

Government of Yogyakarta City Communication in the Arrangement of Malioboro Areas in 2015-2016

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Abstract- This study aims to understand the government communication process of Yogyakarta City Government in the arrangement of Malioboro areas with Lasswell paradigm. The qualitative research methods were employed and study area was Malioboro area. This research was undertaken in the city of Yogyakarta by involving the Tourism Department of Daerah Istimewa Yogyakarta, Tourism and Culture Department of Yogyakarta City, Technical Implementation Unit of Malioboro (UPT Malioboro) as a communicator and three object to communicate are Parking Community, Street Vendors and Malioboro visitors. This research used qualitative method that aimed to explain how the process of regulating communication in the arrangement Malioboro areas. Findings of this research are as follows: the good communication can make implementation of policy more effective. The obstacle at the process communication can only be faced with the right media and so that the message will delivered to Communicant.

Keywords: *Government; Communication; Urban Planning*

I. INTRODUCTION

This research aims to understand the government communication process in arranging Malioboro areas. This study also aims to understand that the government communication is different from the communication process in general. The government communication process has lobby and contested political interests. This study was conducted in Malioboro areas which is the tourism destination in Yogyakarta. Malioboro areas have become unorganized because the pedestrian paths are used for the vehicle parking areas and street vendors. In order to improve Malioboro areas, thus relocation should be carried out. Relocation needs to be done as an effort to increase attractiveness and the number of tourists visiting the areas.

The differences with a few research is talking about communication inside the body of government. According to Berry (2014) employees must have skill to communicate with the others, It's focused at how the future government communication inside body of government. There are three objects parties that will be involved in the arrangement of Malioboro areas, the first are parking officers, street vendors, and communities or visitors of Malioboro areas that's was the novelty in this research. How to communicate

with three different object in one row to implementation a policy.

II. LITERATURE REVIEW

Government communication or politics is the process of delivering public services and ideology to the people so they can understand and determine their choices to participate in politics. Political communication carried out by stakeholders will make people able to consider what messages to convey, understand the background of the messages, and assess whether political communicators are feasible or not as an option (Erfin Nurussa'adah, 2017; Setiawan, 2018; Siagian, 2015)

Environment, communication and leadership simultaneously have a positive and significant effect on employee performance, thus the communication strategy in government must be well thought out (Norminah indah mutiara, Moh Mukeri Warsono, 2017). Some of these studies aim to find out the role of the communicator, recognize the target of communication, study the purpose of communication messages, and the usage of media by communicators. There are some factors of communication that have significant role, among them are communicators, messages, media and communicants. Communication strategies to strengthen the institutional capacity through increasing human resources are increasing can support of communicators themselves. The government as a communicator can make policies that are based on the aspirations of the people by increasing group cohesiveness, diversifying the material in socialization activities so that communicants can receive the messages well. This is considered as what so-called as a good and positive government communication (Aminulloh, Setyawan, & Fauzan, 2014; Firmansyah, Yulianti, & Alif, 2017; Purnamasari, 2017).

Several studies show similar factors that hinder the government communication process namely coordination, firmness and lack of government capacity, supervision, people attitudes and interpretation of messages conveyed by communicators that cannot be understood by communicants properly (Muchlas, 2015; Prabowo, 2015; Saragih & Agung, 2017). In addition, verbal violence in the process of interest can affect people perception (Yusri, 2015)

According to Gregory (2006) Government needs a good communication when do a policy process from conception to implementation to reach the goals. In order to ensure that the government communication runs well and effective, according to Stillman, the government as the main actor who initiated communication needs to undertake

several things, as follows, choosing the language used in the process appropriately based on who the communicant is and choosing the right channel or media (Dewi & Ayufika Nulul, 2018).

When Government do a Communication to populace, Government need a theorized and practice abode communication government itself. Both sender's and receiver's position in the communication flow. Governments interact with the wide public and with the niche audiences (Soukenik, 2018). Research that focuses on the government communication process used the communication theory of Laswell Model which explains several elements and communication flow that presented in the model, namely the sender (speaker), says what (message), channel or medium, receiver (audience), and the effects (feedback) (encang Saepudin, Agung Budiono, 2016; Fatimah & Cangara, 2016; Meilisa, 2018; Purnamasari, 2017).

III. RESEARCH METHOD

Qualitative research can interpret as a strategy or a way to find meaning, definition, concepts, characteristics, symptoms, symbols and descriptions of a phenomenon. Explanation of the phenomenon is presented in a narrative of the other side and simple. Simply put, qualitative research is a way to find an answer or a phenomenon through scientific procedures systematically using a qualitative approach (Yusuf, 2014).

IV. FINDING AND DISCUSSION

Process communication at this research is not focused to one and only UPT Malioboro as Communicators. As we know that, then an exchange of communicator positions occurs, knowing that this process is two-way communication, it can be concluded that the communicant can become both a communicator and a communicant. it depends on the number of objects as a communicator, in this process is UPT Malioboro.

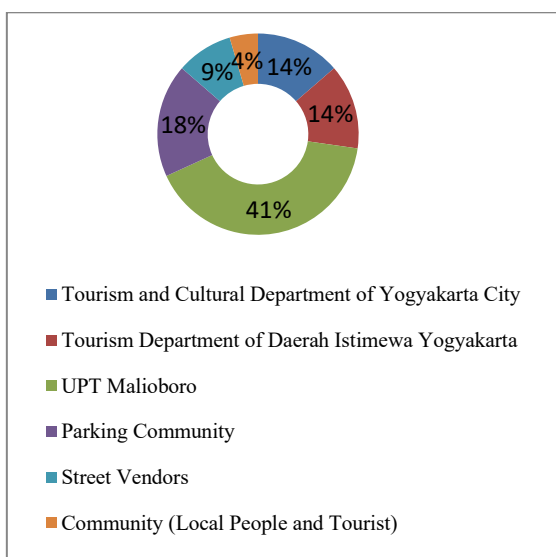


Fig.1 The main Communicators at The process

The communication process towards the street vendors runs effectively and smoothly. The effective communication process is possible due to because the communicators and communicants can cooperate well so it can reduce and even fully eliminate the obstacles. The good attitude of mutually sending and receiving the information between the communicant and the communicator makes the policy is can be implemented properly. Its same in finding at the another research , according Kraaier (2016) Communication is like a heart of policy , sought to bridge the perceived gap between the government and the citizen.

The communication process is slightly hampered in the relocation of parking area from the Malioboro Street to the Abu Bakar Ali parking park. The obstacles found in this communication process make the policy are is hardly implemented. However, this can be overcome by effective efforts taken by the communicators.

TABLE I. Communication Procces and Result

| Objects | Area | Process communication | Result |
|---------------------------|---|--|--|
| Parking Officers | Parking at pedestrian move to abubakar ali Parking Area | Circular of Relocation, negotiation and meeting it takes more one year communication | Succeed with the communication process less than ideal |
| Street vendors | Pedestrian Area | Negotiation and meeting it takes 6 months communication | Succeeds with an almost ideal communication process |
| Local people and visitors | Pedestrian Area | Radio, Kedaulatan Rakyat Newspaper, Banner and Social Media it takes 3 moths communication | Succeeds with an almost ideal communication process |

During the negotiation or direct meeting, the role of communicators and communicants can be played intertwine. In negotiation process, the communication can be two ways so that the communicants and communicators can be changed based on who the speaker is and who the audience is. From the results of the government communication process that occurred, UPT Malioboro became the main communicator in the government communication process for the arrangement of the Malioboro areas.

