Persuasive communication strategy of Singkawang City department of population and civil registration in increasing public awareness in submission of applications for death certainly

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ABSTRACT

Keywords
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Persuasive communication is a communication style designed to influence the communicator, from the communicator to the communicator's beliefs, attitudes, or behavior. In other words, to be persuasive, communication must involve a conscious effort by a person to change the behavior of another person. Communication will have an effect if the communicator carries out what the communicator wants so that it can influence their behavior or actions about something. Deaths must be reported to Disdukcapil by the village and sub-district government. Disdukcapil will therefore issue death certificates, which are used to verify population data so that those who have died will not be entered into the population database; this can also be used for insurance or banking claims, taspen, and others due to the lack of public awareness of the importance of death certificates for each family once who postponed processing the application for a death certificate. This study uses a qualitative descriptive research method with data collection techniques carried out by interviews, observation, and documentation. The aim is to find out the strategy of the Department of Population and Civil Registration to increase public awareness in submitting applications for death certificates. This research hopes that with the strategy that will be carried out by researchers, the community will have a high awareness of the importance of submitting a death certificate application so that they immediately make a death certificate, and there will be no more problems in taking care of heirs and so on.

1. Introduction

Persuasive communication is a communication style designed to influence the communicator, from the communicator to the communicator's beliefs, attitudes, or behavior (Bakir et al., 2019). Communication will have an effect if the communicator will carry out what the communicator wants (Hsieh, 2022). So that it can influence their behavior or actions about something. In other words, changing a person's perception of what they believe in can change their behavior. Although there is a relationship between cognition, emotion, and intention, the relationship between the two is not always direct or directly applicable (Negash et al., 2021).

According to Igwebuike & Chimuanya (2021), Persuasive communication means influencing by persuading, namely changing the thoughts and feelings of the audience. Persuasive communication is very important for companies, because persuasive communication aims to influence or change attitudes, and behavior so that people believe they will act as expected by the communicator, as well as the Singkawang City Population and Civil Registration Service considers persuasive communication very important to the public (Ahmed et al., 2022). to increase public awareness of the application for a death certificate (Page et al., 2020).

Deaths must be reported to Disdukcapil by the village and sub-district government (Wahyuni & Septiandika, 2022). Disdukcapil will then issue death certificates, which are used to verify population data so that those who have died will not be entered into the population database, this can also be used for insurance or banking claims, taspen, and others (Aw, 2019). Due to the lack of public awareness of the importance of death in every family, many residents also want the lurah to be more proactive in reporting the deaths of its citizens to Disdukcapil so that the data is kept up to date (Wahyuni & Septiandika, 2022). The population and civil registration service was chosen as the object of research because the researcher wanted to know the persuasive (Derin et al., 2020).

Communication strategies carried out by Disdukcapil because many residents were not aware of the importance of having a death. Deaths must be reported to Disdukcapil by the village and sub-district governments (Syamsuddin & S, 2021). Disdukcapil will then issue death certificates, which are used to verify population data so that those who have died will not be entered into the population database, this can also be used for insurance or banking claims, taspen, and others (Prakoso, 2022). Due to the lack of public awareness of the importance of death in every family, many residents also want the lurah to be more proactive in reporting the deaths of its citizens to Disdukcapil so that the data is kept up to date (Hardiawan & Mustafidah, 2022). The population and civil registration service was chosen as the object of research because the researcher wanted to know the persuasive communication strategies used by Disdukcapil. After all, many residents were not aware of the importance of having a death (Ramadhan et al., 2022). A resident death certificate has its benefits which include: Conditions for remarriage. It is necessary to stipulate the status of a widow or ambassador (especially civil servants) as a condition for remarriage. Administrative requirements for the distribution of inherited assets (transfer of land rights) include the wife or husband and children (Sitohan, 2021).

Need to arrange a pension for his heirs. Pension. Need to take care of his funeral expenses, accident benefits, Taspen, insurance, bank, and pension. The population and civil registration service was chosen as the object of research because the researcher wanted to know the persuasive communication strategy used by Disdukcapil. After all, many residents were not aware of the importance of having a death certificate. According to initial observations made by researchers at the Singkawang City Population and Civil Registration Service, they found several types of problems related to the processing of death certificates. The first problem is related to the lack of awareness among residents in making death certificates. The problem encountered is that many residents feel unnecessary, feel that death certificates are not important, and also sometimes related to people or families of the deceased or deceased who are out of town.

When the Department of Population and Civil Registration has carried out persuasive communication through outreach directly or indirectly by using the media to the public, even though the Office of Population and Civil Registration still accepts many submissions for death certificates whose death date is very long ago, many people still ignore the death certificate, in other words, the communication from the Population and Civil Registration Service was not persuasive when socializing the importance of the death certificate.

Therefore the focus of this research is to discuss more deeply how persuasive communication strategies are implemented by the population and civil registration services to increase public awareness to apply for a death certificate. So that researchers are interested in carrying out this research with the theme "Persuasive Communication Strategy Of Singkawang City Department Of Population And Civil Registration In Increasing Public Awareness In Submission Of Applications For Death Certainty".

2. Method

The following research adopts a qualitative research method with a descriptive strategy. According to Moleong (2017), qualitative research is research that seeks to understand phenomena such as behavior, perceptions, motivations, actions, and others, which are experienced by the research subject in its entirety and through descriptions in text form. and phrases, and language, in certain natural contexts, and explore various natural methods (Pinkan, 2023).

This study focuses on qualitative descriptive methods in qualitative data research that is found based on facts in the field such as objects, social rules, or phenomena as outlined in narrative writing. The results of this study are data and facts arranged in the form of words or pictures and not in the form of numbers or calculations. In preparing a qualitative research report, it contains data quotations (reality) that are raised based on the results of field data which strengthen support for what is attached in the report.

3. Result and Discussion

In the results of this study, the researcher will describe data from the results of research that has been conducted at the Department of Population and Civil Registration in Singkawang City which is related to the research title of the researcher, namely "Persuasive communication strategy of the Singkawang City Population and Civil Registration Service in increasing public awareness in submitting death certificate application. These data were obtained by researchers from interviews, observations, and documentation.

4.1. Presenting the Results

a. Communicator Assignment

From the statements submitted by the informants and researchers carrying out direct observations at the Office of Population and Civil Registration on September 8, 2022 that the disdukcapil in determining the communicator, the disdukcapil held a meeting between employees, with the meeting discussing who is suitable to be a communicator, with the results of the party meeting Disdukcapil seeks to increase public awareness in submitting death certificates by way of outreach to several places and by word of mouth. The role of other employees in increasing public awareness in submitting applications for death certificates is by notifying directly the public concerned at the office, for example one of the residents is processing the renewal of the deed, then the role of the employee politely asks the community if there are family members who have died but have not taken care of the deed, if there is an employee will direct the resident to take care of the death certificate from the attitude of the residents there are also willing and there who delay.

b. Target Setting

From the statements submitted by the informants and researchers, they carried out direct observations at the Population and Civil Registration Office on September 8, 2022. For target setting, the researchers targeted interviewing several people who were submitting death certificates, as well as people who had not submitted death certificates or people who had submitted death certificates but the year of death was old.

Like the case of Mrs. Ratna (a resident) whose family member had just died, she chose to immediately arrange a death certificate because she strictly complies with government regulations and considers a death certificate to be something important. In contrast to Mrs. Surtinah (a resident), who just took care of the death certificates of her family members after 7 years of death because there was no time to process death certificates, because she was busy working and decided to take care of death certificates because she wanted to make land deeds. It is true that there are many people who are not aware of the importance of death certificates, for various reasons ranging from not having time to process them until they have not found a reason to arrange them, but not a few also comply with the applicable regulations, so they immediately apply for death certificates.

c. Compile Messages

According to Pak Agus Suhardi as part of the registration of births and deaths, we carried out the outreach and we conveyed the importance of what would happen if it was not taken care of immediately. with the socialization that we have carried out, some of them emidietly took care of the death certificate, but there were also some who were waiting for other administrative interests, such as if they wanted to take care of inhereden rights and so on.

From the statements submitted by informants and researchers, they made observations of things that made people not want to take care of them, namely feeling that there was no inheritance left by the family so they felt they did not need the death certificate.

d. Media Selection

From the statements submitted by the informants and researchers, they made observations regarding social media owned by the Singkawang City Population Disduk that the social media they have is true, it's just that it is not active and does not discuss death certificates, even on Instagram there are no uploading requirements for taking care of certificates death, it could affect public awareness of the importance of death certificates.

e. Media Production

Based on the results of researchers' observations on Disdukcapil's Facebook yesterday, during Covid, they also held an open zoom meeting to accommodate community constraints while taking care of administration at the office and we also informed them regarding other administrative matters. And I have also tried to make banners, talk about it by word of mouth and conduct socialization in several sub-districts but there is still a lack of awareness from the community.

f. Messages Dissemination

For the dissemination of Disdukcapil messages in collaboration with other agencies such as banks and notaries, so if there are people who want to take care of pension funds or inheritance rights, they must use a death certificate, no longer using a village certificate. Based on the results of the researchers' observations, it is indeed better to use the method of collaboration with other agencies, this is able to make the community submit a death certificate because inevitably or by being forced to require the community to take care of the administration.

g. Expected Effect

The expected effect is that the awareness of the Singkawang people has increased to immediately take care of submitting a death certificate application so that it does not hinder other administrative matters so that no one else takes care of the death certificate of a family member after many years of the person's death, because if it is delayed again which This action causes the data in the population and civil registration services to be inaccurate because someone's death is not registered.

4.2. Create a Discussion

Based on the results of the research reviewed by the researchers in the previous sub-chapter, shows that the Persuasive Communication Strategy of the Population and Civil Registry Services in Increasing Public Awareness in Submitting Applications for Death Certificates. In this study, researchers used qualitative research methods with triangulation data collection techniques, namely interviews, documentation, and observation as support in obtaining accurate information. Researchers use sociocultural strategy theory, the main assumption of sociocultural persuasion strategies is that humans are influenced by forces outside the individual.

An effective sociocultural strategy is needed because the message of persuasion confirms to the individual the rules for social actors or cultural requirements for action that will govern the activity, which the communicator is trying to obtain, or if understanding has been achieved, the next task is to redefine these conditions. Sociocultural persuasion strategies are often used in conjunction with interpersonal pressure to compromise. That is, the combination of messages through the media and individuals can be exchanged. Sociocultural persuasive strategies explain that human behavior is influenced by external forces from the individual. This is one of the strategies used by persuaders in increasing persuasive people. The behavior of the person being persuaded is influenced by environmental factors, such as the family environment, community environment, peer environment, and work environment. Environmental factors like this must be considered by marketers before persuading the prospective person to be persuaded.

This research was made because researchers are interested in the problems that occur in the Department of Population and Civil Registration, namely the lack of public awareness in applying for a death certificate. From the problems that exist, researchers conduct research on persuasive communication carried out by Department employees.

The Singkawang City Population and Civil Registry Office has made various efforts to achieve its goals, namely increasing public awareness of the importance of death certificates and making the community process death certificates as soon as possible from the date of death. From the results of interviews, observations, and documentation that have been carried out in the field, the researchers obtained the persuasive communication strategy implemented by the Singkawang city population and registration service as follows.

a. Communicator Assignment

If the policy communication strategy does not work well, the main fault comes from the communicator. The communicator has a key role and is a very important thing.The communicator as a source and control as well as communication activity (Prof. Dr.H. Hafied Cangara, 2018).

Sociocultural persuasive strategies explain that human behavior is influenced by external forces from the individual. This is one of the strategies used by persuaders in increasing persuasive people. The behavior of the person being persuaded is influenced by environmental factors, such as the family environment, community environment, peer environment and work environment. Environmental factors like this must be considered by marketers before persuading the prospective person to be persuaded.

Therefore, if Disdukcapil fails to make the public aware of the importance of death certificates and realizes the benefits of these death certificates, the Disdukcapil itself will be blamed, because they are deemed unable to carry out persuasive communication properly.

b. Target Setting

Who is the target of communication regarding a policy, also needs to be determined. Cangara, (2016) divides into four groups, namely groups that give permission, namely an institution or agency that makes After the communicator in the communication strategy step, setting targets is another important part of regulation and giving permission before a program is disseminated.

In this case the target for setting targets is to interview several people who are submitting death certificates, also people who have not submitted death certificates or people who have applied for death certificates but the year of death is old.

c. Compile Messages

To produce an effective message, it is necessary to pay attention to several things, such as mastering the message to be conveyed, being able to present arguments logically, having language skills, intonation, and body movements that attract attention, and having the ability to humor in attracting attention and reducing listener boredom (Prof. Dr.H. Hafied Cangara, 2018).

In this case, to produce an effective message, Disdukcapil conveys messages through socialization, and word of mouth, and in this socialization, they always notify the importance of death certificates but do not really have an impact on public awareness. what will happen if not taken care of immediately.

d. Media Selection

According to Cangara Hafied (2020), media selection needs to pay attention to the characteristics of the target, message, and type of media to be used. For the wider community, messages can be disseminated through mass media such as television or newspapers. And for the community, they can use leaflets or group communication media.

In this case Disduk Capil chooses to use mass media, namely Facebook, Instagram and websites but is more active on Facebook because on Facebook most of the parents take care of administration, while on Instagram Disdukcapil looks not very active, and Disdukcapil Singkawang City also has a website that can be accessed public.

e. Media Production

Media production is a way to produce media and disseminate information to audiences. Kustiawan et al., (2022) defines media as anything that conveys information from sources to recipients. Thus the media is all forms of tools used in the process of distributing or conveying information so that the desired goals are achieved.

In this case, Disdukcapil chose to convey information through the three social media to make it easier for the public to find out what conditions are needed to apply for a death certificate as well as find out what activities have been carried out.

f. Messages Dissemination

Dissemination of the message is an important step in the success of the communication strategy that has been set. Dissemination of messages differ from one another. Depending on the nature, characteristics, and range of media used .

Disdukcapil uses collaboration with other agencies, this is able to make the community submit a death certificate because they want it or not or are forced to require the community to take care of the administration.

g. Expected Effect

Influence can occur in the form of changes in knowledge, attitudes, and behavior. At the level of knowledge change, influence can occur in the form of changes in perceptions and opinions. In attitude change, there is an internal change in a person who is organized in the form of principles, as a result of an evaluation carried out on an object. Whereas in behavior change, the changes that occur are in the form of actions (Flor, Alexander G. & Cangara, 2018).

The expected effect is that with the strategy that has been pursued, the awareness of the Singkawang people will increase to immediately take care of submitting applications for death certificates so as not to hinder other administrative matters so that no one else takes care of the death certificates of family members after many years of the person's death.

4. Conclusion

In this chapter, the researcher will provide conclusions and suggestions regarding the research conducted for six months. Based on the results of the research and the results of the analysis that has been carried out by researchers, it can be concluded that the persuasive communication of the Population Service and civil registration in cases of lack of public awareness of the importance of death. The following conclusions have been made by researchers : The persuasive communication strategy carried out by Disdukcapil in Singkawang City went well but was not consistent, the communication strategy carried out was by paying attention to determining communicators, setting targets, compiling messages, choosing media and communication channels, media production, disseminating messages, and also the influence that is expected to be implemented good enough so that Disdukcapil is used in an effort to form effective persuasive communication so that it prioritizes the application of sociocultural strategies that influence changes in attitudes and behavior of the people of Singkawang City. So that the message can be conveyed quite effectively to the whole community. The research concludes that persuasive communication must be carried out by paying attention to the right communication components, applying the stages of conveying good messages and appropriate strategies so that the delivery of persuasive messages can be carried out effectively and efficiently.

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