

Communication Strategy of the Nagari Government in Handling Regional Drinking Water Company (PDAM) Conflicts Between Residents in Nagari Panyakalan, Solok Regency

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Abstract

This study aims to resolve conflicts and overcome complaints from the people of Nagari Panyakalan in the procurement of Regional Drinking Water Companies (PDAMs). This action is carried out through vertical conflict prevention communication strategies, outreach and persuasive communication. Based on research conducted by interviewing Mr. Wali Nagari Panyakalan at the first meeting, the authors explain in Article 15 paragraph 3 the sanctions for destroying or abolishing PDAM drinking water facilities, namely using tools to destroy, revoke and block the operation of the water meter. Reversed position from its original position, installation of a suction pump on the water meter will initially result in a temporary stoppage of the water supply (sealing) and a fine of ten times the maximum annual water consumption.

Keywords: Communication Strategy, Conflict, PDAM Water Supply.

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INTRODUCTION

Communication strategy is one of the main factors that must be considered in creating an effective communication process. Because of the existence of a communication strategy, the interaction between communicators can be carried out in a directed manner. In addition, the communication strategy can facilitate the receipt and interpretation of messages or information conveyed by the communicator. For example, like a company or institution, all parties in the company use a communication strategy to facilitate the process of receiving information and preventing miscommunication[1][2][3][4].

Communication strategy planning can be the first step in a company's adjustment to change. In this context, strategy formulation is the process of designing and selecting various strategies which ultimately lead to the realization of the company's vision and mission [5]. Based on Law no. 5 of 1962, the Regional Drinking Water Company (PDAM) existed as a regionally owned business unit engaged in the distribution of clean water to the community. The company's activities start from collecting, processing, purifying, and distributing water suitable for consumption by all levels of society. Therefore, the need for clean water that meets health requirements can be met through the Regional Drinking Water Company (PDAM) in every city[6][7][8][9].

Based on the phenomenon that occurred in one of the Nagari in Solok District, Baripuh District, namely Nagari Panyakalan, the current situation of this Nagari is that there is no clean water that can enter people's homes, the community only collects rainwater and takes water to the river, in 2009 Nagari this received assistance for the distribution of PDAM water, the community took water and built a ship-banda on the hill around the nagari. After building the Kapalo Banda on the hill, the community built water storage tanks in each jorong, Nagari Panyakalan has 4 jorongs, in each jorong a water storage tank was built to flow to residents' homes, after the clean water program was established, all the tools for water can be supplied to residents' homes, but not all residents get the water, this is because many people cut the water hoses at night, after the clean water was established, there were many conflicts between residents, so that every hose or pipe the water flows many of them have broken and many have been cut off, there are residents who cut them from the water center in Kapalo Banda, so that water cannot enter residents' homes anymore, as a result of this causing all of the water storage tanks to be empty and neglected, the community until now now it is still difficult to get clean water[10][11][12].





Figure 1. Water Tank

For this reason, a communication strategy is used to handle complaints customers must be responsive, informative so that the solutions offered to customers can understand easily and clearly. It is hoped that there is effective communication strategies can change the behavior of the communicant, so customers who were initially dissatisfied with the company's services then submit a complaint and handle it properly not closing chances are the customer will feel proud and feel valued has become the company's customers . Quoting Roger from Hafied Cangara, defines the notion of a communication strategy as a design made to change human behavior on a large scale through the transfer of new ideas. Middleton, a communication planning expert, states that a communication strategy is the best combination of all communication elements, from communicators, messages, channels (media), receivers to influences (effects) designed to achieve optimal communication goals.

RESEARCH METHODS

The purpose of this communication is so that the people in Nagari Panyakalan can enjoy clean

water that can enter each resident's house, when PDAM employees have established PDAM water in Nagari Panyakalan there are no more conflicts that occur and no more water pipes are cut so that blocking water from entering the house, furthermore so that the Wali Nagari panyakalan can oversee the program effectively. The target of communication in this study is communication between the Wali Nagari and the PDAM and the Wali Nagari communicates with all the people in Nagari Panyakalan. , The time for this study starts from 16 May to 5 June 2022, while the research location is in Nagari Panyakalan, Batipuh District, Solok Regency, West Sumatra Province.

Stakeholders in this study are Wali Nagari, Traditional Representatives and Head of Panyakalan Nagari Youth. The message delivery technique used in this study uses educative techniques, which is an effort to influence the audience from a general statement made, which can be realized in the form of a message which will contain opinions, facts, and experiences. Educating means giving an idea to the public about what it really is, above the facts, opinions and experiences that can be accounted for in terms of truth, deliberately, regularly and planned, with the aim of changing human behavior in the desired direction.

In conducting research and finding solutions in this study using verbal communication media and using zoom media to Wali Nagari, traditional representatives and youth





leaders in Nagari Panyakalan. The measurement of the achievement targets used in this study is the internal process perspective and the learning and growth perspective .

RESULTS

Conditions of Community Baths

Based on the results of research conducted in Nagari Panyakalan, it can be seen that the community carries out bathing and washing activities by visiting the nearest river from the community's house as shown in the image below:



Figure 2. Data on the location of community bathing activities

After conducting research for two months using data collection techniques and interviews with some information related to the condition of the public bathing in Panyakalan Nagari it was very ineffective because the conditions of an increasingly advanced era made the community uncomfortable. This condition was carried out by the community from the past until 2010. Lots of people complained about the conditions that occurred.

PDAM water supply

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Based on the research results found by conducting interviews and information related to PDAM clean water supply facilities in Nagari Panyakalan which trigger conflicts between residents can be seen in the following picture:



Figure 3. PDAM facilities

After conducting research for 2 months using the interview method and documentation, it was found that in 2009 Wali Nagari Panyakalan ran a clean water procurement program in collaboration with PDAM, Nagari Panyakalan had 4 jorongs, in 4 jorong 5 jorongs were built water storage tanks for storage . distribute it to residents' homes, the center of the water is taken from the top of the hill called the Gadang Arrow Hill.

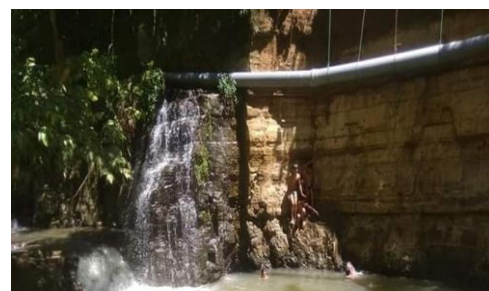


Figure 4. PDAM water pipe data in Nagari Panyakalan





Based on the research results found in the picture above, you can see the condition of the center of the PDAM water pipe, the pipe is used to distribute water to 5 points of water tanks located at 5 jorong in Nagari Panyakalan to be distributed to residents' homes, this PDAM water supply only lasted for 2 years, this is because the pipes for water distribution are often damaged by the residents, the pipes around the tubs for distribution to residents' homes are also damaged by some of the community. Every day there are conflicts between residents because there is a disconnection of the water distribution pipe. Based on the conflicts that often occur Wali Nagari, traditional institutions, youth leaders did not find the perpetrators who damaged the facility, so the Wali Nagari terminated the contract for the supply of clean water with the PDAM, with the wali nagari's decision causing the community to have clean water difficulties until now, the community returned go take a bath and wash into the nearby river.

What is Wali Nagari's communication strategy in dealing with community complaints and conflicts that occurred in Nagari Panyakalan?

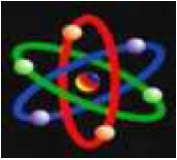
The pattern of communication in resolving conflicts over the destruction of PDAM water facilities is meant to be the focus of this research, which includes approaches and strategies as efforts to resolve and prevent vertical conflicts between

community members, Wali Nagari, youth leaders and traditional heads in Nagari Panyakalan, Solok Regency. Preventive efforts are efforts to prevent problems in the form of social control measures to prevent or reduce the possibility of unwanted things happening in the future.

These preventive or preventive actions are carried out either individually or in groups. Preventive actions are taken because humans are aware of the potential for conflict to occur if not anticipated. This pattern is a structured form in which there are holistic, complementary and collaborative elements. This pattern of communication is aimed at building cooperative efforts between communities, Wali Nagari and customary heads in conflict resolution.

Based on research at the first meeting conducted by interview with Mr. Wali Nagari Panyakalan that the author explained about the sanctions for damaging or eliminating PDAM drinking water facilities in article 15 paragraph 3 that Damaging, revoking and obstructing the running of the water meter with tools and turning the water meter position from position Previously, installing a suction pump on a water meter was subject to the penalty of temporarily stopping the water supply (sealing) and a fine of ten times the highest water usage for a year. If within a period of 1 (one) month you do not comply with these conditions, then the water meter is revoked, and if within 3 (three) months after the water meter is revoked it does not comply with these





conditions, reconnection is subject to a fee in accordance with the cost of a new connection plus paying off previous fine. This rule must be conveyed to the tribal chief and youth leader so that it can be conveyed to the community.

The destruction of the water pipes by residents in Jorong Pampang Gadang, precisely in the center of the PDAM water flow, caused the conflict to harm all residents. This was due to the absence of strict supervision and communication carried out by the Wali Nagari. According to Robbins (2002), it is not easy to create an effective communication, because there are obstacles in communication. There were communication barriers faced by the Wali Nagari, the Traditional Head and the Panyakalan Youth Leader in resolving conflicts over the destruction of PDAM water facilities and residents' complaints. Communication is carried out through a joint socialization process by conveying messages that are expected by the community to understand how to maintain facilities, on the other hand the communication process creates a skeptical and apathetic attitude of the community towards the rules, among the things that influence the attitude of the community are external factors that grow and develop from outside public. The results of the meeting held by the Wali Nagari, the customary head of the Nagari and the head of the tribe of each jorong need to be conveyed to the community, the communication strategy is carried out by

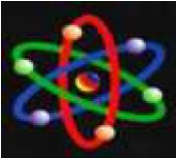
communicating socialization so that the community does not have a negative perspective on the decisions that have been set by the Wali Nagari. Social communication is a function which implies that communication is important for building our self-concept, self-actualization, for survival, for obtaining happiness, avoiding pressure and tension, among others through entertaining communication and fostering relationships with other people [13].

CONCLUSION

Based on research at the first meeting conducted by interview with Mr. Wali Nagari Panyakalan that the author explained about the sanctions for damaging or eliminating PDAM drinking water facilities in article 15 paragraph 3 that Damaging, revoking and obstructing the running of the water meter with tools and turning the water meter position from position Previously, installing a suction pump on a water meter was subject to the penalty of temporarily stopping the water supply (sealing) and a fine of ten times the highest water usage for a year. If within a period of 1 (one) month you do not comply with these conditions, then the water meter is revoked, and if within 3 (three) months after the water meter is revoked it does not comply with these conditions, reconnection is subject to a fee in accordance with the cost of a new connection plus paying off previous fine .

Based on the conclusion that the solutions that can be given to Nagari Panyakalan are as follows: Wali



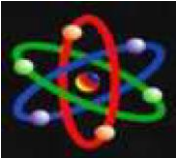


Nagari Panyakalan must carry out outreach to the community to maintain PDAM facilities that will be established ; Nagari guardians and Nagari customary heads must make strict rules for residents who cannot maintain PDAM water supply facilities ; Wali Nagari has to do a lot of FGD programs for the people of Panyakalan .

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