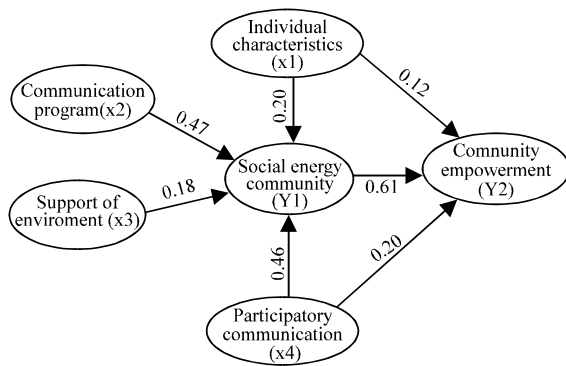
Fig. 1: Model of communication in energy development culture and community empowerment in Papua

Social and cultural energy can be better developed through the support of effective communication practices as stated by Novek (1999) that the practice of communication is central in building social bonds enables collection action among community members in the implementation of development. This collective action indirectly foster a sense of emotional connection or self-efficacy (self-efficacy) in the community. In line with the Age *et al.* (2012) the role of communication should come to sensitize, mobilize, persuade, induce and maintain the interest of the community with a view to adopting new ideas, practices or technologies that may bring a holistic improvement in their welfare.

From Fig. 1, it appears that the level of community empowerment are explicitly supported by: the individual characteristics, degree of participatory communication and social and cultural energy. This community empowerment can support the realization of program objectives is community empowerment prosperous, independent and competitive. The individual characteristics are reflected by the level of cosmopolitan, levels of education and motivation of people. Participatory communication is reflected by the equality of communication, communication integration and interdependence of communication. The development of social energy reflected aspects of the destination, the aspect of ideas, friendship aspect. The level of community empowerment are reflected by the ability of people to access information, the ability to take decisions, ability to strive and ability to collaborate. Based on the communications perspective, namely the aspect of knowledge (cognitive), aspects of attitudes (affective) and behavioral aspects (psychomotor).

The communication strategy of social energy development in improving community empowerment: In the operational model of communication in the

development of social and cultural energy and community empowerment can be implemented in a more operationally based models obtained from SEM analysis was done by analysis lisrel 8:30 and also a comprehensive assessment of the research results in the field. Based on these studies, the communication strategies formulated to increase community empowerment include:

- The communication strategy for community empowerment through increased social and cultural energy
- The communication strategy for community empowerment through increased participatory communication
- The communication strategy for community empowerment through increased individual characteristics

Cornelissen (2004) the strategy in three major ways: the strategy is a combination of processes planned and appear suddenly, the strategy involves referrals are common and not planning or tactics are simple and the strategy is always associated with the organization and its environment. Servaes *et al.* (2012), development is an integral, multidimensional and dialectical process that differs from society to society, society to society, context to context. In other words, every society and society should strive to describe their own strategies for sustainable development starting with available resources and capital (not only physical, financial and environmental but also human, social, institutional, etc.) and considering the needs and concerned.

In the field of communication, communication strategy development techniques intended as a way to convey the messages of the construction with the intention of giving understanding to the public about the development programs to be implemented. Rioplus (2006) asserted that the communication should be a prerequisite and instrument in effective policy making and public participation: from formulating the vision, negotiation and decision-making, develop and implement a plan for the impact of monitoring. Comunication has function as exchange of information, build consensus among different opinions and interests and facilitating the development of knowledge, decision-making and capacity of action in the heart of the good cooperation between the government, civil society groups and the private sector.

As a result, OECD and UNDP considers the communication and awareness raising as one of the nine core mechanism for supporting the strategy for sustainable development. In a sense, two-way communication is the blood of any strategy. Without

it, the strategy will not succeed because of the cooperation and collaboration between key stakeholders depend on it.

The results of field research note that, the communication process that occurs in the implementation of the empowerment program is a combination of the communication process monologic (unidirectional) and communication dialogic (two-ways). Refer to concept and Tufte and Mefalopulos (2009) with multi-track model derived from the need to combine the richness and complexity of operational approaches and challenges to development within the framework of a consistent methodological communication.

This approach is used to highlight the flexibility and adaptability to a variety of situations. This model divides the approach to communication into two basic categories: communication monologic (linear) and dialogical communication (converging). Monologic communication refers to the approach of one-way communication such as information dissemination programs, media campaigns and other diffusion approach. While the approach dialogic communication refers to the two-way communication which processes and outputs are open-ended and scope discuss issues and generate new knowledge and solutions not just transmit information.

Results of research in both the city of Jayapura and Jayapura Regency, the communication process monologic (communication unidirectional) conducted by the government through an act of communication to the public in the form of instruction (briefing) on information programs, socialization program, the dissemination of innovation or new knowledge, transfer technical skills aimed at providing an understanding public about the technical activities such as the manufacture of concrete rebates, construction of embankments, construction of bridges, construction of buildings, boat moorings and others. Monologic communication actions taken by the government as a communicator through the mass media, both print and electronic. While the act of dialogical communication is personal or group done by the mentor program, governmento fficials are involved (head of department, head of district, village head) or non-governmental organization which helped provide assistance to the community.

Dialogic communication is done through dialogue or consultation at the stage of planning, implementation, monitoring and benefit the development stage. Application of dialogical communication is low, reflected on the equality of communication, communication integration and interdependence of communication. Most respondents assess equivalence of

communication can not be achieved through the involvement of all members of the public on the implementation of dialogue or consultation due to several factors such as barriers to internal and external that exist in the community such as social status, educational background, level of economic ability, the ability to communicate and the ability to access information. Schedule dialogue is less well distributed also make the most of the citizens are not present. Besides the focus of dialogue still dominated by the elite and intellectuals, so that, decision-making geared to specific interests. The final stage of development of communication strategies are formulated aimed at the increase of social energy and achieve the level of community empowerment through community participation in the stages of development programs to improve the welfare of living, so prosperous, independent and competitive. Elaboration of communication strategy in the energy development of socio-cultural and community empowerment can be described in Fig. 2.

Based on the results of the model testing, elaboration of the strategy of each input to be assigned to the aspects that most potential as determinants of the level of society empowerment. The discussion of communication strategy development in the energy development of social and community empowerment will be described each in the following discussion.

Communication strategies for community empowerment through increased energy community social: Energy development of social culture requires communication support in creating multi-track model of communication among members of the community empowerment program to achieve community empowerment. This means that, effective communication on the dialogue program will encourage the development of social energy, covering the aspects of interest (ideal), aspects of the idea (ideas) and aspects of the friendship (friendship) is still low. Social and cultural energy is the strength of the community that grew and developed as an effort to achieve the expected goals together. Social energy embodied in institutional community oriented collective action in society. Alim *et al.* social energy is released through social interaction in the community. social energy can be derived from the activities of individuals, society, family, group, community or social groups (ethnic and religious) in utilizing the resources available. Social energy will create strong social capital that can drive an effective and efficient institution in conducting of community development.

In the aspect of purpose (Ideal) deemed necessary to increase through intensive communication among community members. In the kinship unit communication
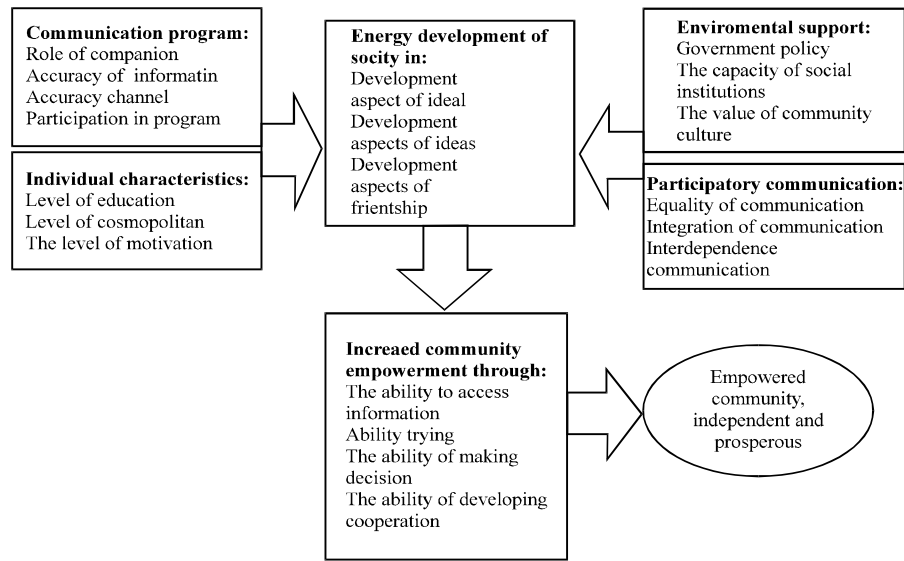
Fig. 2: Strategy communication development in energy development culture and community empowerment in Papua

strategies that can be applied to such to make effective communication of awareness on meeting basic needs, the importance of skills, ability to access to capital and the ability to access the market. While the goal in the locality groups, communication strategies can be implemented through the provision of a vehicle for residents to self-development, social bonding citizens, bonds of solidarity between citizens, social groups of citizens. And purposes beyond the locality groups were realized with bonds of solidarity between groups, cooperation in business, coherence in achieving its objectives, streamline support from the government. While the purpose of the local leadership, communication strategies can be applied to activate the role of traditional leaders of the community identity, bridging the interests of society, the ability to establish relationships with external parties as well as the ability to be wise and prudent. In the aspect of the ideas, the need for improved communication intensive to dig the idea of the program's community empowerment in the unit of kinship, locality units, units outside the locality and the local leadership. The communication strategy can be implemented through the dialogues are useful for the improvement of ideas on the economy, the idea of improving the quality of skills, business development based on local wisdom of the people, the integration of local and foreign ideas, mutually beneficial business cooperation between interested parties.

In the aspect of friendship, the need for intensive communication to build a network of friends through improved aspects network of friends both in units of kinship, friendship in units of locality (group), friendships outside the unit of locality (between groups or villages) and aspects of friendship through local leadership the representation of the community to build a relationship. The communication strategy can be applied to improve the relationship with the community in units of kinship is reflected through capital support, support personnel, support facilities, moral support and facilitation support family members against the other family. While friendships in the locality unit (group) reflected through joint activities of citizens in associations, business groups, the costumers, traditional institutions and other social institutions. While friendships in the local leadership is reflected through joint activities such as ceremonies, mutual cooperation between villages, traditional celebrations, religious ceremonies, welcoming the guest of honor and share the other activities undertaken jointly. While friendships in the local leadership is reflected through the role of traditional leaders, village heads, religious leaders, community leaders and government officials. The increased importance of social energy as stressed by Betancur and Canavan (2005) that shows the state of social energy is significantly higher energy in the form of social energy, intrinsic motivation and more effort is important and hard work.

The level of community empowerment is low, it is a portrait that society has not empowered both individuals and groups to achieve their welfare independently and competitiveness. Therefore, the level of community empowerment needs to be improved in order to be empowered, through the development of social energy. Implementing community empowerment programs can be

a means to raise awareness of the purpose of society, improving ideas and improve the network of friendship among members of society. Synergy of one-way communication (linear) and dialogical communication (converging) which enabled the development of social energy which will provide a boost for community empowerment.

The communication strategy for community empowerment through increased participatory communication: Participatory communication is a form of communication that currently serve as guidelines for governments in the implementation of community-based empowerment program (community driven development). Through, the application of the principle of participatory communication, people get the same opportunities to be involved in every stage of the development program dialog. The results of the research in Jayapura and Jayapura Regency, community participatory communication level is still relatively low. This condition indicates that the implementation of the communication on the dialogue/consultation participatory development program yet. Hence, participatory communication needs to be improved at every stage of program development activities, based on indicators of equality in communication, communication integration and interdependence in communication. Melkote and Steeves (2001) the role of development communication is not only to convey information and ideas about development but the role of communication is the way in which people gain control over their lives. Ogundele (2008) rural development involves planned changed of the rural man and his socio-economic environment from a less desirable to a more desirable state. That is, the process by which the well-being of the people is significantly uplifted where there is a general enhancement in the quality of life of majority of rural people. This involves the active participation of the rural communities for whom the rural development programme is designed. Meanwhile, if the programme is properly conceived and effectively implemented, it will bridge the wide gap of inequalities between urban and rural areas.

The communications strategy on equality indicators need to be improved in the implementation of development programs, so that, people get the same equality in taking power and control to engage in dialogue activities empowerment program. Improved communication strategy done through opportunities presence of the same for all citizens, giving greater opportunities for citizens to express criticism or opinions, encourage initiative decision-making by citizens, eliminate barriers to social status or level of education at the stage of dialogue, eliminating the intervention or pressure for

residents in conveying aspirations. Abiona and Bello (2013) that the participation of communities at the grassroots development programs and decision-making processes become an important tool facilitated through the sustainability of the community empowerment program.

The communications strategy on integration indicators need to be improved in the implementation of community development programs, so that, people get the integration in dialogue in planning activities. Improved communication strategy done through community dependence, by creating a sense of empathy, solidarity, mutual respect with fellow participants in the dialogue or consultation program. Integration aspec is one aspect which is important given the problems faced by the community will be realized if it involves various aspects and relevant stakeholders, often the disintegration occurs in the dialogue or consultation due to personal ego and groups who consider their interests are more important than any other group. Integration of communication can be done through shared learning, the integration of multi-sector ideas, integration of local knowledge with experts, sharing of information between communities with a companion, the integration of the various components of the community concerned.

The communications strategy on the interdependence indicators, needs to be improved so that people can and be familiar with the mechanisms of cooperation in dialogue to achieve the desired objectives. The communication strategy of interdependence that need to be improved include: providing support for communities to engage in dialogue program, providing moral and material support implementation of dialogue program, providing support in shared decision making, involves every member of the community in the preparation of the program in the preparation of the budget in collaboration with the companion to support the dialogue process or program. Interdependence of communication is an important factor for the continuity of dialogue synergy, mutual empathy, harmony and mutual support among fellow participants in the dialogue. Without a good cooperation in the dialogue process can impact the failure of achievement of shared goals.

The communication strategy for community empowerment through increased individual characteristics: The individual characteristics is a factor in the successful implementation of the empowerment program for that we need the right communication strategy to improve the ability of individuals to participate actively in every phase of activity. The results of the field, study explains that, indicators that directly affect the level

of community empowerment which is the level of education, level of ccosmopolitan and level of motivation in the community empowerment program. While the aspect of age, occupation, income level and ownership/access communication facilities indirect effect in order to increase community empowerment. The individual characteristics of the people is still low, it shows that people have not been able to increase their empowerment. Ayanwuyi *et al.* (2007) there was significant relationship between respondents personal characteristics and their level of participation in community development projects.

The communication strategy for enhancing community ccosmopolitan in Jayapura and city of Jayapura Papua can be done through the intensity (of communication) which is further enhanced between the public and other parties outside the village mainly institution or agency as an effort to improve the publics ability to access the information needed. The government and other related parties to organize events, exhibitions, promotions which will enable the public to interact directly with the sources of information. The ability of people to connect with others can be improved also through the role of traditional leaders, community leaders, religious leaders as an effort to improve society's ability to increase knowledge or horizon thinking. It can support both communities in accessing information relating to the empowerment program activities, business, consulting as well as to establish a relationship or friendship.

The results of the field study shows that the individual characteristics of the people in Jayapura and Jayapura City is low, on the characteristics of education, level of income, level ccosmopolitan and ownership or access to means of communication. This condition affects the communication strategy will be undertaken by the government in which people with diverse cultural values need to be taken into account in the dissemination of information. ccosmopolitan level manifested through community activities make a visit to fellow relatives or others outside their village. Yet on a special effort in order to seek information related to an increase in self-efficacy. Indigenous Papuans are people who are very attached to the customs in everyday life. Because it is a community empowerment program has been duly considering the four elements or important components of the government, the community, traditional leaders or community and religion. These four elements must synergize without emphasis one party to another. Government as policy makers and managers can perform its role as a facilitator, catalyst, motivator and mediator empowerment program implementation. While traditional elements can take on the role synergize traditional values, to encourage the success of development programs. Likewise with religious elements, religious leaders are parties that have influence as a role model for the people of Papua are very religious.

The level of society education is still low can be facilitated through an intensive communication between partners and related parties as a shared learning process. This can be done through non-formal education and skills training needs to be cultivated both in agriculture and non-agriculture. Besides, the high willingness (motivation) of the program's community empowerment need to grow out of the open spaces of dialogue are not only formal by technical instructions but also non-technical (dialog non-formal) of chaperones with the community and the parties concerned. Otsyina and Rosenberg (1997) revealed the participation of people get real control over resources and processes in which improvements are expected to occur. And perhaps only through participation that sustainable social change can be achieved. With the participation of rural people can be convinced that the product information be made will reflect their needs rather than misunderstanding from people who create these products.

So, based on the results of the analysis of the model in this study, the implementation of communication strategies can be enhanced by raising the motivation of people in Jayapura and Kota Jayapura to want and always participated in community development programs. By providing the required information, provide training, provide direction, motivating ability or potential to be exploited to the public on an ongoing basis.

CONCLUSION

The model of development communication in the development of social energy is to increase community empowerment in Jayapura and Papua Jayapura Regency effectively achieved through improved communication program, the level of participatory communication, support the environment and the individual characteristics of the community. Implementing community empowerment programs indicated they oriented unidirectional communication model (monologues). Need to increase the dialogical communication model is based on the communication process that involves the relationship of synergy among the parties concerned through dialogue between the resources and the recipient of information (the public) as well as between people in the activity program.

RECOMMENDATIONS

Factors individual characteristics should be of concern in the dissemination of information, especially on the aspect of knowledge through non-formal learning. Communications need to increase participation, especially in terms of public communication are still relatively low. Support the environment need to improve aspects of government policy, especially the quality of supporting resources program. At the level of participatory communication, the need for improvement in the equality of people to engage in dialogue program.

Development of communication strategies for empowerment can be done through the development of social energy community, the level of participatory communication, community and individual characteristics.

The communication strategy is done by combining the unidirectional communication approach and dialogical communication by promoting participatory dialogue. Need to synergize the role of government, traditional leaders or community and religious leaders in an effort to increase community empowerment. The level of trust the public to receive information and participate will be increased if communicators are those they trust.

ACKNOWLEDGEMENTS

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