

RESPONSE FROM THE REGIONAL COMMUNITY OF KARANGASEM REGENCY REGARDING DEVELOPMENT MESSAGE OF THE REGIONAL GOVERNMENT OF KARANGASEM REGENCY

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ABSTRACT

Development is an effort to improve the welfare of society, both in terms of social, economic, technological, and various other things. In the process, communication has an important role in the development process. This research was then carried out to see the response of the Karangasem Regency Regional Community Regarding the Development Message of the Karangasem Regency Regional Government. This research was carried out using a quantitative approach. This research then found that research revealed that the Karangasem community has a basic understanding of development messages, but implementation is hindered by low interest and digital literacy, particularly among Millennials and Gen Z. Limited attention is given to information on social media, and some individuals still require assistance in understanding from the regional administration due to challenges in accessing information caused by complex topography affecting network distribution. Despite some understanding of development messages, certain individuals still need assistance in understanding information communicated by the regional administration. This assistance is necessary due to challenges in accessing information caused by limited network distribution in Karangasem, primarily attributed to the complex topographic circumstances in the region.

Keywords: Karangasem Regency, Development Message, Communication.

A. INTRODUCTION

Development can be interpreted as society's efforts to improve its standard of living. Modernization, social transformation, industrialization, westernization, sociocultural growth, and evolution are often associated with the definition of development. According to Rogers Wijaya in Wardhana, development is a process of social transformation with broad participation in society which aims at social and material progress for the majority of society because they gain greater control over their environment (Zaidan & Abulibdeh, 2021).

Well-implemented development in an area will improve the quality of life of its residents. According to Sirgar, development communication can be seen as a type of communication science in developing countries, especially in social communication. Based on this quote, emphasizes the premise that the message of development in an area will always be tied to the social community in that area (Zhang et al., 2022).

Development and communication are two things that have a close correlation. According to Putri & Dirgantara communication aims to implement and improve human development, in this case, unemployment, poverty, and injustice in society are eliminated. Thus, development communication becomes an important aspect of the relationship between two parties, namely communication and government (Kumi et al., 2020).