

STUDY OF INFORMATION SEEKING PATTERN ON THE PEOPLE WHO RECEIVE SOCIAL ASSISTANCE IN WEST JAVA

Kismiyati El Karimah
Faculty of Communication Science
Universitas Padjadjaran
miyaekarimah@yahoo.com

Agus Setiaman
Faculty of Communication Science
Universitas Padjadjaran
agussetiaman@yahoo.co.id

Abstract

The title of this study is the Study of Information Seeking Pattern on The People Who Receive Social Assistance in West Java, "The site chosen for this study is Sukabumi precisely Jampang Central District, the decision to chose Jampang Central as a location for research is based on the consideration that this area is an area with the vulnerability of social caused by high social assistance, as well as the selection on Cibeber District of Cianjur Regency.

The key to development success is the people's participation. This means there are perspective that had to be changed. The people should be seen not as on objects of development but rather as actors of development itself. The awareness of the existence of the people as central actors in determining the development strategy and in its manifestations is important.

The inclusion of the people in national development have long been touted both by the New Order government as well as during current reign, but the implementation of these policies at this stage of the operation in the field seems to have various obstacles. This shows political awareness is not enough and that the political will is far more important, not just at the policy level but at the level of implementation.

Keywords: Social Assistance, Awareness, Development, policy, political will

1.1. Backgrounds

Social assistance can be defined as the provision of assistance in the form of money or goods from both the Government and the Central Government Local Government to individuals, families, groups and / or people that are not continuously and selectively aimed to protect from the possibility of social risk. The risk of social upheaval in question is a fundamental change due to price changes affecting the purchase power that the community ultimately will be classified as a group of poor people.

Poverty can be defined as a situation that happened due to the inability to meet basic needs such as food, clothing, shelter, education, and healthcare. Poverty may be caused by the scarcity of means to fulfill basic needs, or the difficulty of access to education and employment. Relevant to poverty, experts often linking poverty with

the Human Development Index or HDI abbreviated as the accumulation of component lifespan (longevity), knowledge, and decent living standards. The lifespan component is measured by parameters of life expectancy or calculated by using the indirect method (method Brass, variant Trussel) elaborated based on the variable of the average number of child born alive and the children who are still alive.

The component of knowledge is measured by the literacy rate and average length of academic study at school, which is calculated based on Susenas Kor. For the record, UNDP in its annual publication of HDR since 1995 using indicators of participation in elementary, middle, and high school instead of the average length of academic study at school because of the difficulty to obtain data of the average length of school globally. Literacy rate indicators derived from the variable of children's ability to read and write, while the indicators of the average length of school is calculated using two variables simultaneously; i.e. grades / classes that are being / have obtained and highest education level attained.

For the poor people, because of the relatively low of life expectancy, knowledge or education and living standard, social assistance often generates social conflicts, both vertically and horizontally; the social assistance phenomenon rather create social conflicts instead of social order, which is not a remarkable thing, and quite a common issue on the media. Such conflicts almost never be solved and seem to seek its own way, the role of community leaders and social institutions almost lost its "magic", powerless, even lose his authority.

The research results in the first phase showed that the perception of social assistance recipients using mass media to disseminate social assistance only contribute a little while society's pattern of media usage is dominantly only for entertainment purpose. Based on the background described above, in this second phase of research we aim to investigate the role of public leaders and community organization to countermeasures the conflicts caused by social assistance.

1.2. Problems Identification

West Java is a province with a large population, which is 43,021,826 spread over 17 districts and 9 regencies, with 592 districts, 5,201 villages and 609 village (Census: 2010). The province is directly adjacent with Jakarta, which is the center of government and business, and grows along with Jakarta's growth.

The problems identification of this study is:

1. How does the social assistance recipient view the role of public leaders and community organization to countermeasures conflicts caused by social assistance?
2. How does the social assistance recipient view the alternative solution proposed by public leaders and community organization to solve the conflicts?
3. How is the implementation of the information seeking pattern model of West Java resident in Receiving Social Assistance?
4. What kind of conflicts mapping that can be derived from social assistance recipients' perspective to countermeasures the conflicts caused by social assistance?
5. How will be the model of conflicts countermeasures from the public leaders and community organization in managing the conflicts caused by social assistance?

2. Method

The method used in this research is field survey. According to Singarimbun and Effendi (1995), by doing field survey, the research seeks to explain the concepts being measured or analyzed, one at a time, based on the parameters used. Besides, survey research enables to choose the object, in this case to choose district or region to conduct the research. Also, survey provides large numbers of data simultaneously in order to obtain more information.

2.1. Population & Sample

The population is located in two districts of West Java Province. Then two sub-districts are chosen randomly and from each sub-district one village would be chosen. The sampling size for this research is 150 respondents from each district; therefore there are 300 respondents in total.

Table 2.1. Subpopulation

No.	District	Selected Subdistrict
1	Sukabumi	<ul style="list-style-type: none"> • Jampang Central (Central Jampang Village)
2.	Cianjur	<ul style="list-style-type: none"> • Cibeber District (Village Slagedang)

2.2. Data Processing Techniques and Analysis

Statistical technique was conducted to process the data. The collected questionnaires were grouped in each district, and numbered. Each answer was converted into numbers as a form of response to the research question. Furthermore, the data processing used statistical software with its standard procedures and steps. Data processing would focus on descriptive analysis such as; trends, distribution, and mode.

3. RESEARCH FINDINGS

3.1. Social Assistance Recipients view on the Role of Community Leaders in the Prevention of Social Assistance Conflict

The data obtained by the research team showed that all respondents had contact with community leaders in its territory in a conflict of social assistance. This confirms the theory that in every social group wherever and whenever there is always someone who is opinion leaders or public figures who became a role model or source of information for the surrounding residents.

Sociologically, community leaders have close relations with their peoples because usually the community leaders have a high level of concern for social issues that surround their community.

Data collected indicates that all respondents had contact and ask the opinion of public figures with regard to the social assistance in their area.

Table 3.1. Respondents Experience in Conflict Management of Social Assistance through Community Leaders Help

No.	The advice given by community leaders	Sukabumi District		Cianjur District	
		f	%	f	%
1	Highly Acceptable	23	15.3	25	16.7
2	Acceptable	110	73.3	98	65.3
3	Doubtful	17	11.4	27	18
4	Unacceptable	-	-	-	-
5	Highly Unacceptable	-	-	-	-
	Total	150	100	150	100

Based on the table above the total respondents that exist in Sukabumi and Cianjur regency went to community leaders and get a variety of information about the problem of social assistance. They argue the advice given by community leaders can be accepted and followed. From these results show that in Sukabumi and Cianjur, people are very aware of the existence of public figures and used to ask for help when there is a dispute in receipt of social assistance, however, from the data obtained in each district there are similarities that people who have high confidence in their community leaders are scored in the range of 15-16%, it shows that the percentage of people who very believe public figure to be in the moderate category.

Table 3.2. Frequency of community leaders in conveying information about social assistance

No.	the level of agreement	Sukabumi District		Cianjur District	
		f	%	f	%
1	Very often	13	8.7	5	3.3
2	Often	52	34.7	42	28
3	Sometimes	75	50	103	68.7
4	Never	10	6.6	-	-
	Total	150	100	150	100

The above table shows in each district have similarities in terms of community leaders so never pass on information about social assistance or public figure has information about the existence of social assistance to the area or village, it is only natural because the process of social assistance issued by the government is usually through public figures or at least involve community leaders as well as for surveillance and monitoring. The usage of figures in this context clearly benefit

the community and the government as well as with the involvement of community leaders can minimize social conflicts either vertically or horizontally.

Table 3.3. The Clarity of Social Assistance Information submitted by Community Leaders

No.	the level of agreement	Sukabumi District		Cianjur District	
		f	%	f	%
1	Very clear	40	26.7	50	33.4
2	clear	88	58.7	90	60
3	Doubtful	12	8	5	3.3
4	Not clear	10	6.6	5	3.3
	total	150	100	150	100

Based on table above, data showed that the level of clarity of the information submitted by the community leaders are in the category of good which indicates that community leaders have good credibility. Credibility is defined as the properties of the communicator (Rachmat, 2004: 257). Credibility is owned by the public perception of the communicator. The impact of the message to the audience is influenced by how audiences view the sender of the message or how the communicator's credibility in view of the audience. Person & Nelson in Venus (2004: 56), said credibility was like beauty, it is in the eye of the beholder.

Hovland and Weiss mentioned that credibility is composed of two elements, namely expertise and reliability (Rachmat, 2004: 256). Koehler, Annatol and Applabaum mentioned that credibility consists of dynamism, sociability, koorientasi, and charisma (Rachmat, 2004: 260). Meanwhile, according to Venus (2004: 56) quotes from Hovland, Janis, and Kelley consists of expertness credibility, trustworthiness, and attractiveness. In this study, the authors refer to the concept of credibility by Venus in his book ie, trustworthiness, and attractiveness.

Table 3.4. Availability of time given by community leaders in delivering social assistance information

No.	The time allotted	Sukabumi District		Cianjur District	
		f	%	f	%
1	Very long	3	2	5	3.3
2	long	7	4.6	9	6
3	long enough	45	30	55	36.7
4	briefly	83	55.3	66	44
5	very briefly	12	8	15	10
	total	150	100	150	100

Table above shows that most respondents consider time given by community leaders to convey information about social assistance is short and not enough, it is based on an interview that the team doing community leaders reasoned have limited time because they usually have other agenda or other activities.

Tabel 3.5. The opportunity to ask the Public Figure

No.	Opportunity to ask	Sukabumi District		Cianjur District	
		f	%	f	%
1	Very often	13	8.7	17	11.7
2	Often	87	58	95	63.3
3	Sometimes	20	13.3	30	18
4.	Never	30	20	18	12
	Total	150	100	150	100.0

The table shows that the vast majority of opinion leaders or community leaders provide the opportunity to be asked by the citizens when providing explanations of social assistance. It indicates sufficient egalitarian community leaders in discussions. The opportunity given by community leaders make the process of discussion alive and not rigid and allow information submitted becomes more clear and understandable to citizens.

The opportunity to ask could also be interpreted as a form of public figures closeness with citizens because sometimes people are reluctant to ask when people are asked not to have a certain closeness both psychologically and sociologically.

Table 3.6. Satisfaction level of respondents' information delivered by community leaders

No.	level of Satisfaction	Sukabumi District		Cianjur District	
		f.	%	f	%
1	Very Satisfied	23	15.3	37	24.6
2	Satisfied	75	50	86	57.3
3	Quite satisfied	52	34.7	17	11.3
4	Not satisfied	-	-	10	6.8
5	Extremely Dissatisfied	-	-	-	-
	Total	150	100	150	100

This indicates that the explanation given by community leaders can be accepted by the citizens in the sense that these explanations can be logically accepted. It is

relevant to the research data which states that all the respondents had contact with community leaders regarding the information about social assistance in their area.

Based on the data in the table above, it has been shown that that in Cianjur 10 people or 6.8% stated that they did not feel quite satisfied with the explanation of the social assistance delivered by community leaders because of his explanations are normative and tends to devious. This data obtained based on interviews with some respondents. It is considered reasonable because of course the information given will never satisfy everyone.

**Tabel 3.7. The Availability of Poster (Information's Viewer Tools)
In the Respondents' Regional Housing**

No.	The availability of Information's Viewer Tools	Sukabumi District		Cianjur District	
		f.	%	f	%
1	Enormous	6	4	3	2
2	Many	2	1.3	10	6.7
3	Sufficient	130	86.7	127	84.7
4	A Few	8	5.3	5	3.3
5	Very Few	4	2.7	5	3.3
Total		150	100	150	100

Props or poster is important for a dissemination program because it can provide additional information for the target audience especially with respect to the program being implemented, as well as for other related parties. Props provide clarity about the mechanisms and workflow of a social assistance program that is being carried out. Mechanism or workflow is identified by a broad audience that can be done by many parties, so that the level of irregularities can be detected early so that the losses can be minimized.

**Table 3.8. Availability of leaflets or brochures in the region
residence of respondents**

No.	Availability of leaflets or brochures	Sukabumi District		Cianjur District	
		f.	%	f	%
1	Enormous	4	2.7	7	4.6
2	Many	12	8	15	10
3	Sufficient	100	66.7	120	80
4	A Few	26	17.3	5	3.2
5	Very Few	8	5.3	3	3.2
Total		150	100	150	100

Leaflet is considered adequate in quantity but not in terms of quality. But at least the quantity fulfilled indicates that the social assistance program has been designed as best as possible, including in the dissemination so this program is a program that is widely known and widely understood as well.

The problems that occurred is in terms of quality, both the quality of the content, display and settings. Hence, the leaflets or brochures do not attract attention and uninteresting to read, because they are presented with amateur typography, designs and setting, and even the content has been poorly designed. This needs to be considered given the attractiveness a leaflet or brochure is highly dependent on the display.

Table 3.9. Viewer tool types that exist in the region Residence respondents

No.	Type props	Sukabumi District		Cianjur District	
		f.	%	f	%
1	Flowchart health assistance	96	64	114	76
2	Leaflet or brochure information regarding <i>raskin</i>	14	9.3	26	17.3
3	Others.	40	26.7	10	6.7
	Total	150	100	150	100

Based on the table above, most of the availability of props in the region with regard to the respondents' health information field indicates that the health sector is a field that is very concerned with the health information assistance to poor families in both the region Sukabumi Regency and Cianjur Regency.

The data which is quite striking is the availability of props in health sector which is almost the same in the two districts that have the highest score and this is because the field of health field is a has a network and line the bureaucracy of the most powerful, as we know network midwives in both districts have long and quite effective, including the dissemination of various policies on health.

The interview with dr. Albani Nasution Secretary of Health Office of Sukabumi stated that one of the priority areas of health in Sukabumi is a decrease in the maternal mortality rate and child belonging to the category is quite high, and one of the steps taken is to optimize the health of the sector upstream to downstream, from the level districts to remote villages, from hospitals to health centers in the district of Sukabumi.

Table 3.10. Explanation on social assistance delivered by Public figure

No.	Type of Information	Sukabumi District		Cianjur District	
		f.	%	f	%
1	Information on social assistance in health	71	35.5	73	33.2
2	Information on social assistance rice for the poor (Raskin)	47	23.5	38	17.3
3	Social assistance information on the field of education	16	8.0	14	6.4
4	Social assistance information on infrastructure	4	2	37	16.8
5	Information on cash social assistance temporary	59	29.5	53	24.1
6	Other social assistance Information,.....	3	1.5	5	2.3
	Total	200	100	220	100

Based on the table above, the information conveyed by the figures is often relating to the society is information about social health assistance and cash transfers as well as information on social assistance in form of delivering rice for the poor.

Information on education and infrastructure is not so much submitted by the community leaders could be because the information was not directly related to the needs of the social assistance targeted households.

Based on the interviews the research team did with the recipients of social assistance they believe that social assistance has been managed by the education department of education through school, And this program had not been considered problematic and overall it is perceived as going well.

3.2. Social Assistance Recipients Views on the Role of the Community Institutions in Social Assistance Conflict Prevention

Table 3.11a. Respondents view on the role of Community Intitutions in conflict Social Assistance Conflict Prevention in Sukabumi District

No.	Statement	Good		Average		Bad	
		f	%	f.	%	f.	%
1	The role of Community Intitutions in conflict prevention	2	1.3	112	74.7	36	24
2	The Clarity of Community Intitutions in conflict prevention	5	3.3	124	82.7	21	14

3	The responsibility of Community Intitutions in conflict prevention	8	5.3	139	92.7	3	2
4	The ability of Community Intitutions in conflict prevention	15	10	125	83.3	10	6.7
5	Accuracy of Community Intitutions in the response to a conflict	17	11.3	126	84	7	4.7

Table 3.11b. Respondents view on the role of Community Intitutions in conflict Social Assistance Conflict Prevention in Cianjur District

No.	Statement	Good		Average		Bad	
		f.	%	f	%	f	%
1	The role of Community Intitutions in conflict prevention	9	6	130	86.7	11	7.3
2	The Clarity of Community Intitutions in conflict prevention	7	4.7	126	84	17	11.3
3	The responsibility of Community Intitutions in conflict prevention	9	6	134	89.3	7	4.7
4	The ability of Community Intitutions in conflict prevention	8	5.3	136	90.7	6	4
5	The accuracy of Community Intitutions in the response to a conflict	9	6	133	88.7	8	5.3

The concept of development today is participatory development in a sense that invites the related people to self-regulate, every group in society has the potential powers in actualizing the development in the field of social economy.

The potential strengths of the individual and organizations or social groups that live in the community is expected to support the deployment of development activities undertaken, among other things in the deployment and diffusion of innovation. It should be noted in this regard that achievement of the development goals will not work optimally when a system is not supported by the development of public participation as a subject of development itself.

The key to success is the development of people's participation in the development process, this means there is a perspective that have to be changed in seeing people and society not as an objects of development but rather as actors of

development itself. The awareness of the existence of the people as central actors in development could determine the strategy and the realization of development.

The inclusion of the people in national development have long been touted both by the New Order government as well as during current reign, but the implementation of these policies at this stage of the operation in the field seems to have various obstacles. This shows political awareness is not enough. Political will is far more important, not just at the policy level but at the level of implementation.

Political awareness of the meaning of development that involves community participation has been shown by the New Order government in the establishment of organizations such as LKMD, LMD, PKK, Farmers Group, Kelompencapir, Travel Awareness Group, Mitra Cai Group, Legal Awareness Group, Fishermen Group, etc.

According to Loekman Soetrisno in his book, *Towards Participatory Society*, the causes include:

1. Existing organization generally does not constitute an autonomous organization. Most organizations established by the government because it is highly dependent on the government; In the program, the funding and the blessing of the government related to its chairman. For examples LKMD and LMD chairman is the head of the village.
2. Tolerance of the government against criticism that came from the people. Critics of the development policies taken by the government.
3. Lack of political parties and the Indonesian press as a vehicle for the community to participate in the decision making process.

The orientation of National Development in Indonesia is to create quality human and advanced society and independent quality in an atmosphere of peace and well-being physically and mentally. The National Development orientation is ideal and beautiful in words but it is very difficult to achieve

The development policy in our country often do not fit with most citizens' expectations. Problems arise both in the formulation stage, the implementation stage and the evaluation stage. As happened in the case of rice imports. The government's decided to import rice for the purpose of stabilizing the price of rice in the country and protect consumers. However, rice farmers in Indonesia is around 25% and the majority of the poor are highly dependent on rice and has a very low purchasing power. So if the price of rice can not be controlled, they are the ones most affected. The problem is the honesty of the government.

3.3. Social Assistance Recipients View of the Alternative Solution Conducted by Public Leaders and Community Organization to Countermeasures the Conflicts caused by Social Assistance

Table 3.12a. Social Assistance Recipients View of the Alternative Solution Conducted by Public Leaders and Community Organization to Countermeasures Social Assistance Conflicts in Sukabumi District

No.	Statement	Good		Average		Bad	
		f	%	f.	%	f.	%
1	Opinions about alternative solutions that leaders or community organization conduct in conflict countermeasures	10	6.7	135	90	5	3.3
2	Clarity of the alternative solution adopted by leaders or community organization conduct in conflict countermeasures	5	3.3	124	82.7	21	14
3	The responsibility of leaders or community organization towards the alternative solutions conducted in conflict countermeasures	8	5.3	139	92.7	3	2
4	Leaders or community organization ability to conduct the alternative solutions in conflict countermeasures	15	10	125	83.3	10	6.7
5	The accuracy of problem solving strategies undertaken by leaders and community organization in conflict countermeasures	17	11.3	126	84	7	4.7

Table 3.12b. Social Assistance Recipients View of the Alternative Solution Conducted by Public Leaders and Community Organization to Countermeasures Social Assistance Conflicts in Cianjur District

No.	Statement	Good		Average		Bad	
		f	%	f	%	f	%
1	Opinions about alternative solutions that leaders or community organization conduct in conflict countermeasures	6	4	140	93.3	4	2.7
2	Clarity of the alternative solution adopted by leaders or community organization conduct in conflict countermeasures	7	4.6	133	88.7	10	6.7
3	The responsibility of leaders or community organization towards the alternative solutions conducted in conflict countermeasures	6	4	134	89.3	10	6.7
4	Leaders or community organization ability to conduct the alternative solutions in conflict countermeasures	4	2.6	142	94.8	4	2.6
5	The accuracy of problem solving strategies undertaken by leaders and community organization in conflict countermeasures	3	2	143	95.4	4	2.6

The progress of economic-growth-oriented development theories now being pushed aside by the people-oriented development. Korten and Carner in Harry Wisdom (2001: 94) states that production-oriented development focused on the following matters:

- (a) industry instead of agriculture, whereas the majority of the world's population main livelihood is from agriculture.
- (b) Urban areas instead of rural.
- (c) Centered-ownership of assets instead of expansive productive assets.
- (d) the development investment only profitable for small group of people.
- (e) The optimal use of capital instead of human resources.

(f) The utilization of natural resources and environment to attain short-term physical wealth growth without efforts to sustain and expand the results of the resource, causing environment demolition and rapid control of the natural resource base.

(g) Units efficiency of large scale production that are interdependent and based on international profits distinction, by abandoning diversity and small-scale units adaptability in order to achieve self-organized local economies resulting in energy inefficiency; less adaptability and prone to serious disruption due to damage or political manipulation in this part of the system.

People-oriented development models emphasize more on the empowerment, which is emphasizing the fact of people's experiences in the history. Therefore, people-oriented development finds the creative initiative of the people as the most important development resource and view the material and spiritual welfare as the mere objective of the development process.

Dealing with such matters Kartan and Carner suggests three important themes for the planning of people-oriented development, namely:

1. Emphasize on the support and development of self-help efforts of the poor to address their own needs.
2. The realization that despite the modern sector is a major source for conventional economic growth, but the traditional sector is a major source for the life of the majority of the poor.
3. The need for new institutional capabilities in the effort to build the skills of beneficiaries who are poor for the sake of a productive and self-management based on local resources.

The communication strategy is desirable to achieve the changes that lead to improvement, and to achieve the degree of social participation is high enough to achieve that change. The strategy in this context is defined as: determination pattern set objectives of the changes are directed through social participation. In addition, the strategy is the planning and implementation patterns are felt most effectively to achieve the changes that have been defined. In the stored strategy conception or perception of input material change (innovation) with funds and manpower are considered the most effective and efficient poured into the public system, institutions, and climate (Hamijoyo, 1979: 12).

The communication strategy includes planning and managing communication to achieve the goal. There are five elements that are included in the communication strategies, namely:

1. Objectives (cause) or social activities that are considered to solve the problem.

2. Change agency (agency or institution willing to change) whose main task is to carry out the objectives and activities.
3. Change targets (targets to be changed), which may be individuals, groups or institutions.
4. Channel or the road that connects the influence and response between agencies and goals change.
5. Change strategy, how or archetype used by modifiers to alter or affect the target (Kottler, 1972).

To achieve these objectives the strategy does not serve as a road map that only shows the direction only, but must be able to demonstrate its operational tactics; in the sense of the approach (approach) may vary depending on the circumstances.

Rural community is a system, because it has parts that are interdependent from each other. Therefore, the village community is a social organization and as a social system.

The fact shows that the process of development activities both physical and non-physical, from the planning phase to the implementation phase, as the communication mechanism for delivering a message about what you want done to performance and assessment results.

Communication, in one hand, is an element of support for the successful implementation of development and, on the other hand, the rise of communication technology is as the demands of the development process itself.

The other impact is the presented commodity increasingly becoming commercial. Commercialization of electronic and print media presentation in the end create many complains that the media only served as entertainment, mass media obliges to the needs of market mechanism, namely advertisers. Ultimately, mass media usage motif only meets the needs of entertainment, as a means of relieving stress after work. The function of the mass media is not optimally provide education to the audience, providing information about the events happening around them, influencing their audience about the growing phenomenon as well as providing solutions to the problems that are going on around them. The function of the mass media simply provides only entertainment.

From the condition of social communication strategy and policy development undertaken in developing countries such as Indonesia, there are two patterns of approach:

1. The mass media use as the information dissemination tools or innovation diffusion.

2. The use of interpersonal communication channel as the communication system between them.

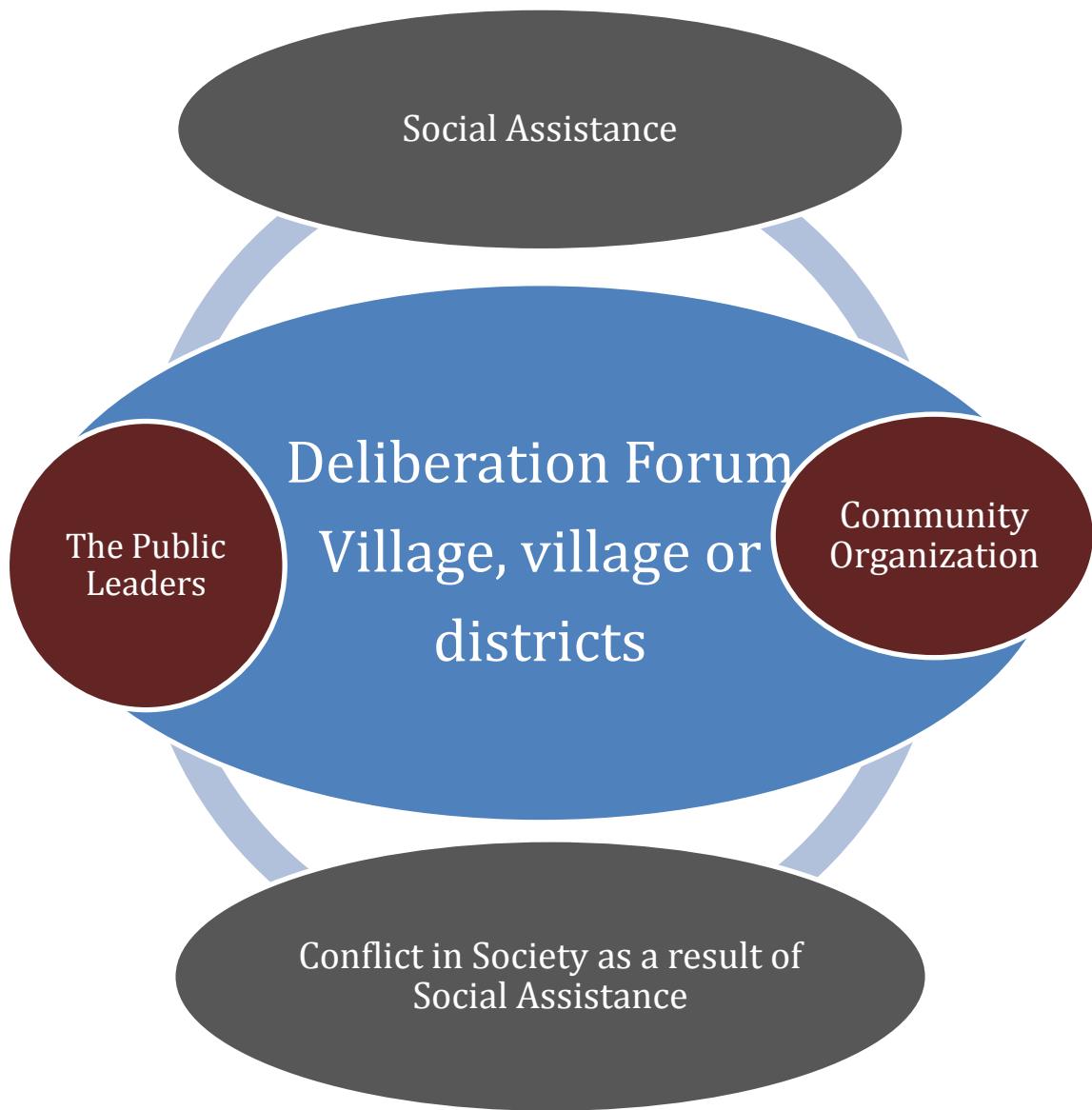
The idea of putting more as a subject of his own world is the underlying concept of empowerment. Empowerment process contains two tendencies.

First, the process of empowerment emphasizes the process of giving or diverts some power, strength, or the ability of the community to become more empowered individuals. This process can be equipped with material asset development efforts to support the development of their self-reliance through the organization.

Second, the emphasis on the process stimulates, encourages or motivates individuals in order to have the capability to determine his life choice through a dialogue.

These two processes are interrelated. In practice the process of development should put the community as an equal partner relationships, society placed as an asset that has the potential to become actors of development itself.

3.5. The Model Of Social Assistance Management Conflict



Model Explanation:

Based on the results of data processing that has been carried out the results showed that sociologically public must have public leaders, this study showed that public leaders take part in disseminating information about social assistance.

It is just in some cases, the role of public leaders often biased with particular interests (interests of politics pragmatic for example), as one of the effects of the political process that took place during the time, but eventually it can be accepted and understood by the public as the dynamics in the life democracy.

In practice, the dissemination of information about social assistance, the government in partnership with the social institutions, including local community organizations (CSOs) as a form of transparency and encourage public participation in the distribution and supervision of social assistance which is

expected community outreach will encourage better control and more precise target.

Although there are weaknesses in the engagement of civil society (CSOs) in certain contexts often overacting (excess) and being provocateur when there is some people not satisfied with the existing conditions, it is certainly a challenge for the government and stakeholders to provide social learning about togetherness and usefulness of social assistance to families or groups of targets, so expect the same responsibility will be a trustful community empowerment together.

Deliberation is often used in the form of dispute settlement for conflicts social assistance, in the context of these deliberations could at the village level, village or district. *Rembukan* such terms are popular in the community was already known and implemented for a long time, so that the institutionalization of deliberation needs to be done by the government with socio-cultural approach, not just the approach of power or bureaucracy.

Deliberation agency approach to conflict resolution is often regarded as an approach that could be accepted by society in conflict it indicates that the level of public awareness of the unity in decision making, and solidarity sesame be a reflection of people's lives. It needs be studied further for optimization of both institutions at the level of village meetings, village or district

4.1. Conclusion

Based on the results of data processing that has been done, it can be concluded as follows:

1. The view of social assistance recipients on the role of community leaders in conflict prevention social assistance is in good categories.
2. The views of social assistance recipients on the role of community institutions in conflict prevention social assistance is in good categories.
3. The views of social assistance recipients on the role of community leaders and community institutions in alternative solutions to resolve the conflict in the category of social assistance is sufficient.
4. The views of social assistance recipients on problem solving strategies undertaken by community leaders and civil society to resolve conflict is in a sufficient categories
5. The alternative model for social conflict prevention as the impact of the social assistance in the community is needed. The model can be developed based on the existence of institutions that exist in the community and is believed to be a means of exchanging opinions and information access. The model developed is a design

interventions that help the community to encourage the search of information on social assistance information.

4.2. Suggestions

Based on the results and data processing, the suggestions are as follows:

1. The Government needs to strengthen the informal communications network with community leaders as part of the development approach.
2. Optimization of the institutional presence of the public as a real public discussion forums in the community.
3. Encourages all those involved in social assistance to continue to support and oversee the distribution of social assistance.

BIBLIOGRAPHY

- Budiman Arief, 1995, *Teori Pembangunan Dunia Ketiga*, Gramedia, Jakarta.
- Burki, SF, 1990, *Development Strategy for Poverty Alleviation*, Asian Development Preview, 8 (1), hal 1-17.
- Depari, Edward, Collin Mac Andrew, 1991, *Peranan Komunikasi Massa Dalam Pembangunan*, Gadjah Mada, Yogyakarta.
- DeFleur, Melvin, Everette E. Dennis, 1985, *Understanding Mass Communication*, Houghton Mifflin Company, Boston.
- Effendy, U Onong, 2005, *Komunikasi dan Modernisasi*, Mandar Maju, Bandung.
- Evereth M Rogers, 1989, *Komunikasi dan Pembangunan Perspektif Kritis*, LP3ES, Jakarta.
- Hanafi, Abdillah, 1986, *Memasyarakatkan Ide - Ide Baru*, Usaha Nasional, Surabaya.
- Hikmat, Harry, 2001, *Participatory Research Appraisal*, Humaniora, Bandung.
- Liliweri, Alo, 1991, *Memahami Peran Komunikasi Massa Dalam Masyarakat*, Citra Aditya Bakti, Bandung.
- Nasution, Zalkarimein, 1988, *Komunikasi Pembangunan Pengenalan Teori dan Penerapannya*, Rajawali, Jakarta.
- Praktiko, Riyono, 1987, *Berbagai Aspek Ilmu Komunikasi*, Remadja Karya, Bandung.
- Singarimbun, Masri dan Sofian Effendy, 1978, *Metode Penelitian Survai*, Pusat Penelitian dan Studi Kependudukan, UGM, Yogyakarta.
- Soetrisno, Loekman, 1995, *Menuju Masyarakat Partisipatif*, Kanisius, Yogyakarta.
- Vredenbregt, *Communication Science, Research Methodology for Communication*, New York: Wardwsoth, 1978.