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## THE MANAGEMENT COMMUNICATION OF REGIONAL GOVERNMENT SIAK REGENCY IN THE IMPLEMENTATION OF LAYAK ANAK DISTRICT POLICY

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### ABSTRACT

*The research objective is to find out the planning, implementation, and evaluation of local government communication in the implementation of Child Friendly District policies in Siak Regency. The Research Method uses positivist paradigms in qualitative approaches. The Management Communication method is discussed with the four-step process of Cutlip, Center and Broom management methods. The research informants include; Head of Bappeda, Kaban BP3AKB, Head of Social Service, P2TP2A Staff, and Chair of the Children's Forum. The results of the study found that Management Communication in the implementation of the child-worthy district policy in Siak District was good enough, this can be seen from the planning already carried out with the preparation of regional action plans. During the implementation there were regular coordination of the parties in accordance with the Siak Regent Decree on the KLA task force. The evaluation process by the KLA Task Force is routinely related to evaluating indicators for the fulfillment of children's rights in regional development.*

**Keywords:** *Management Communication, Local Government, Child Friendly District*

### 1. INTRODUCTION

In Indonesia the problem of protecting children is now one of the main issues being discussed. With the enactment of the Regulation of the State Minister of Women Empowerment and Child Protection of the Republic of Indonesia Number 11 of 2011 concerning Development Policy for Decent Cities / Children, it becomes the basis for each district / city in implementing Child Friendly District / City (KLA) programs, namely district / city development systems that integrate commitment and resources of the government, society and the planned business world in a comprehensive and sustainable manner in policies, programs and activities for the fulfillment of children's rights. The essence of KLA is the creation of districts / cities, where children can grow and develop optimally and are protected from violence and discrimination. In a child-friendly environment, the community and its population are encouraged to develop a child-friendly life style, so that children can grow and develop in a healthy and reasonable manner, as a first step to realize the vision

of a healthy Indonesian child. Growing and developing, bright cheerful, noble, protected and actively participating. (Yustikasari and Rosfiantika, 2012: 77).

Siak Sri Indrapura Regency is one of the Regencies in Riau Province that is committed to realizing Child Friendly Districts. The Government of Siak District's commitment to realize the Decent Child District is marked by the election of Siak District to become a pilot district for Child-Friendly Districts by the Government of Riau Province. The background is Siak Regional Culture as a center of Malay culture in Riau Province. Siak Regency is one of the regencies that have won two awards as a child-friendly city in the pre-primary category. The first time in 2013, the State Palace received a child-worthy district award, which was handed over by the P3A Ministry Linda Gumelar, plagued by President SBY. Second time, in 2015 Siak District won a similar award in the pre-service category by the Ministry of Empowerment of Women and Children. The pratama

category is the first level child deserving city category from the three categories in Indonesia today, namely Pratama, Madya, Nindya, Utama. This award is an appreciation of the government through the Ministry of Women's Empowerment and Indonesian Child Protection to districts / cities that give considerable attention to children.

As an area that has the center of Malay culture in Riau and Indonesia Provinces, the Regional Government of Siak Regency must have a clear concept in building cultural communities including in child-friendly district / city development programs in terms of protecting young people who cannot be separated from their breath and values. Cultural values of local wisdom. Siak Regent explained that there are four children's rights that must be considered, namely the rights of the child should not be employed, the right to education and recreation, the right to get health services, and the right to get legal protection. One of the government's programs to carry out free education is to overcome the problem of children in Siak Regency in order to enjoy education, because education belongs to all Indonesian people. In addition, the government also prepares places that serve as playgrounds for children. (<http://infopublik.id/read/58954/pemkab-siak-programkan-kota-layak-anak.html>).

Reality based on the results of research from Ambar Setiyani (2013) concerning the Role of the Government in realizing Child Friendly Cities (KLA) in Siak District in 2011-2013 shows that the obstacles that arise in realizing Child Friendly Cities in Siak Regency are lack of funding to support implementation or activities that support the development of Child Friendly Cities (KLA) in Siak Regency and the lack of optimal role of institutions that deal with child protection issues can be seen in several cases where victims reported that their cases did not focus on just one institution. So the need for better cooperation between government agencies and communities in realizing Child Friendly Cities.

The communication process of the Child Friendly District / City program is carried out in an integrated and synergic manner in every sector, both the government, the community and the business world to be jointly involved in realizing Siak Regency as a Decent Child District. This form of care through the Child Friendly City program is intended as a

process of communication of people to their environment. According to the Assistant III of Siak Regent, many things that must be prepared to become a child-friendly city in Siak Regency include the existence of social development, the role of mass media, because the role of mass media is very large, the involvement of the business world, especially in producing quality and nutritious food-the play room children, holding regular meetings on the fulfillment of children's rights, involvement of teachers in child care and learning, visualization, the existence of the Children's Forum secretariat in the sub-district, child friend's telephone number, child-friendly city website, Having Non-Smoking Area and Acceleration of Birth Certificates in the context of Child protection PPPA Regulation number 06 of 2012. (<http://www.simakriau.com>).

Communication is a transaction, a symbolic process that requires people to regulate their environment by: (1) building relationships between human beings; (2) information exchange; (3) strengthen the attitudes and behavior of others; (4) trying to change that attitude and behavior (Cangara, 2005). The Siak District Government's commitment to creating Child Friendly Districts was evidenced by the issuance of the KLA Task Force Regent's Decree (2012 SD Now), Regent's Decree Formation of P2TP2A (2012 SD Now), Decree on the Formation of the Children's Forum (2012 SD Now), Regent's Decree on the Formation of BKB Pokjantal (2008 SD Now - Starting from the District Level - Kampong / Kelurahan Level), the Governor's Office for the Establishment of Integrative Holistic BKB (2014), Satker Mou Related to the Handling of Violence Against Women and Children (2014), Regent Decree Forming a Team to Prevent and Manage Violence Against Women and Children (2014), P2TP2A Daily Management District Head (2014 SD 2017), Establishment of Domestic Violence Task Force and KTP / A Level of Kecamatan-Kampung-Kelurahan (2015), Regional Regulation on Child Protection (2015), and Joint Regulation on Prevention and Management of Women and Children (2016). (Source; BP3AKB Siak Regency)

The success of many communication activities is determined by the Management Communication applied. On the other hand if there is no good Management Communication, the effect of the communication process is not impossible to cause

negative effects. For a policy effectiveness it is necessary to conduct Management Communication with reciprocal principles that are integrated, directed and on target. Good Management Communication in an organization will determine the level of success of the organization in achieving its targets and targets. Management Communication will direct the way and pattern of communication to people who are inside the organization (internal) and those who enable it will be involved in organizational activities (external).

## 2. LITERATURE REVIEW

### 2.1 Government Management Communication

Every message and / or information distribution activity is a communication activity. In order to achieve the level of success in communication activities that include search activities, collection, and processing and distribution of information always requires management. Management Communication is management that is applied in communication activities. This means that management will play a role or as a driver of communication activities in an effort to achieve the communication objectives. Management Communication is the study of how to manage information to achieve goals (in Tommy Suprpto, 2009: 144). According to Michael Kaye (1994: 8) in Soedarsono (2009) "How individuals or humans manage the communication process through the formulation of a framework of meaning in relation to other people in various communication spheres by optimizing existing communication and technology resources".

Baker in Claywood (1977: 461-63) said government Management Communication tactically includes three things: first, identification of issues in a focus on policies or programs already packaged according to desired characteristics. Third, execute communication planning. Four steps of operational Management Communication refers to the Cutlip, Center and Broom's Planning and Management Methods's approach (Defining Public Problems, Planning and Programming, Taking Action and Communicating, Evaluating the Program. In general, the definition of Management Communication is the process of managing communication resources intended for improve the quality and effectiveness of message exchanges that occur in various communication contexts (individual, organizational, governmental, social, or international).

### 2.2 Concept of Child-Friendly City

One of the important moments that strengthens the joint commitment to realize a world that is appropriate for children as a manifestation of children's rights is the UN General Assembly Resolution on 10 May 2002 which adopted the Ad Hoc Committee's report on Special Sessions for Children. That document is then known as "A World Fit for Children". KLA is intended to integrate existing commitments and resources in the district / city for child development in a holistic, integrative and sustainable manner and to further strengthen the role and capacity of local governments in the development of development and child protection. (Gemari, 2010: 41). Based on PPPA Regulation No. 12 Yr 2011 concerning Indicators of Eligible Districts / Cities of Children of a Decent Regency / City Ideally their children must meet the indicators set by the CRC, grouped into 6 sections, which include institutional strengthening and 5 (five) children's rights clusters, namely: civil rights clusters and freedom; cluster of family environment and alternative care; basic health and welfare clusters; education clusters, use of leisure and cultural activities; and special protection clusters.

## 3. RESEARCH METHOD

The method used in this study is a qualitative research method. Moleong (2007: 6) explains, that qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject holistically (intact) and by way of description in the form of words and language in a special natural context, and with utilizing various natural methods, one of which is useful for research purposes in terms of the process. The informants in this study were informants consisting of: Head of Bappeda (Head of KLA Task Force), Head of BP3AKB Agency (Secretary of KLA Task Force), Head of Health Service (Responding to Fulfillment of Child Health Rights), Head of Education Office (Pnjwb Fulfillment of Child Education Rights), Head of Social Service / Social Institution (Responding to Child Social Problems Management), Head of Public Works / Bina Marga Office (Responsible Child Infrastructure Sector Response), Integrated Service Center for Women and Children Empowerment (P2TP2A), Children's Forum, business institutions involved in partnerships; civil society organizations such as NGOs, parents and

children who are the target group of the Child Friendly City program. Data collection techniques are carried out by conducting interviews, documentation and literature studies. Data analysis techniques during the field using analytical techniques by Miles and Huberman through three activities carried out namely data reduction, data presentation, and drawing conclusions and verification. The quality or validity of the data uses triangulation techniques

accordance with 31 indicators set by the central government which are divided into five clusters namely Civil Rights and Freedom, Family Environment and Alternative Care, Basic Health and Welfare, Special Protection and Education, Utilization of leisure time and cultural arts activities based on four principles that are (1) non-discrimination, (2) the best interests for children, (3) the right to life, survival and development and (4) respect for children's opinions.

#### 4. RESULTS AND DISCUSSION

##### 4.1 Communication Planning in Implementing Child-Friendly District Policies

Siak Regency began to get orders to implement the KLA program in 2011. In 2012, the district government and related agencies and organizations began to make concrete actions to realize KLA. Communication planning in implementing the KLA program begins with the unification of an equal commitment between the leader and his subordinates. After getting an order to implement the KLA program from the central government, the program was then socialized to related agencies and a strong commitment was formed that regardless of whether an award was obtained or not later, the district government must fight hard to create a child-friendly district to support the creation of a golden generation in next year 2045.

In the related government planning stage, in this case the Bappeda and BP3AKB received direct mandate as the first hand to deal with child problems with the Bupati as the main leader who coordinates directly with subordinates and coordinates through horizontal communication with related parties, including the health department. Social services, public works services, education offices, court institutions, religious ministries, Regional General Hospitals, police, private companies and existing NGOs.

Commitments that have been built together are then distributed through small points that form a "Task Force" to the relevant parties as mentioned above. Planning must be done thoroughly, because the success of a program is seen from how well the planning is made. Planning in the establishment of the KLA program must be based on the analysis of child needs in Siak District in

Analysis of the needs of children in Siak Regency was collected into a baseline data that became the basis for the future steps to be taken by the Siak Regency Government. The base data referred to are facilities and infrastructure that support the KLA program that is appropriate to the needs of children in Siak Regency. For example, the government must provide a playground that serves as a place of escape for children who experience problems in the family environment so as not to get caught up in promiscuity. Another example previously was that many sidewalks had been built in Siak, but the problem was that the sidewalk was too high, making it difficult for children to drive on it. Therefore, the existing sidewalk is repaired, made slightly curved so that it can be used by children for cycling on it so that later it can minimize traffic accidents.

Also at this planning stage, all problems are accommodated by the Regent to be discussed together to find the best solution so that the noble goal to form KLA can run smoothly and synchronously. This means that in this case the ongoing communication is not only one-way, namely from the boss to the subordinate, but also from the bottom up so that the problem can be clearly seen and the solution solution also finds a bright spot. After all the basic data needed in the implementation of the KLA program has been obtained, the data is then compiled into a Regional Action Plan which of course has certain targets. For example if in 2012, Siak had not been able to get KLA awards, then in 2013 Siak must be able to get it by working seriously with a high commitment to creating a golden generation in the next 2045. The preparation of the Regional Action Plans is certainly adjusted to the division of tasks in accordance with the authority and policies of the parties concerned.

#### 4.2 Implementation (Action and Communication) in Implementing Child-Friendly District Policies

A program will not be actualized properly if it is not accompanied by good Management Communication. In the case of action or implementation, ongoing coordination and communication is needed. If only one aspect of the message is not conveyed properly, it will affect the effectiveness and success of implementing the program. The success of Siak Regency in obtaining awards as a Decent District for Children turned out to be based on very good coordination between superiors and subordinates and among fellow subordinates in this case related agencies and or companies and NGOs. Each related party has known their duties, authority and obligations as parties involved in the success of the KLA program to realize the golden generation in the next 2045. Not only did the downward communication run smoothly, but the leader in this case was the regent very open to all criticisms and suggestions made by the community, especially the Siak Children's Forum (FASI) as the first public to be exposed to programs formed by the government.

FASI is a Siak children's forum which is directly under the supervision of the government of Siak Regency, which is directly chaired by the chairman of the Siak Regency Bappeda and has a secretary from BP3AKB who gets a direct mandate from the Bupati as the main party handling the KLA program. The Bupati as the highest policy holder in Siak District did not hesitate to discuss directly with FASI regarding what needs or problems faced by Siak children need to be supported and facilitated by the district government. In this case the leader is open, and wants to listen to public complaints. Even in the preparation of the strategic plan each year the Siak Regency government involves FASI in terms of policy making. Until now FASI has been established at the village or village level. On the other hand, the activity of FASI in the virtual world has a very good impact on KLA's image in Siak. Through the virtual world, FASI can share anything with the wider community and declare their existence as part of the Indonesian nation that deserves attention and needs.

The establishment of KLA's success programs is also based on local wisdom (local wisdom) of the local community. Even Siak has a

Regional Regulation on Indigenous Villages that are oriented to Malay culture which is used as a grand design in every program that will be planned and realized. So that the facilities and infrastructure related to the KLA program contain symbols of Malay culture. Although some sub-districts in Siak Regency are nominated by Javanese, Malay Customary Institutions must still be in each sub-district and inevitably must be obeyed by the values and rules of the local community, so that in addition to the development of facilities and infrastructure that are suitable for use by children, children can also be used as a preservation agent for local wisdom based on Malay culture where Siak is one of the centers of Malay culture in Riau Province. However Siak district still upholds Bhineka Tunggal Ika which is reflected in the distribution of work in Siak Regency.

The key to implementing the KLA program in Siak is good coordination between relevant institutions to share tasks related to tasks and authority and solving problems to be archived into a neat document. Because in fact the research in the field shows that the KLA indicators are actually before there is an order from the center, KLA facilities and infrastructure already exist in Siak Regency but have not been properly archived. After getting it well, it is only the district government can find out what steps they should take to make KLA truly comfortable.

Among the examples of KLA programs that have good coordination are the provision of School Child Safe Zones (Zoas). Children as the main assets of the nation's next generation must be considered their safety. By making Zoas it is expected that children can feel comfortable when they have to cross the road. In this case Bappeda and BMP3AKB coordinate with the Public Works Agency to make traffic signs. In addition, sidewalks cannot be made high so that children do not fall and can drive on it. In the health sector Bappeda and BP3AKB coordinate with the Health Office so that routine posyandu can be implemented, lactation rooms for breastfeeding mothers are also provided, and public health services can be obtained free of charge.

In terms of education, Siak children have had to follow 12-year study obligations. Surrounding companies are also involved to succeed in the KLA program by establishing a corporate social

responsibility (CSR) forum directly led by the head of the Bappeda. This means that companies operating in the Siak region must also pay attention to children's rights and facilitate children's needs. Therefore, good coordination and communication with related parties is needed so that the desired objectives can be achieved. Bottom-up communication also occurs in the case of public complaints to social services related to the problems faced in educating a child. This shows that implementing the KLA program has good Management Communication. Children with social welfare issues receive special attention. Even Siak was used as a Nutrition Toddler Rehabilitation Center in Riau Province. There they will be treated for 90 days and must stay there. However, according to the Siak Social Service, there is still a lack of adequate human resources to solve the problem of children with social welfare problems. Siak's success in implementing the KLA program made some regions amazed by the policies implemented. So that Siak is often used as a comparative study center from other regions to learn the right ways to take policies to create effective and successful KLA programs.

#### 4.3 Communication Evaluation in Child-Decent District Policy Implementation

In general, both Bappeda and BP3AKB admitted that they did not have standard time to coordinate the effectiveness of the KLA program. But what is interesting is that there is no standard time, evaluation or monitoring is often carried out by the Regent directly according to the direction of the conversation when they meet. So that in this way the problem faced becomes more transparent and can be resolved immediately. KLA program evaluations are accidental according to the needs and conditions in the field. The community in this case is free and can ask questions related to the government's commitment to the development and realization of this KLA, of course the government will respond and respond if reports from the public or findings in the field indicate problems.

In the context of implementing the policy of Child Friendly Districts / Cities (KLA), the district / city development system integrates a comprehensive and sustainable commitment and resources of the government, community and business world in policies, programs and activities for the fulfillment of children's rights, management communication is very

important to do. The development of child-friendly cities has several stages that must be carried out starting from the stages of preparation, planning, and implementation to monitoring and evaluation.

Coordination in a planned program is very influential on the end result of communication. Without properly regulated communication, it is not possible to coordinate within the organization properly. For a policy effectiveness it is necessary to conduct Management Communication with reciprocal principles that are integrated, directed and on target. Planning and organizing is carried out to analyze the situation of problems and obstacles faced, actuating by strengthening the communication and information system of all stakeholders / stakeholders, and always evaluating the provision of facilities and infrastructure with supervision. so that people can easily get access to information in an effort to realize a Decent Child District.

#### 5. CONCLUSIONS

Based on the results of the analysis and discussion above the authors conclude the Management Communication of the Siak Regency Regional Government in implementing the Decent District Children policy through the fulfillment of the rights in the regional development is quite optimal. Planning in the establishment of the KLA program must be based on the analysis of child needs in Siak District in accordance with 31 indicators set by the central government which are divided into five clusters namely Civil Rights and Freedom, Family Environment and Alternative Care, Basic Health and Welfare, Special Protection, and Education, Utilization of leisure time and cultural arts activities based on four principles that are (1) non-discrimination, (2) the best interests for children, (3) the right to life, survival and development and (4) respect for children's opinions. The key to implementing the KLA program in Siak is good coordination and communication between relevant institutions to share tasks related to tasks and authority and solving problems to be archived into a neat document. Evaluation in the KLA program is an evaluation of indicators for the fulfillment of children's rights in regional development carried out through regular communication by the KLA task force in Siak Regency.

## 6. RECOMMENDATIONS

Strong local government commitment, becomes a very important reference in influencing the success in the implementation of this child-friendly city program in Siak District. Government Management Communication should focus on measuring the impact that is directed and measured with strict academic indicators. Communication Effectiveness The child-worthy City Program should touch on the message exposure aspect, evaluate the level of awareness, acceptance and participation.

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