

# Communication strategy of Cilacap district government in poverty reduction through Cilacap district social service in 2022

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## ABSTRACT

### Keywords

Communication Strategy  
Poverty Reduction  
Social Service of Cilacap District  
Cilacap District Government  
Community Welfare

Poverty is a complex problem faced by developing countries, including Indonesia. Poverty conditions in Indonesia occur in various sectors such as economic, social, and food. Cilacap District is one of the district in Central Java with a high poverty rate, with 73 out of 269 villages classified as poor villages. And among them 37 villages have the status of extreme poor villages. The purpose of this research is to find out and explain how the Communication Strategy of the Cilacap District Government in Poverty Reduction through the Cilacap District Social Service in 2022. The research method used in this research is descriptive qualitative with a case study approach. Data collection techniques were carried out by conducting interviews with the three resource persons and documentation. The data analysis technique in the research will go through three stages, namely; data reduction, data presentation, and conclusion drawing. The results showed that the government communication strategy carried out by the Cilacap District Social Service in alleviating poverty is based on the Integrated Welfare Data (DTKS) in which there is data verification of beneficiary data. The dissemination of aid information is channeled through the mass line of the Cilacap District Social Service to the community and involves the role of communicators from the Cilacap District Regent, such as the issuance of the Cilacap District Regent Decree. The obstacles encountered by the Cilacap District Social Service in reducing poverty are often encountered by beneficiaries who do not have commitment and mentality so that the assistance provided is lost or unable to be developed.

## 1. Introduction

Poverty in Indonesia occurs in various sectors such as economic, social, and food (Prasetyo & Kistanti, 2020). The causes of poverty include natural poverty due to the limited quality of natural and human resources, structural poverty due to the direct or indirect effects of various policies, regulations, and decisions in the development of the country, and cultural poverty caused by the attitudes, lifestyles, behaviors, or cultures of individuals that trap themselves in poverty (Pinkan, 2023). Cilacap District is one of the districts in Central Java with a high poverty rate. The number of poor people in Cilacap District in 2022 is lower than in 2020 and 2021 as shown in the following table:

Cilacap District, as the largest districts in Central Java Province, faces extreme economic problems (Imron et al., 2020). Of the 269 villages, 73 are classified as poor villages and among these villages 37 are classified as extreme poor villages (Indra Rachmawati et al., 2022). This was assessed from several indicators, namely, ownership of proper latrines, access to clean water and electricity, and the risk of stunting (Faizal et al., 2021).

**Table 1.** Number and Percentage of Poor People in Cilacap Districts 2017-2022

YEAR	NUMBER OF POOR PEOPLE (PERSON)	PERCENTAGE OF THE POOR POPULATION
2017	238.323	13,94
2018	193.180	11,25
2019	185.176	10,73
2020	198.596	11,46
2021	201.710	11,67
2022	190.600	11,02

**Source:** (Badan Pusat Statistik, 2022)

This is contrasted with the fact that Cilacap District is one of the largest industrial cities in Central Java. Industrial activities in Cilacap have increased rapidly since the inauguration of the Pertamina Oil Refinery in 1976. Furthermore, Cilacap is also part of a new strategic growth area connected to Tanjung Lesung-Sukabumi-Pangandaran. The development of industrial estates in Cilacap Regency besides the oil refinery sector is the procurement of LPG filling stations, asphalt processing, lubricant factories, Tanjung Intan Sea Port, and Cilacap Ocean Fishing Port (Statistical Yearbook of Indonesia 2020, 2020).

The economic gap that occurs between the people and potential natural resources in Cilacap is because industrial development is only centered in Cilacap City (Azzuhri et al., 2018). As a result, other areas of the district are left untouched and regional development policies do not work as well as planned (Mangiaracina et al., 2019).

The Cilacap District Government conducts poverty alleviation through the Cilacap District Social Service. This is based on Cilacap Regent Regulation Number 22 of 2021 which states that the Social Service of Cilacap District has the right to collect data, verify, and validate data on the poor and needy people in Cilacap District (Endratno & Afrizal, 2020). The purpose of establishing this Regent Regulation is to develop a valid database for poverty reduction programs to be carried out in Cilacap District (Akim, 2023). Cilacap Deputy Regent, Syamsul Auliya Rachman through the Cilacap District Government instructed to optimize the 2022 APBD budget related to poverty alleviation, which is Rp 74 billion to handle 73 villages categorized as poor villages in Cilacap District (Resdati et al., 2022). The research questions were determined as follows: How was the Communication Strategy of the Cilacap District Government in Poverty Reduction through the Cilacap District Social Service in 2022. It is expected to be useful for study of government communication strategies in reducing poverty (Cilacap et al., 2011). This research can also be used as evaluation material in developing the right government communication strategy for employees of the Cilacap Districts Social Service.

## 2. Method

A descriptive qualitative case study was conducted to examine poverty reduction carried out by the Cilacap District Government through the Cilacap District Social Service, based on the concept of government communication strategy (Pribadi & Nasution, 2021). The research that was conducted by the researcher aimed to find out in depth based on facts and data that had been obtained directly by going to the field (Sugiyono & Lestari, 2021). Researchers aim to understand events that have occurred in research subjects such as policies, actions, and factors that influence these events can occur.

### 3. Result and Discussion

#### 3.1. Characteristic of Poverty in Cilacap District

The Cilacap District Social Service has recorded the number of poor people in the district through integrated social welfare data (shortened to DTKS). From the many data that were submitted, the Cilacap District Social Service analyzed and found the dominant poverty conditions in Cilacap district that must be addressed immediately.

Due to the geographical condition of the Cilacap District, which consists of large urban and villages, the characteristics of poverty encountered are quite diverse and have different situations. In urban areas, there are many Beggars, Homeless and Displaced People (shortened to PGOT) at several red lights and crowd centers. The reason for this situation is that the poor people are more likely to beg for mercy from other people than having to work to fulfill their needs.

Meanwhile in rural areas, the characteristics of poverty that are often found are the abandoned elderly. This is based on their age, which has entered old age and is no longer productive but, their family did not want to take care of them or they were living alone from the beginning. There are also some individuals or families who are unable to fulfill their basic needs ("clothes, food, shelter") because their income is below the average of the standard cost of basic needs. Consequently, their daily needs must depend on their neighbors or the surrounding society who are kind to them.

Moreover, the characteristics of poverty found in Cilacap Districts both in urban and rural areas are the number of not feasible houses. The most common indicators of not feasible housing are not having a toilet, not having their own source of drinking water, and does not have a source of electricity from the National Power Plant (shortened to PLN). The people whose homes not feasible, on average are people without jobs.

#### 3.2. Poverty Reduction Program of Cilacap District Social Service in 2022

The programs and assistance conducted by the Cilacap District Social Service to reduce poverty in 2022 have three indicators that must be implemented, namely;

Programs or assistance should encourage the poor to uplift themselves. Traditional programs or assistance are better than modern programs. Because traditional sectors are the main source of livelihood for households and will remain so. Programs or assistance provided by the Cilacap District Social Service must have productive capacity and management based on the potential of existing resources. So, in 2022 the Cilacap District Social Service issued superior programs and assistance such as: Productive Economic Business Training, Joint Business Group Program (shortened to KUBE) in collaboration with the Central Java Provincial Social Service. Social Protection Program with the assistance of the Family Hope Program (through the Ministry of Social Services of the Republic of Indonesia).

Social Health Protection through PBI JKN (through the the Ministry of Social Services of the Republic of Indonesia). Assistance for tobacco farm laborers with Cash Direct Assistance (shortened to BLT). Social Rehabilitation Program by providing food assistance to abandoned elderly and abandoned children. Services to Beggars, Homeless and Displaced People (shortened to PGOT) by referring to Social Institutions and Hospitals either Mental or General Hospitals.

However, in implementing the program mentioned above, there are often obstacles. The obstacles that are often faced are related to the commitment and mentality of PPKS. So that the assistance that is given often ends up not being used properly and does not developing. Solutions that must be implemented are certainly by providing guidance through the public service team of the Cilacap District Social Service. Besides providing assistance, a routine monitoring of the condition of the program must also be done to PPKS on a periodical basis.

### 3.3. Government Communication Strategy by the Cilacap District Social Service for Poverty Reduction

The government communication strategy carried out by the Cilacap District Social Service is to provide information openly and continuously. Communication that provided by the Cilacap District Social Service is ideas and programs from the government, which one of them is for poverty reduction.

Communication that is carried out by the Cilacap District Social Service in reducing poverty uses two-way communication. The two ways in which this means is that the Cilacap District Social Service as a government institution can be a communicator to the society and can also be a communicant related to society aspirations. The society also has the same role, it can be a communicator related to criticism and suggestions to the government, as well as a communicant who receives information and programs from the government.

One form of two-way communication carried out by the Cilacap District Social Service in poverty reduction is the data collection of integrated social welfare data (shortened to DTKS). DTKS is a data obtained through self-assessment of society or a suggestion from the neighborhood/village deliberation to the social service office of Cilacap District. In this assessment, the society can participate to register themselves or report other people who need help. The proposed thing is related to prospective recipients of assistance which in social terms is called the Social Welfare Service (shortened to PPKS). The screening of PPKS is based on interviews and residential surveys to people who report or are reported directly. The collected data then checked periodically and continuously when the PPKS has been selected.

To determine assistance to PPKS, mapping the type of assistance and the type of prospective beneficiary / PPKS is carried out so that the assistance is in accordance with the needs of PPKS. Where in the social sector there are 26 types of PPKS. For example the Poor, Displaced Children, Displaced Elderly, Children Against the Law, Economist Socially Vulnerable Women, etc. Of course, the categorization refers to the suitability of the needs of prospective beneficiaries, for example: Displaced elderly can be done by providing food assistance that is ready for consumption, poor people with productive age can be given social empowerment assistance so that they can be independent, etc.

In the communication process related to poverty reduction, the Cilacap District Social Service chooses communicators and media to deliver information and programs to the public. In order to communicate messages to the public, the Cilacap District Social Service formed a Public Service Team, where one of its duties is to provide socialization to the public about programs, services and information from the Cilacap District Social Service.

The public service team of the Cilacap District Social Service has the authority to develop a communication strategy that includes selecting communicators and media that will be used to distribute information and programs. The selection of communicators is based on the interests and needs of each information to be provided. For example, if there is a need to inform about the latest program from the Cilacap District Social Service, the public service team will appoint the head of the Cilacap District Social Service to be the "face" of the information provider. Or if there is any continuing information related to a particular program, the head of social empowerment and handling of the poor social service of Cilacap District can be the one who shows up to provide the information. About media, one of the most frequently used is social media platforms. The public service team of the Cilacap District Social Service adapts to the interest or trends in the public, for example by using YouTube, Twitter, Instagram, TikTok or website.

As a reinforcement of the information and programs established, the Cilacap District Social Service works with the Regent of Cilacap District to issue Regent Regulations or Regent Decrees. With this process, the information and programs that are distributed will be more valid and can be promoted better to the public in Cilacap District. Also directly, the programs and information distributed by the Cilacap District Social Service are approved by the Cilacap District Regent to be implemented and executed.

### 3.4. Implementation of Government Communication Strategy

In designing a government communication strategy, Cilacap District Social Service prepares and uses 6 planning steps, namely:

1. Audience and information needs

The first step taken by the Cilacap district social service here is to collect data on the need for social welfare services (shortened to PPKS) to be entered into the integrated social welfare data (shortened to DTKS). This data can be obtained through self-assessment of the society, reports from surrounding public, or recommendations from the village/neighborhood.

2. Targeting communication

The DTKS that have been received are then analyzed and validated by checking directly with the prospective PPKS. After validation, the next step is to determine what kind of assistance or program the PPKS will be given.

3. Communication strategy design

In this third step, the communication strategy is formed by selecting the communicator, creating the message, selecting the media, the communicant, and estimating the effect that will be achieved. The public service team of the Cilacap District Social Service will plan these things with direct supervision from the head of the Cilacap district social service.

4. Policy decision process

In this step, the designed strategy is turned into a strategy. The Cilacap District Social Service set the communication strategy as well as the implementation schedule and estimated expenses for the assistance or program.

5. Strategy implementation

In this step, the communication strategy is executed. Communicators who have been selected by the Cilacap District Social Service will be mobilized to communicate messages through the media that have been determined by the public service team to the public. Supervision on the implementation of the strategy is conducted by the person in charge of the program, or directly by the head of the Cilacap District Social Service.

6. Strategy evaluation

The final step is to evaluate the communication strategy that has been implemented. Evaluation of activities is conducted periodically on a daily, weekly, monthly, quarterly, semesterly and yearly depending on what programs are implemented.

### 4. Conclusion

The Cilacap District Social Service conducted a communication strategy for poverty reduction with the aim of changing the strata of the poor people in Cilacap District based on their economic, social, cultural, and political position. The strategy conducted by the Cilacap District Social Service in reducing poverty cannot be done alone and only through one institution. The resolution of poverty problems has to be in collaboration with various related parties with their respective capabilities and authorities in order to get maximum results. Therefore, the Cilacap District Social Service must be able to maintain and maximize the two-way communication that has been established to facilitate the progress of the poverty reduction program.

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