



Research Article

THE POLICY OF LOCAL GOVERNMENT ON SOCIETY EMPOWERMENT WITH THE PERSPECTIVE OF ARCHIPELAGO INSIGHT (WAWASAN NUSANTARA) FOR DEVELOPING THE COMMUNICATION OF NATION'S POLITIC IN AUTONOMY ERA

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ARTICLE INFO

Article History:

Received 24th September, 2016
Received in revised form
22nd October, 2016
Accepted 15th November, 2016
Published online December, 30th 2016

Keywords:

Government,
Policy,
Archipelago Perspectives to Improve
Political,
Autonomy.

ABSTRACT

Community participation in the implementation of regional development is one absolute requirement in this era of freedom and openness. Waiver of these factors, proved to have caused significant deviation towards the goal of development itself that the overall efforts to improve the welfare of society. Leadership is closely related to communication, the purpose of communication is to be equal significance. Basically similarity of meaning is an attempt to influence because the intended meaning is what is meant by the intended party on the other. The problem in this research is the Local Government Policy in Community Empowerment With a Perspective Archipelago Nation to Increase Political Communication in the Age of Autonomy, Methods used are normative juridical, using the primary legal materials are sourced from literature, while penerikan do deductive conclusion. Research shows that in regional development mechanisms developed in the concept of community empowerment is based on Pancasila, the government as a public body has a major role, especially for developing nations perspective Indonesia (Wasantara) on regional development.

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INTRODUCTION

Philosophically, the existence of government is to give a service for society through many activities. The government implementation includes day to day administration widely, giving a public service and also development of various infrastructures or facilities needed for society. The government implementation has to be able to resolve many real problems faced by society, at least giving a facility maximally so that the society is able to resolve their problems them selves.¹ The management of government nowadays is being in transition. Many marks that can be observed is there is a friction of the paradigm of government management from that is based on authority towards public management according to accountability and fulfillment for customer satisfaction. The government role as a organizer of whole activity is changed become regulator in order to empower the society.

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¹ Zuryawan Isvandiar Zoebir, 2008, Pembedayaan Peran Serta Masyarakat dalam Pembangunan Daerah, <http://budiotomo79.blogspot.com/2007/09/pembangunan-wilayah-perbatasan.html>, accessed on 12 May 2016, 21.00 Wib.

Beside that, government management which structured and closed is changed to the transparency management.² Society participation in carrying out the regional development is one of the absolute requirement in the this era of freedom and transparent. Ignoring of this factor causes the occurrence of deviation that is quite significant concerning about the aim of development itself that is the whole effort of improving social welfare. The waste of state finances is another deviation. The process of engagement of local society participation for the implication of developing projects in the level of district/city, has proven to bring fundamental changes in improving the welfare of rural families.³ Gunawan Sumodiningrat⁴ suggests that partiality and society empowerment in whole series of arranging development programs, it needs to be believed by government apparatus (region) as a right strategy to weld the ability of state economy, in order to be able to play a role for real for increasing social economy and welfare.

² Ibid

³ Clark, John, 1995 "The State, Popular Participation, and the Voluntary Sector." World Development 23, No. 4. Lihat juga Friedmann, John, 1992, Empowerment—The Politics Alternative Development, Cambridge: Blackwell Publishers

⁴ Sumodiningrat, Gunawan, Pembedayaan Masyarakat Dan Jaring Pengaman Sosial, Gramedia Pustaka Utama, Yogyakarta. 1996.

Furthermore, that belief needs to be embedded inside apparatus which functionally handles the process of forming program for district/city and the developed and socialized, afterwards the most important and also the main challenge is how to transform it into the real effort. The effort toward it can not be realized easily, the process of it is truly difficult and wasting a time and must be obtained by apparatus who has a integrity and good conscience. Because in its realization, it will take mutual mechanism of communication, listen and accommodate passionately, and be tolerance against the different viewpoint (community approach).⁵ Although the social empowerment is not the concept of economy, from our viewpoint it implicitly means to maintain economical democracy. Literally, economical democracy is a social sovereignty in economy, where the economic activity is from, by, and for society. This includes technological mastery, capital holdings, access to the market, the information sources and management skills. In order economical democracy can be realized, the society aspiration gathered must be transformed into real.⁶

Indonesia as a big nation, not only the territory but also many its citizens. Its development is not to be centralized, but decentralized and by the territorial approach. With this approach, the regional development is regarded as inseparable dimension from dimension of macro and sectoral development. Territory is time and space for sectoral development in order to achieve national macro targets. Regional and sectoral development is the same development.⁷ Nowadays in Indonesia particularly, viewpoints about territorial development apparently has been crystalized. This crystallization has thought out the same perception about its important mean of territorial development as a integral part of national development. It shows our maturity as a state which embraces Archipelago Insight (*Wawasan Nusantara*).⁸ Archipelago insight as a Indonesian "perspective" which observes Indonesia as a united politic, economy, sosio-culture, and defense and security is the main base for Indonesia in settling problems and threats not only inside but also outside every aspects of state life in order to keep the communication of Indonesian politic. Implementation of regional autonomy now entered a new phase after revision of UU No.22 Year 1999 about Territorial Government became UU No. 23 Year 2014 about Territorial Government and then shortened UU PEMDA. Fundamental change has been made for UU No. 23 Year 2014 in the implementation of regional government. Outline, the most change is the constraint of government affair among degree. The concept of extensive, real and responsible autonomy is made into main reference by putting the autonomy implementation in the regional level closest to society.⁹ The aim for issuing settled autonomy as defined this time is to empower territory, including its society, encouraging initiatives and social participation in the governmental and development

⁵ Ginandjar Kartasasmita, *Pemberdayaan Masyarakat: Konsep Pembangunan Yang Berakar Pada Masyarakat*, Makalah ini diangkat dari bahan kuliah pada Program Pascasarjana Studi Pembangunan, Institut Teknologi Bandung (ITB), yaitu mata kuliah Pembangunan yang Bertumpu pada Masyarakat (SP 607), 1997. www.ginanjjar.com, accessed on 10 May 2016, 21.00 Wib.

⁶ Ibid

⁷ Ginandjar Kartasasmita, *Mewujudkan Masyarakat Indonesia Masa Depan: Suatu Tinjauan Khusus Mengenai Pembangunan Daerah dan Peran Perguruan Tinggi*, Orasi Ilmiah pada Dies Natalis ke-15 Universitas Bengkulu, Bengkulu, 30 Juli 1997, www.ginanjjar.com accessed on 10 May 2016, 14.00 Wib.

⁸ Ibid

⁹ <http://www.google.com>, *Politik dan Strategi Nasional*, accessed on 10 January 2016, 20.00 wib.

process and encouraging the creation of national defense.¹⁰ Regional autonomy means to give an authority and discretion for territory in managing implementation of regional government including the authority to help creating national defense in territory. Many years of reformation, various national element is like out of control. Longing to be free for speaking that never had been, in this reformation era it can be benefit fully. It is not clear what they are singing or speaking, it is sometime like profanity.¹¹ In the name of justice, democracy and human right, various life marks have been crossed. When the party is over, exhaustion, and conscience and clear mind start to arise. We are flabbergasted when knowing many of this state has been lost. *Trust* among state element. *Proud* of friendly state. Nationality is getting decreased. *Feeling safe* without brawling and bombing. And many other feelings that also decreased. Including *respect* for state officials.¹²

State disintegration,¹³ in this nation can be arose from any sources. Nationality regarded as a national wealth, such as various ethnics, cultures, languages, customs, religion and various beliefs, evidently has a disturbed side which it is potential for disunity and its implication is very deep and dangerous. It means, a small gap can be used to break out the integrity of NKRI. Regional autonomy as mandated in UUD 1945 is not regarded from two different sides. Autonomy can be benefited or not for state welfare is according to how the way regional government in making policies that can engage the smallest elements in developing its territory. Society fate in regional much more depends on the leader. So that, study about regional leader is important to do. One of the studies to do is through the political communication approach. Political communication is regarded as a blood circulation in the body. It is not the blood, but what inside this blood that becomes the political system alive.¹⁴ Political communication flows the political messages such as demand, protest and support (aspiration and interest) to the center of process of political system and the result is flown back by political communication. A regional head who has a capacity as a political official and government leader in its regional, must have a principle in organization and leadership on social matter. In organization matter, a regional leader has stakeholders who are responsible toward norms of formal organization. In social matter, a regional leader must have personal capacity and quality in actuating his stakeholders.¹⁵ In this case, social and political aspect is more dominant rather than administrative aspect. Leadership in social matter much more acquired from political process which has brought him to be regional leader.

¹⁰ Ibid

¹¹ Brigjen TNI Agus Susarso dan Soefjan Tsauri, *Peranan Otonomi Daerah Dalam Mencegah Diintegrasi Bangsa*, <http://www.google.com>, accessed on 10 May 2016, 21.00 Wib.

¹² Ibid

¹³ Disintegration literally understood as a state disunity becomes separated parts (Webster's New Encyclopedic Dictionary 1996), furthermore, look Gumilar R Sumantri, *Disintegrasi Bangsa*, Arikel, <http://www.google.com>, accessed on 31 January 2012, 14.30 wib.

¹⁴ Alfian, *Komunikasi Politik dan Sistem Politik Indonesia*. Gramedia, Jakarta, 1993.

¹⁵ Andi Corry Wardani, *Komunikasi Pembangunan Daerah Berbasis Kearifan Lokal*, Tulisan Makalah "Menggagas Pencitraan Berbasis Kearifan Lokal" Fisip, Universitas Lampung, <http://komunikasi.unsoed.ac.id/sites/default/files/06.ANDY%20CORRY-unila.pdf>, accessed on 14 May 2016, Pukul 16.00 Wib.

Leadership is more related to communication, the aim of communication is to achieve the same sense. Basically, this same sense is the effort to influence because the sense is meant required by one side for another side. The implementation of regional government according to UUD 1945, the policy of political law taken up by government toward regional government that can manage government affairs according to the principle of autonomy and duties, is directed to accelerate the realization of welfare through enhancing service, empowering, and social participation and also increase regional competitiveness by considering the principle of democracy, distribution, justice, peculiarity, particularity of a territory in the system of United Nation of Republic Indonesia (NKRI).¹⁶ According to that policy of political law, the implementation of regional government can be realized with some strategies, there are:¹⁷ *First*, improving the service. The service in government dan development matters is the essential ones in order to encourage and support the dynamics of life interaction of society either as a media to gain their right, or as media of society responsibility as a good citizens. This kinds of government service include recommendation, permission, dispensation, rights, citizen identity, and more. *Second*, empowerment and participation of society. This concept of developing regional autonomy, that is society participation is more dominant and charged for their creativity like businessmen, planner, business of development service, and arranging the concept of strategy of regional development. Beside that, in the political life, national and state give a wide chance for society particularly for political party to convey political education to society in order to encourage their conscience about national and state for achieving the national purpose in NKRI.

Third, improving the regional competitiveness. This competitiveness is to achieve local superiority and if this power encouraged nationally, it will result a superiority of national competitiveness. Beside that, national competitiveness will support the national economical system rests on the strategy of democratic economy policy. From those three political law policies uttered by Siswanto Sunarno and related to the background above, the writer is interested to examine deeper concerning about political law policy in developing and encouraging society participation on development by the title of "The policy of local government in society empowerment with the perspective of Archipelago insight (*Wawasan Nusantara*) for developing the communication of nation's politic in economic era".

Research Problems

How is the regional government policy on regional development based on empowering society with perspective of Archipelago insight?. How is the regional government strategy on regional development through society participation in order state political communication in autonomy era?

Purposes of Research

Finding out regional government policy on regional development based on empowering society with perspective of Archipelago insight.

¹⁶ Siswanto Sunarno, *Hukum Pemerintahan Daerah Di Indonesia*, Cetakan Ke Empat, Sinar Grafika, Jakarta, 2012, Hal. 2.

¹⁷ *Ibid.*

1. Finding out the regional government strategy on regional development through society participation in order state political communication in autonomy era.

RESEARCH METHODS

According to the background and research problem in this research, the appropriate research method is *Normative Juridical*, that is a research which only employs primary law material such as books and law regulation (*undang-undang*) related to the theme studied. Data analysis employed is deductive, that is based on theory or concept from general to particular in order to show the relation between one data and other data.

RESULTS AND DISCUSSION

The Policy of Local Government in Regional Development Based on Empowering Society with Perspective of Archipelago Insight

New paradigm of regional autonomy must be transformed by Regional Leader as an effort to manage the government authority, so that it agrees with and focus to the demands of society need, because regional autonomy is not a purpose but an instrumen to achieve that purpose.¹⁸ Because of that, that instrumen must be employed effectively by regional leader without conflict between Central Government and Regional Government, or between province and district/city, because if happen, regional autonomy purpose will not achieve its target.¹⁹ Regional autonomy must be defined as a autonomy for regional society and not for "regional" autonomy in meaning of one particular territorial at local level. If implementasi of regional autonomy directed as an regional authority, this authority must be treated equitably, honestly and democratic.²⁰ National development is the part of citizen will to do a series of concerted effort for realizing welfare continually. The concept of national development encouraged by Indonesian Government together with Legislative Assembly start from concept of concentrated development across sectors and territory which implemented consciously by regional government with whole citizen in territory (local development).²¹

Regional development aims to encourage standard of living and welfare in territory through congenial and integrated development either between sectors or between sectoral development and development planning at efficient and effective territory toward achieving regional autonomy and equal furtherance in whole Indonesia.²² Regional development as a integral part from national development directed to encourage territory and integrate the growth between

¹⁸ Awang Faroek Ishak, *Kekuasaan Kepala Daerah Era Otonomi Dan Pilkada Langsung Menurut UU Nomor 32 Tahun 2004*, 2010, Kalimantan Timur.

¹⁹ J. Kaloh, *Kepala Daerah, Pola, Kegiatan, Kekuasaan dan Perilaku Kepala Daerah dalam Pelaksanaan Otonomi Daerah*, PT. Gramedia Pustaka Utama, Jakarta. 2003.

²⁰ Awang Faroek Ishak, *Op., Cit.*

²¹ Wrihatnolo Rendy R, *Proyeksi Otonomi Daerah Prospek Ekonomi Global dan Kabinet Baru*, <http://www.google.com>, diakses tanggal 13 Mei 2016, Pukul 15.00 Wib.

²² Kartasasmita, Ginandjar, *Pembangunan Untuk Rakyat Memadukan Pertumbuhan dan Pemerataan*, www.ginanjara.com diakses tanggal 12 Mei 2016, 1997, Pukul 14.00 Wib.

territories, cities, villages, city and village, between sectors as well as opening and accelerating development of left territory, remote area, critical territory, border territory, and others, that is adjusted to priority and potential of territory in order to realize development which is the realization of Archipelago insight.²³ One of the characteristic of autonomous region is the high participation of society in development. Society will be more open, more educated and more conscience. Therefore, it will be more serious toward everything related to their life. In the advanced and modern society, they will not be satisfied if only listen and do what they have to do, but they will participate in determining their fate. Because of that, what society will must be observed energetically, even they must be motivated to participate in thinking the problems of development faced and find the solution.

An active participation of society will be more potential for region, so that, it can accelerate the growth process in region. Democracy will be more evolved, encouraged by society participation and based on their conscience of right and duty as a citizen of state which is possible to grow the initiative and understand the plurality. Granting an autonomy to district/city through decentralization is the long-term program regarded it can advance the empowerment of society in region. This notion based on a premise that decentralization and autonomy of region will more create social, political, and business conditions for decentralized society. They will be a community which relative to directly take a wide initiative in business world. In the smaller measurements like it, it is not only easier for society to take the initiative, but also they will be more directed. For government, more rational program management will be easier to do and to eliminate any obstacle in the society rather than centralized system. Therefore, efficiency and mobilization of resources will be easier to do.

After the regional autonomy, a regional leader will be easier to urge and take side to empowerment of society and participation of society on development. It is based on a thinking that society as a regional government element is an unity of law legal society, either *gemeinschaft* or *gesselchaft* which obviously has a tradition, habit, and custom that participate in regional government system, starting from way of thinking, acting, and particular habit in their life. The kinds of participative society's culture are mutual corporation, parley, way to convey opinion and thinking which support regional development to encourage welfare through government service.

The engaging social participation on regional development has been regulated in UU No.23 Year 2014 about Regional Government on article 354, that is:²⁴

In implementing regional government, regional government encourages society participation.

1. In encouraging society participation as well as meant article (1), Regional Government:

²³ Lihat GBHN 1999.

²⁴ See Pasal 354 Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah

- a. Conveying the information about regional government implementation to society;
 - b. Encouraging institutionalization and mechanism of taking decision that makes possible for social group or organization can participate effectively; and/or
 - c. Other activity corresponding to the decision of regulation of Undang-Undang.
2. Social Participation as well as meant on article (1), that is:
- a. Arranging Perda and Regional policy which regulate and encumber society;
 - b. Planning, budgeting, implementation, monitoring and evaluating regional development;
 - c. Carrying out regional asset and/or resources; and
 - d. Implementing public service.
4. Social participation meant on article (3) is realized:
- a. Public consultation;
 - b. Discussion;
 - c. Partnership
 - d. Conveying aspiration;
 - e. Supervision; and/or
 - f. Other involvement corresponding to the decision of regulation of Undang-Undang.

Regional development that only rests on social empowerment and improving social participation in development is not guaranteed for succeeding regional development automatically. It is impossible to happen. If democracy principle is not run properly, recurrence of bureaucratic behavior of leader in the past. The problem related to society empowerment is not alleged only to how society participation involves, the most important thing is: *first*, government is able to improve the political communication that takes effect toward national development, *second*, government is able to plan and analyze like what and why the strategic environment faced takes effect toward the effort of society participation involvement on national development, *third*, what kind of concept of society empowerment for improving political communication in the context of national development. So that, through that empowerment concept, the government builds the strategy to start improving society participation either in the process or development implementation. This development policy embraces two basis philosophies, those are *public touch and bringing the public in*, it is a policy that absolutely touches public need and also capable to bring society into policy spaces or known as a participative development.

In order to analyze the government policies in developing regional development by focusing on society empowerment, the regional government must implement a development. In order to agree with the will of society, government must able to understand, experience, think, implement, and conduct, as a physiological interaction process, sosio-cultural, with the aspect of ASTAGATRA (geographical, nature wealth and society capability and also IPOLEKSOSBUD defense and security), as well as the concept of Archipelago insight which has been arranged when Indonesia declared as a sovereign nation. Archipelago insight as a doctrine, value, and guide in implementing system of government and regional autonomy as its sub system must always be actualized on regional development corresponding with the dynamic and paradigm

with giving attention environment condition and characteristic of Indonesian plurality. By admitting *Kebhineka Tunggal Ikaan*, Indonesia is not uniform but promotes unity, to achieve welfare and security purposes which in turn reinforces regional and national defense in the *Ikatan Kesatuan Republik Indonesia*.²⁵

With the concept of Archipelago insight, regional development in empowering society is expected to be able to give understanding about society perspective toward regional development, so that every citizen has a determination and belief, (a) that roundness of the national territory with all its contents and wealth is a unity of territory, place, living space and united dimension of all nation, and also becomes the capital and belongs together with nation; (b) that Indonesia which consists of many ethnics, languages, religion and belief to the God (Tuhan Yang Maha Esa) must be united as an absolute nation; (c) psychologically, every citizen (society) of Indonesia must be one, camaraderie, and compatriots; (d) Pancasila is the only national philosophy and ideology underlies, guides, and directs the nation to its purpose; (e) and political life in whole Nusantara is united politic that implemented according to Pancasila and UUD 1945.

Whereas the embodiment of society empowerment to the concept of region development should be always imbued by the spirit of Pancasila, so that it sues the government to embody participation of society toward regional development which must agree with basic values of state implementation based on Pancasila, because not all of the aspects of regional development privatized. In the mechanism of regional development based on Pancasila, government as a public body has a big role particularly to develop viewpoint of Indonesia towards regional development. For it, bureaucracy that is embodiment of operational mechanism to realize society interest: (1) must be able to build society participation; (2) should not tend to orientate to strong but to the weak and (netral is not enough); (3) apparatus role must have moved from controlling to directing and from giving to empower; and (4) develop the openness and responsibility. According to description above, any thought for embodying *Indonesia Dream* (ideal dream of Indonesia) needs the same perception, perspective, and implementation. The concept of Archipelago insight give solution to equalize the same perspective so that it can embody national integration such what expected for Indonesia and national integration can embody welfare.

Strategy of Regional Government on Regional Development Through Society Participation for Political Communication in Autonomy Era.

As a united state with decentralized system on implementing government affairs, its consequence is on implementing principles of decentralization. It is expected not to give implication and simplification that will cause the less positive effect toward national unity. Vice versa, under the cover of unity does not mean that all of activities controlled centrally that can trigger practice of centralization too much, whereas there is heterogeneity in various aspects of society's life.²⁶

²⁵ Dwidharto Tunas, Sistem manajemen kelembagaan dalam pelaksanaan otonomi daerah Kabupaten Banyumas: suatu kajian ketahanan nasional, <http://lontar.ui.ac.id/opac/themes/libri2/detail.jsp?id=73587&lokasi=lokal>, diakses tanggal 12 Mei 2016, Pukul 21.00 Wib

²⁶ Siswanto Sunarno, Op., Cit, Hal. 98

Consideration between feeling united with decentralization is embodied proportionally, by discerning the need and its intensity as a consequence of taking up decentralized system in United Nation of Republic Indonesia as well as mandated on Article 19 UUD Republic Indonesia. This consideration is very important to do particularly on implementing communication of development in autonomy era, where regional government must revert to remember communication system in the past.

Process of political communication previously autocratic and centralized on the new order regime moved to democratic political communication, open and decentralized/autonomy. So that substantively, there was very significant change on the political communication of nation. Since reformation 1998 until now, political communication of Indonesia has a new hope for better change. Because, renewal and improvement have been made on any side of Indonesia particularly in the context of freedom for conveying opinion, criticize, and criticized. Government and all of other stakeholders are charged to be always transparent and engage society to give service fairly and equitably. So that, the prospect of political communication of Indonesia among welfare nations is very possible, either in the context of politic, economy, social, and defense and security.²⁷

Political development is an effort for structuring political life which directed to create and develop the political order according to Pancasila and UUD 1945. Political development is addressed to improving political ethic, moral, and culture on embodying a better political life by growing role and functioning of political superstructure and infrastructure effectively. To encourage political order of democracy Pancasila, the culture of politic upholds the spirit of togetherness, kinship, and openness that must be always kept improving, supported with moral and political ethic which sourced to values of Pancasila and also citizenship in political behavior. Regional development based on society empowerment is expected to improve political communication in Indonesia, whereas society participation is still weak on developing either in national scale or regional.

It is caused by several things:

1. Feudalism culture is still strong on Indonesian society, so it caused sacralization of central leader and regional by the strong paternalistic leadership.
2. Indonesia society is still clumsy with the critic.
3. The culture of waiting and always expected to be given.

After reformation, a significant change had occurred in the concept of development in Indonesia from centralized to otonom system with the concept of society empowerment in all aspects of development either on center or regional. So, political communication or development automatically underwent a significant change. Society empowerment has given a space to open political communication which confers significant influence toward development. Principally, Indonesia is still faced to many problems about equalized development fairly and society empowerment. It is the cause along new order regime which was not considered, so it causes disintegrty.

²⁷ Abdussamad, Zuhri, Tantangan dan Prospek Komunikasi Politik Bangsa Indonesia Dalam Negara Kesejahteraan, Jurnal Inovasi, Volume 5, Nomor 3, ISSN 693-9034, 2008, Hal. 194-195.

Because of that, pattern of political communication of Indonesia previously on central government is shortened to regional government with the concept of decentralization and autonomous. Political communication in principle of tied society empowerment between government and society now has a better prospect on implementing the process of regional/local development.²⁸ It is caused in every regional development the government always listen and accommodate all claims and complaints which become society need. Society's claim and complaint then arranged into various program and developing strategy implemented with bottom-up way through discussion of developing plan (MUSREMBAG) which starts from society from village, sub district until district/city.²⁹ Regional government in its every agenda particularly on regional development in order to get support and legitimation from society, it is sued to open political communication intensively, sorting the society's aspiration and claim and giving the best service. Beside that, to encourage the process of regional development, government concerns about political education and society empowerment in the context of achieving civil society as visioned by the founder of Indonesia (Soekarno), so that society is no longer used as developing object, but a subject empowered and participates on implementing regional development after regional autonomy.

Regional autonomy is the part of the political system as expected which give opportunity for society to be more able to improve their creativity. Therefore, society is not only as a development object but also more a subject from that development itself. Society who becomes subject of development will be more capable to improve their selves, region as well as state.³⁰ Regional autonomy has a very close relation with democracy. Democracy regulates relation between government and its society. In a unitary state, it needs harmonization between authority of central government and regional, between regional government and its society. This harmonization will be only implemented by perspective that development is not only addressed to physical facilities, but also capable to develop principles or values of local culture which lives in the middle of society as a output from that development itself. One of the methods can be applied by regional leader in developing society participation is by opening the way for good communication with society. It is according to discourse of thinking that an expectation of political communication on implementing regional development after regional autonomy are:

First, as dissemination of information to the society, point of view of development communication focused to an effort of conveying and sharing of idea and development innovation between government and society. At this process, an information is shared and benefitted together as well as for life. *Second*, as a process of education and skill for society, point of view of development communication focused to supplying the model of public learning which is cheap and easy to educate,

²⁸ *Ibid*, Hal. 197

²⁹ *Ibid*.

³⁰ M. Saleh Soeaidy, *Otonomi Daerah dan Resolusi Konflik Pusat – Daerah*, makalah disampaikan pada Workshop tentang; “*Desentralisasi, Demokratisasi dan Akuntabilitas Pemerintah Daerah*” diselenggarakan oleh Asosiasi Ilmu Politik Indonesia pada Tanggal 25-27 Maret 2001, Lihat Syamsudin Haris Editor Buku “*Desentralisasi dan Otonomi Daerah (Desentralisasi, Demokratisasi dan Akuntabilitas Pmerintah Daerah)*”, LIPI Press, Jakarta, 2007. hlm. 325.

and teach an useful skill. With provision of education and skill, society will be more critical and independent on understanding their position and environment. Through interaction, information, communication, and socialization in various access, the process of development communication then regarded as a kind of enlightenment, reinforcement and deliverance from dependence and backwardness, so that it eases to accept an innovation addressed to them. *Third*, as a process of social engineering, development communication is regarded as a kind of empowerment of systematic communication behavior, planned and directed, on implementing idea transformation or innovation through information spreaded and accepted so induce a society participation on implementing a change. In this level, communication intervention on directing a kind of social engineering can be embodied interaction, participation, and support for information they got. *Fourth*, as a process of changing behavior, development communication is regarded as psychological process, a process as a communication behavior continuously, directional, and intended. This process is related to the aspect of knowledge, skill, and mental, on implementing a change. The credibility of resource, content of message and communication channel is very influential and determines behavior change. Implementing of regional development with a good political communication is absolutely required. Effective communication will have a meaning which able to direct for achieving the aim of regional development. It is required to implement because the development process involves various society elements. This development communication must uphold aspirational attitude, consultative and relationship. Because, development will not be implement optimally without a synergistic relation between subject and object of development. Even less, the development process forward tends to further reducing the government role, as well as the greater the role of the society.

The concept of development communication very opens an opportunity to encourage intensive communication through dialog with strategic groups in the context of building partnership for influencing public policy before decided. A variety of group required to be involved on partnership are: University, Non Profit Organization (LSM), Pers and other various supporter element of development. In order development communication implemented effectively, it requires a central communication which becomes reference for subjects of regional development or competent on implementing development to find out the information and development coordination integrally. The success of government organization is much more determined by the superiority of its leader. Leader superiority is determined by its superiority in communicating with all of the organization members and environment where he is. Because of that, government communication is the main component for the leaders of government organization. Development implemented by central government or regional will be succeed, if government is able to communicate it with its society.³¹ Government communication based on local wisdom is a government communication underlay to way of life and any activities to be done by local society in answering some problem on accomplishing their needs.

³¹ Andi Corry Wardani, *Op., Cit*

In other words, local wisdom is something related specifically to particular culture (local culture).

Conclusion

The embodiment of society empowerment in the concept of regional development should be always imbued by the spirit of Pancasila, so it sues government to embody a participation of society toward regional development which must agree with the values of basic implementation of state based on Pancasila. Because, not all of the aspects of regional development can be privatized. In the mechanism of regional development embodied in the concept of society empowerment according to Pancasila, government as a public body has a big role particularly to embody perspective of Indonesia. (Wasantara) toward regional development. Regional government in its every agenda particularly on regional development in order to get support and legitimation from society, it is sued to open political communication intensively, sorting the society's aspiration and claim and giving the best service. Beside that, to encourage the process of regional development, government concerns about political education and society empowerment in the context of achieving civil society as visioned by the founder of Indonesia (Soekarno), so that society is no longer used as developing object, but a subject empowered and participates on implementing regional development after regional autonomy.

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