Development communications through forum in participation and motivation of village communities in Indonesia

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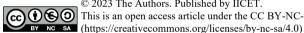
Article Info

ABSTRACT

The public's perception of development in the era of digitalization and the current global village provides a motivational meaning for the participation of citizens as a whole and government administrators. This study aims to determine the perceptions and motivations of the community in village development meetings. The research approach used is descriptive-qualitative with narrative analysis based on the results of interviews with informants. The results of the study show that participating in development can provide motivation and obtain a common opinion that refers to the information conveyed by the leadership so that they are more enthusiastic about carrying out development. The motivation for community involvement places more emphasis on the decision-making process in community institutions—participation as a form of community emancipation in the process of involvement in infrastructure and economic development planning. The contribution of this research in theory can provide knowledge about the common perception of the community that deliberation is an effective model of communication in development communication.Recommendation: Subsequent research is on social construction regarding gender equality, village apparatus, and village institutions in the motivation of village development meetings.

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Introduction

People's perceptions of development in the current era of digitalisation and global villages provide motivational meaning for the participation of citizens as a whole and government administrator, both from the central, provincial, district/city levels and up to the rural level. According to (Praprotnik, 2016), "digitalisation has a meaning about computers; digitalisation refers to the act or process of digitising, such as converting analog data using images, videos, and text, into digital form." Digitisation, on the other hand, refers to the increased use of digital by an organisation, industry, country, and others. Digitisation is a process of converting analogue streams of information into digital bits. In contrast, digitisation is a process in whichmany domains of social life are restructured around digital through communication infrastructure and media(Brennan & Kreiss, 2014).

The role of digitalisation in the exchange of information flows of global development cannot be covered or hindered by time and space power. All individuals in society can take on the role or participate as

communicator actors in conveying information through criticism and development success. According to (Iqbal & Sumaryanto, 2016) Explains that community participation is: Involving local communities in project planning that can increase commitment to the project; help develop managerial skills and improve the number of people for work; increase the resources available to the program; and ways to realise social learning for both planners and beneficiaries. Social learning means the development of partnerships between professionals and local communities, in which each group learns from the other (Schaefer, 1996). According to (Claridge, 2004) that participation is a social process by which certain groups with everyday needs living in a particular geographical area actively pursue identification, make decisions and establish mechanisms to meet the needs of society. Furthermore (Muktasam & Chamala, 2001)explains that True participation, at the highest level, power and control, is possessed by: scientists, managers, politicians, financial institutions and farmers collectively are also involved in controlling projects. At the same time, (Eyben & Ladbury, 1995) and (Devas & Grant, 2003)emphasise the essential requirement of involvement in decision-making: active involvement of residents in decision-making regarding development projects or their implementation. A process that takes place having a legitimate interest in a project influences the decision-making taken(Eyben & Ladbury, 1995). Citizen participation is how citizens exercise influence and control societal decisions (Devas & Grant, 2003). According to (Prayitno, 2022)explain that, Participation is a process in which stakeholders influence and share control over prioritisation, policymaking, resource allocation and access to public goods and services.

According to Gugun (9/10/2021) in an interview with researchers, participating in deliberations as community representatives are obliged to provide information on development priorities in the environment of their citizens. They are motivated to attend deliberations because they want their neighbourhoods built with the available budget. And no priority development is missed in development planning. Whereas(Lane, 1995) explains the importance of engagement at different stages of action: meaningful participation of individuals and groups at all stages of the development process, including initiating action. The only way to ensure that individuals have the power to attack the root causes of underdevelopment is to allow them to influence all decisions at all levels that affect their lives. Quoted (Lane, 1995)that incorporating details of the motivations behind the participatory methodology detail not only the importance of participation in all stages of the intervention but also the level of participation: In the context of development, community participation refers to the active process of beneficiaries influencing the direction and implementation of development projects rather than only receiving a share of project profits (Helisanto, 2022).

Participation means the intended involvement of beneficiaries in the planning, design, implementation, and subsequent maintenance of development interventions. This means that people are mobilised, manage resources and make decisions that affect people's lives (Cut, 2012). According to (Beny Arifin, 2012)Participation is defined as a picture of the involvement of local government officials in preparing the budget at the center of responsibility. Identifies the importance of the participation of disadvantaged groups in the participation of the poor and others in terms of wealth, education, ethnicity or gender (Rahmandani & Samsuri, 2019). According to (Ndekha et al., 2003), community participation is twofold: a mechanism to empower andfacilitate the improvement of people's lives. According to (Manghayu & Nurdin, 2018)explains that participation is a set of processes through which local communities engage and play a role in issues that affect society in varied decision-making.

Participation indicates an active societal role, leading to significant control over decisions. In comparison, consultation means sharing information but not necessarily power.Despite being considered too broad a term for operational relevance, good governance is another possibility. Participatory governance adopts a narrower perspective that is more useful in development situations. The project approach to development remains essential as an instrument for development agencies to achieve and help the poor in developing countries(Kamuiru & Mbwisa, 2014). Development interventions have focused on resource and knowledge transfer to beneficiary communities through a top-down approach. This awareness has led to adopting a bottom-up approach to development. However, despite the recent resurgence in the bottom-up approach to development, the project's beneficiaries still have not fully participated in identifying, planning, implementing, monitoring and evaluating projects intended to improve their fate.

Dwinarko direct observation and interview with Mujiono (2/08/2022) in the construction of irrigation canals, drainage, and the aspirations of council members, the community only receives benefits because of the work by third parties and the community planning process is not involved. According to (Kamuiru & Mbwisa, 2014), participation is built into the project, mainly in terms of local labour investment and not in actual decision-making. The beneficiary community is only informed after the plan is made, and this is done through a formal meeting where the officer justifies the plan and modifications are not considered. Limited community participation in project implementation and management means that projects have few sustainability opportunities (Palimbunga, 2017). The lack of reliable data on effective community participation in

development projects is a significant obstacle for rural development practitioners such as policymakers, planners, and managers. This can lead to a misjudgment of the development needs of rural communities, making it difficult for governments and development agencies to precisely measure the progress achieved by development projects in improving the livelihoods of rural communities. Community participation in the project cycle is essential for the giver or sponsor of the project, either by Government, Private or non-Government organisations. This is to involve all stakeholders in the project design and implementation of the project thus ensuring the ownership of the beneficiaries and implementing the virtues of accountability, transparency, and sustainability. The active participation of beneficiaries in the design and implementation of projects will also allow the giver or sponsor to identify and address the causal factors of the poor to motivate active participation in development projects.

According to (Kamuiru & Mbwisa, 2014), Community participation concerns the involvement of individuals and communities in decisions about matters affecting people's lives. Community participation implies open discussion and works in the implementation of development projects. People will participate and contribute significantly to something they feel part of, identify with, and correlate with their efforts. Participation in practices where stakeholder input and sharing control over development proposals, decisions and resources affect them (Prayitno, 2022). Define it further as the process by which stakeholders influence policy formulation, alternative design, investment options and management decisions to influence the development community.

Participation is a human right, and it promotes many other rights. It is enshrined in Article 27(1) of the Universal Declaration of Human Rights that everyone has the right to participate freely in the cultural life of the community, to enjoy the art and share the progress of science and itsbenefits.The concept of community participation in development plans have gained momentum in the process of empowerment and human development(Kamuiru & Mbwisa, 2014). Participation and engagement are part of any social group and are fundamental to developing and strengthening a well-functioning community. The dynamics of a particular participatory structure are determined by the group's culture, beliefs, norms, values, and power relations.

In any developing country, projects are the backbone of local development. The project's development is carried out to improve the community's livelihoods. Effective management of development projects mainly depends on selecting the right project, project design, implementation, monitoring, and evaluation. In addition, the values, norms, social beliefs, and opinions of local communities directly or indirectly affected by development interventions should also be considered. Otherwise, the sustainability of development projects can be questioned. Participatory practices have not been properly cultured. Project information is hardly disseminated to the public. A practical evaluation system has not yet been fully instituted to capture the opinions of the project recipients. In all development reports, they constantly make recommendations for partner development to involve the community in planning projects and throughout the project cycle to increase project ownership by the community in line with the new constitution.

The focus of this study is to determine community members' participation and steps for motivating community residents in the deliberations and planning processes of rural development. While the first research question is, how does the participation of community members in village development deliberations evaluate development planning that is carried out every year? Second, Participation steps that motivate people to attend development deliberations in every development evaluation every year? Thus, the purpose of this study is to determine the participation of community residents in village development deliberations in evaluating development planning that is carried out every year. Second, knowing the participation measures that motivate community members to attend development deliberations in every annual evaluation.

According to (Abuiyada, 2018), The term development has various meanings for different people and can be explained in different contexts. For example, a starving population's needs must differ from the needs of a sufficiently nutrient-sufficient development(Hasan et al., 2023). Development is often misinterpreted by measuring solely economic growth in terms of an increase in per-capita annual income or gross national product, regardless of the distribution and level of community participation in effective growth. The evaluation must consider three related criteria: poverty, unemployment, and inequality. According to (Abuiyada, 2018) explains the theory of Grassroots and Development, that Development has long been seen as increasing the capacity of communities at the grassroots level to influence the future for the better. This means doing what needs to be done to expand and optimise resources. According to (Handini & Sukesi, 2019)emphasise the importance of empowerment as a tool of development. Empowerment allows the community to become agents of development and receive its benefits. Empowerment must be integrated with growth,and equity must be considered for development to be effective.

According to (Abuiyada, 2018), The fulfilment of the basic needs of the poor is an essential element in alternative development strategies. Basic needs include several elements. First, include a minimum of family needs for personal consumption. Adequate food, shelter and clothing and including household appliances. Second, it includes essential services for the wider community, such as safe drinking water, sanitation, public transportation, and health and education facilities(Kamuiru & Mbwisa, 2014). Participation relates to a top-down unilateral approach by the authorities. The information shared belongs to an outsider or professional. This is a unilateral announcement by the project manager without listening to people's responses or asking for opinions. According to(Imran, 2012)agrees that different individuals in the same community have different interests and do not necessarily want to participate in development projects. In the participation of society, people decide, act, and reflect on their actions as conscious subjects. The common belief is that involving citizens in rural and empowering programs can improve livelihoods and encourage development.

Development deliberations in Serangpanjang Subdistrict are held annually from October to December, towards the end of the construction of rural projects. The deliberation process is conveyed through the invitation of letters and information directly by the head of Dusun (Kadus) and the heads of the RukunTetangga (RT) every year. Deliberations were placed in the houses of community leaders during the musyawarahDesa (Musdus). AsepSuryana (15/02/2022). Meanwhile, the purpose of the musdus, as in the interview with Rukenda (10/03/2020), was to ask for input on planning priorities. Darwan (8/02/2020) explained that project planning adjusts the budget for each area. Itang (5/02/2020) musdus is to accommodate the community's aspirations and convey development projects that have not been implemented. Meanwhile, Pepen (6/02/2020) says that musdussynchronises the wants of local community projects with the allocation of development budgets and celebrate the results of previous projects.

Community participation occurs socio-politically, implementing community participation in the rural development process is not easy because the participation is influenced by the prevailing circumstances and the unique social context in which the action is taken. To examine the level of community participation in any development project, one must understand the context that the place requires. Population numbers and density, economic conditions, religious traditions, literacy, health status, nutritional benefits, political economy, land regulation, governance structure and effectiveness, level of development infrastructure, educated unemployed youth, and other relevant factors that differ from community to community. Osti also noted that a suitable development strategy in one location is not necessarily needed or appropriate elsewhere due to contextual constraints and the possibility of differing widely; A particular project may not necessarily be replicable to the community and its needs.

According to (Ramdani & Habibi, 2017), there are several categories of participation, the first of which is the participation of citizens as non-participation; this is where the public is not directly involved and may be manipulated into thinking that they are part of decision-making, in which the power holders have created a false form of participation, there may already be decisions made. At the first level, there are manipulations in which people are educated, and it may be advisable to sign existing proposals. Second-degree participation, which Arnstein calls therapy, involves power holders appeasing people. The power holder promises to help the citizen and make involved in various activities, and his opinion can increase and, in the end, be accepted by the citizen. The third step, citizens are involved in developmentprojects but only to some extent, inform citizens regarding the implementation of the project. This is a one-way information process in which people receive information in newspapers, the media, online, or in other ways. Consultation is the fourth step, through which citizens can begin to influence the opinion of the power holders. This is a common form of citizen participation utilized in urban planning. This can be effective if consultation and information are considered and considered as part of the planning process. However, if consultation and information are not considered, this step will be of limited value and may fall back to non- participation. Furthermore, explains that the fifth step of participation is that the opinion of citizens will begin to influence the decisions of power holders.

Citizens can be elected to sit on the governing council that makes decisions about the planning process. This process is more likely to be successful if the councilors are evenly divided (citizens and power holders) so that citizens cannot lose votes. The category of participation is the strength of citizens. This is where citizens can influence decision-makers directly. Power holders and citizens make partnerships. Considered partnerships relatively high at a time when he believed this could safeguard the citizens and context of power holders. In the sixth step, the next participation is delegated power. At this level, citizens can begin to take control and power holders and begin to negotiate with citizens. In the last step, what Arnstein called citizen control. The words describe because it gives citizens the power to decide. This can be achieved through a referendum, but because it is often expensive and unruly, it is likely to slow down the process substantially. Therefore, they are often only used for larger decisions. However, in most cases, local authorities do not give

full control to their citizens in such elections. Still, they treat the results only as advisors to the final decisions made by other decision-making boards.So based on the description above, the researcher wants to conduct research with the aim of knowing the perceptions and motivations of the community in village development meetings.

Method

This research uses a qualitative descriptive approach, with judgmental sampling techniques, namely through interviews and determining research informants by looking at and considering community leaders who are active in village community institutions and understanding the village development deliberation process. This is done because of limited time and limited rural community leaders who understand the development process and development supervision(Etikan & Bala, 2017). Explain that qualitative descriptive, carried out based on secondary information, using different theoretical references mainly derived from secondary data sources, using information from various sources such as journals, literature reviews and electronic media. The use of the judgmental sampling technique is because considering the scenario where the researcher decides to interview several communities to ask for opinions about figures who understand and have experience in village deliberations. That's when sampling is applied.

Researchers can quickly screen eligible participants to be part of the research sample. Many village community leaders take each hamlet whom researchers consider understanding development projects and value community representation. This judgmental sampling technique makes the selection of informants and informants very convenient. Therefore, it can communicate directly with the target audience of choice and produce the desired result(Palinkas et al., 2015). In (Tashakkori & Teddlie, 2003)that qualitative methods are used to explore and gain a deep understanding of the reasons for the success or failure to implement evidence-based practices or to identify strategies for facilitating implementation. In addition to knowledge and experience, note the importance of availability, willingness to participate, and the ability to communicate. The narrative analysis seeks to explain the data before processing the responses; the interview is edited for completeness and consistency.

Qualitative data is analyzed using content analysisbased on analysis of meanings and implications derived from respondent information and comparing responses to documented data in participatory project planning. Qualitative data are presented in the form of a report. The place is Serangpanjang district which consists of two villages that follow the development deliberations at the hamlet level and up to the sub-district level. The research time is five years, from 2018 to 2022; this is to understand the participation and steps of participation and motivation of community members in sustainable deliberations for five years and obtain complete information about participation in development engagement.According to Miles and Huberman in (Sugiyono, 2019)suggests that activities in qualitative data analysis are carried out interactively and continue continuously until complete, so that the data is saturated. Activities in data analysis are data reduction, data presentation, and drawing conclusions or verifying results.

Results and Discussion

Referring to Arnstein's theory, the steps of the rural project development process used as narrative analysis based on the findings in the field based on interviews and involved in the deliberative process can be explained as follows:

Pepen Supendi, in an interview with Dwinarko (21/10/2022), explained that there were no reports of power holders from the village administration regarding village infrastructure projects with village funds, Village institutions and village communities only as recipients of development benefits. According to (Ibori, 2013), knowing the communities that are the beneficiaries of any development initiative is essential to support development. Asep Zaenal, in an interview with Dwinarko (15/10/2022), states that institutional or community groups must be empowered in the development of both projects from village funds and those from projects outside the village fund. Because all projects need supervision and need involvement in the community. A healthy Community embraces diversity and recognizes that all members of society have the right to be heard and participate in processes that affect their lives. Community participation is seeking and facilitating the involvement of those potentially affected. In each project, there is a need to identify them and facilitate their participation. Assert that living in a democratic society means we elect representatives to speak on our behalf at the government level.

A communitysome engagement leaders find it most effective to reach a wide range of formal and informal leaders and organisations to the maximum extent possible. They try to cooperate with all factions, expand

cooperation partners, and avoid being identified with one group. Coalition development is an integral part of community engagement. It is crucial to engage the community to adhere to ethical standards. Community involvement is considered an imperative ethic. The rights, interests, and well-being of individuals and communities must have top priorities. Past ethical failures are known to create distrust among some communities, which can generate significant challenges for the organising community. The community must be educated about any potential danger through involvement with or support of an initiative to make informed decisions. According to(Cahyono & Adhiatma, 2023), people on the indication of rural residents feel there is a lack of access to information about government programs. There is a desire to learn about and how to access information about government programs and services that are understandable, concise, and timely. The awareness-raising process ideally aims to increase community commitment beyond acquiring simple knowledge and skills as awareness-raising takes many forms, such as demonstrational and practical community training, ongoing dialogue and information sharing, participatory planning and monitoring, including assessment of progress and constraints regularly enabling communities to improve analysis of implementation skills and capacities. The process of public participation is essential to raise awareness. Their involvement in project management (identification of problems & priorities, assessment of resources, annual preparation of action plans, implementation, monitoring) and decision-making are the means of transmitting knowledge and value. They provide opportunities for dialogue, mutual learning, and ownership. This will help increase community commitment and participation beyond the improvement of knowledge and skills and thus may be described as a process of empowerment (Sururi, 2015).

Interview Result

Gugun Guntara, in an interview with Dwinarko (19/09/2022), in the period after the Covid-19 pandemic, many village developments did not provide development documents such as project information boards, accountability reports and very minimal quality and lack of control from the project granting institution. Documentation plan and project progress report are essential for spreading goodness and implementing activities and results to stimulate public awareness and interest. For the effective dissemination of such information, community forums need to be organised to discuss results that will help them to evaluate their achievements and weaknesses. This will help to increase the ability and awareness of knowledge or skills. Collecting and documenting experiences and practices and devising strategies for the community to access and discuss this information regularly are essential for increasing awareness, skills, and interest in the project.

According to Uyo Suyono, in an interview with researchers, expansion is expected to be built faster. The village development lags because the sub-district government's reach under supervision has not been maximized. Serangpanjang Subdistrict is a sub-district located adjacent to Subang Regency and Purwakarta Regency, bounded by the Cilamaya river. The population data of ponggang village, according to Sopyan (July 8, 2018) as General Kaur, is 4,382 people, consisting of 2,104 men and 2,278 women. The number of households is 1,124, and the female heads of households are 39 families, with a population density of 15 per km spread across six hamlets and 27 neighbourhoods. In an Interview with Ace (18/11/2018), The development of six villages in Serangpanjang district has three villages classified as lagging, such as Ponggang, Talagasari and Cikujang. This is due to several factors, including the level of education, most of which are still educated in elementary school, the kinship culture, which is still very traditional and the road infrastructure that is still partially damaged.

According to Ujang Darwan (11/15/2018), as a community leader, it is said that: Education is still low, and deliberations in the community are still dominated by several community leaders who are considered to influence the planning of village development programs. Darwan further explained the lack of transparency of information from village administration in services, infrastructure planning, and lack of community involvement in development deliberations and the dominance of the cultural kinship system. Its natural resources are very fertile to improve the community's economy and strategically to improve people's welfare. Sopyan (11/17/2018) explained that the community's perception of development already exists, namely village community officials and institutions. Information disclosure on development programs and budgets is only perceived by figures who work in the village and role models in the community. Officials and community institutions usually motivate the community to participate in mutual aid such as activities: hygiene, religion, celebration, and village almsgiving.

According to (Brenner & Smeets, 2001)Defines perception as the detection of information. He points out that a clear definition of action does not exist in the workand comes with a new definition of action: a movement that is temporarily oriented, observable, directed towards a goal (or non-movement) that entails intention, detection of information, and a legal relationship between that information and movement. Perception may state that there is no action without the detection of information. While the opinion of (Wang, 2007) explains, Perception is a set of internal sensational cognitive processes of the brain at the layer of

subconscious cognitive function that detect, connect, interpret, and search for internal cognitive information in mind(Listyana & Hartono, 2015). Perception is acquiring, interpreting, selecting, and regulating sensory information. Perception occurs when a person receives a stimulus from the outside world captured by his auxiliary organs, which then enter the brain. Perception is a process of finding information to understand using sensing tools. Robbin's opinion (Hanurawan, 2010), cited by (Listyana & Hartono, 2015), explains several factors that influence the formation of one's social perception, such as recipients, situations, and target objects.

Budget allocation gets the perception of village communities in increasing the motivation for development involvement as stated in Law Number 6 of 2014 concerning Villages article 68 states, that Village Communities have the right to: (a) request and obtain information from the Village Government and supervise the implementation of Village Government activities, the implementation of Village Development, Village community development, and villagecommunity empowerment; (b) obtain equal and fair consent; (c) responsibly convey aspirations, suggestions, and oral or written opinions about the implementation of Village Government activities, the implementation of Village Development, Village community development, and village community empowerment; (d) elect, elect, and/or be appointed to: (1) the Village Head;(2) Village apparatus; (3) members of the Village Consultative Body, or (4) members of Village community institutions; and (e) obtain protection and protection from disturbances of security and order in the Village.

The rights and obligations of the community in providing input and social control in the implementation of village development are urgently needed; the community must be critical of village policies and regulations to increase supervision on the allocation and quality of development. It is creating a society that is critical of development progress with many obstacles, considering the condition of rural communities that are still lagging, such as low levels of education. Meanwhile, increased motivation in development requires the ability of the community to perceive and understand the existence of village laws and understand deliberations in overseeing development. The motivation of community leader Itang Taskar (22/11/2018) explained that he wanted to know and understand the development process carried out by the village government with the planning that had been made from the results of musdus and implementation in development so that the community could provide supervision of development.

Motivation is explained in Webster's Collegiate Dictionary (1941) that; the Latin word movere, or motum, meaning to move, is the source for the word motivation. Motivation has been described as what energies, directs, and maintains behavior (Porter et al., 2003). Various sources of motivation include goals, values, the need for achievement, biological needs, and interrelationships, among many others Reevein (Kroth, 2007). In the opinion of Maslow in (Stirling, 2013)explains that motivation is constant, never-ending, fluctuating, and complex and that it is an almost universal characteristic of almost every organismic state of affairs. Meanwhile according to (Agustina & Kurniawan, 2020)explained that motivation is the initiation, direction, intensity, perseverance, and behavior of a person in achieving goals. Motivation can shape patterns of behaviors and determine the direction of everyone in behavior.

Opinion regarding participation (Rizal et al., 2014)defines the participation of a person or community group in the development process both in the form of statements and activities by providing input on thoughts, energy, time, expertise, capital and or materials, as well as participating in utilising and enjoying the results of development. According to Isbandiin (Rizal et al., 2014), participation is community participation in the process of identifying problems and potentials, selecting and making alternative decisions and solutions to handle, implementing in overcoming problems, and community involvement through the process of evaluating changes that occur.

Meanwhile, Adimiharjain (Fadil, 2013) revealed that in today's development, community empowerment and participation are development strategies that rely on the people. The strategy of the importance of the capacity of society to increase internal independence and strength, through the ability of internal control over material and non-material resources through the redistribution of capital or ownership. FurthermoreAdisasmita(Fadil, 2013)reveals that community development programs are a form of planning from the bottom, from the grassroots, often referred to as bottom-up planning. Whereas Mubyarto in (Laily, 2015)defines participation as a willingness to help the program's success according to its ability without compromising one's interests. According to Arimbi in (Laily, 2015)describes community participation as a sustainable two-way communication process between the government as the policyholder and the community as the party who feels the direct impact of the policy.

Communication is a coordination tool in development. In Dwinarko's interview with Mujiono (21/09/2022), the lack of information and communication in the implementation of village development projects is challenging to provide explanations and provide information to thelower communities when facing

questions about the source of funds and the number of development funds applied. According to (Miller, 2005), communication means that information is passed from one place to another. According to Weaver (Miller, 2005), Communication is all the procedure in which one thought can influence another. According to Katz and Kahn in (Ruslan, 2010), communication is the exchange of information and the delivery of meaning that is the main thing of a social system or organization. According to (Nurmala & Rusli, 2017), development is an effort to increase planned and sustainable resources for equality and justice. Developed to meet basic human needs, individually and in groups, by not causing damage to social life or the natural environment. According to Seers in (Mulyana, 2000), development, as a technical term, means awakening people in developing countries from poverty, low literacy rates, unemployment and social injustice. Meanwhile, Rogers in (Mulyana, 2000) states that the construction of a process of social change with broad participation in society for social and material progress (including the increase in justice, freedom and other qualities that are valued) for the majority of the people through the greater control they gain over their environment.

According to Jact Rothman and Suharto in (Mulyana, 2000), there are three development models. First is a local development model that assumes that societal changes can be carried out with the active participation of local communities, starting with the development of local potentials and assets (socio-cultural values). This model seeks to foster motivation, planning and appropriate action from the active participation of residents in achieving development goals. This model is an effort to participate at the lower level (grassroots) and solutions to avoid distortion of interests or loss of local identity. This model is pursued through discussions, deliberations, communications, and workshops involving societal organizations with the principle of self-help or cooperation to open the orientation of knowledge, skills, and other sciences. Second: Social planning models. The model assumes that a change requires technical and rational analysis, and the achievement of reasonable goals needs to be supported by good planning.

This model seeks to overcome the complexity of problems that exist in society and as a problem-solving strategy with targeted actions, such as planning, compiling, creating, serving, and working on community problems and finding solutions through a program of activities: anti-drug campaigns, social marketing, anti-corruption, and others. Third: Social action models. The basic strategy of this model is that society consists of groups and groups, or organizations based on ethnicity, ethnicity, profession, skills and expertise. This model treats these groups as inherent in society, so they must be recognized for their status. This model aims to effect fundamental changes institutionally and habits that are not beneficial. With an organized approach, this model carries out constructive, directed, and planned actions to absorb and articulate the interests of society. Servaes in (Bisilki, 2018)defines development communication as the sharing of knowledge to reach a consensus for actions that take into account the interests, needs and all capacities that are the focus of attention.

Meanwhile, Melkote & Steavesin (Bisilki, 2018) explained that development communication concludes that communication using interpersonal, participatory, and mediated channels has a purpose and is strategic to support positive change at the level between individuals and communities in micro (community) and macro (national). Furthermore, the United Nations (UN) that (Bisilki, 2018)has pointed out the offered definition of development communication as a process allowing people to speak, express aspirations and concerns, and participate in development-related decisions. (General Assembly Resolution 5/172, art. 6). It offers explanations beyond traditional comprehension of communication that emphasise concepts such as dissemination, information, messaging, media, and persuasion. Development Communication can be understood as a participatory communication activity that focuses onthe community's needs at various levels, considering concerns, acceptances, and inputs to achieve complete cooperation and support to improve people's lives.

According to Asep Zaenal in an interview with Dwinarko (12/6/2022), the motivation to enter the village institution is to participate and increase the needs of life by expecting enough operations to meet daily life. Development supervision cannot be done socially. Still, it must be more professional and cannot be done willingly because the village development budget is sufficient if participation gets maximum rewards or wages so that development supervision will be maximized. According to (Alam & Haque, 2014) explains that motivation is a way to create a high level of enthusiasm to achieve organizational goals, and this situation is accommodated by satisfying some individual needs. Motivation refers to achieving the organization's main goals by satisfying the needs or demands of the individual. According to (Khairaningsih & Sobirin, 2022), work motivation can be said to be a set of internal and external forces that initiate work-related behaviours and determine their shape, direction, intensity and duration.

The concept deals with the specific work context and includes the influence on the work behaviors of environmental forces and those inherent in people. Furthermore, (Alam & Haque, 2014) states that motivation is essential for managers and officials to know and understand why people behave differently in the workplace and how to manipulate their behavior so that they exert their best efforts to achieve organizational goals.

Managers in each stratum aim to motivate employees so that the work can develop at the desired level, pace, and time. The statement of (Alam & Haque, 2014)cites Maslow's Hierarchy of Needs explains that a good starting point starts with the idea that people always tend to want something and what they want depends on what they already have. Maslow proposed that people have five levels of needs: to seek satisfaction for their basic needs. The first or lowest level is physiological needs. Before these needs, which include food, water, shelter, and clothing, are met, a person has no other needs. When people do not feel hunger, thirst or cold, their needs rise to the second level. The second lowest level is security needs. According to (Alam & Haque, 2014) explain that it, Due to the need for a person to feel safe in his family and society and protected from violence.

The need for security is realized by guaranteeing employment, savings and health insurance, mental health, old age and disability. The need for love and belonging is the third level of Maslow's needs. After feeling safe, people need to feel that they accept and give love, are valued, and have good friendships. The fourth level is the need for Esteem. It is the need to be unique with self-esteem and to enjoy the appreciation of others. People want to evaluate themselves highly and receive awards from others based on their achievements. This lack of need can lead to inferiority, helplessness, and weakness. The highest level of Maslow's hierarchy of needs is the need for self-actualization. The development of this need is based on satisfaction in the other four lower levels. It refers to the need for self-fulfillment and the tendency to actualize a person's potential. Then (Alam & Haque, 2014)explains that The essence of the theory of such motivation lies in the fact that when one need is met, its power decreases and the strength of the next level increases. Maslow noted that one level of need does not have to be fully met before one move to the next. Individuals can partially be satisfied with one level and still seek satisfaction at the next(Salanova & Kirmanen, 2010).

According to (Alam & Haque, 2014)Motivation, in this case, may occur when there is a clear and usable relationship between performance and results, and results are seen to satisfy needs. It suggests that two factors determine the effort people put into their work. The first is the value of respect for individuals and how these awards meet their needs for security, social appreciation, autonomy, and self-actualization. The second is the probability that the reward depends on the individual's expectations about the relationship between effort and reward as perceived by theindividual. Thus, the greater the value of a set of awards and the higher the likelihood that receiving each of these awards depends on the effort, the greater the effort the situation will give. The basis of all popular motivational theories is that employees are motivated to perform better when offered something they want and believe will be satisfactory. However, offering employees something they believe will be satisfactory is necessary but not enough. They must believe that it is possible to achieve what they want.

Employees are not motivated to perform better when managers focus on bidding and ignore trust. Employees' belief that they will get what they want involves three different beliefs. The first belief is that they can perform well enough to get what is on offer. The second is that they will get it if they perform well. The third belief is that what is offered will be satisfactory. These three beliefs relate to what employees think will happen if they seek to perform. The first belief has to do with the relationship between effort and performance, the second with the relationship between performance and results, and the third with the relationship between results and satisfaction. All these beliefs are interrelated because employee effort leads to some level of performance, performance leads to results, and results lead to a certain amount of satisfaction or dissatisfaction. In conclusion, the theory of Hope from motivation requires the following conditions: employees are motivated to perform only when they believe that effort will lead to performance, performance will lead to results, and results will lead to satisfaction.

According to (Alam & Haque, 2014) explain that expectations are a person's perception of the likelihood that performance will lead to other specific outcome goals. This expectation is high if one thinks that a high-performing person will get a raise. On the other hand, a person who believes that a salary increase is entirely independent of performance has low expectations. So, if one thinks performance influences prospects for a raise, the expectations are adequate. Motivation theory states a motivation will encourage one's behavior in such a way that it will achieve organizational goals as well as individual benefits.

According to (Evan Tarver, & Brock, 2020) explains that there is a direct existence of equality that connects a person's motivations with their perception of justice, known as equality. Motivation is strongly correlated with honesty and fairness, both at work and outside the world. The higher the fairness, the more motivated a person usually is. People motivated by equality usually evaluate their level of fairness by comparing specific inputs, such as effort and enthusiasm, with desired outcomes, such as compensation or self-esteem. If the selected input produces the expected or desired result, things are considered fair, and a person is more motivated. Alternatively, demotivation may occur if the input does not produce the expected results. Furthermore, people also usually compare their perception of equality with their perception of the equality of

others. This means that people often compare themselves with others and can become demotivated if they believe they are not only undervalued but also overvalued by others. To be motivated, people need to feel that both themselves and those around them are treated fairly.

The challenge of being a member of a village community institution said Pepen Supendi in an interview with Dwinarko (20/7/2022), often asks questions about the responsibility of overseeing and planning development. Pepen explained that people do not want to understand if a development is built without their knowledge. Then the community does not understand that being a member of a village community institution is social. Because its operations cannot provide maximum motivation and are not balanced if you want to carry out activities optimally, this is because the income earned is not balanced with needs.

According to (Craib, 2011), the term society has two meanings: First is the general connotation of social association or interaction; The second sense is where society is a unit, which has boundaries that mark it from other societies to its surroundings. According to (Craib, 2011)explains that the tendency to view society as a social whole, which is a quickly established unit of study, hasbeen influenced by several assumptions; the first factor is the tendency to understand social systems that have a close conceptual relationship with biological systems and bodies of biological organisms. Second, the prevalence of so-called endogenous models or opposition in the social sciences. The main structural character of a society, which determines stability and change, is internal to that society. Third, the general tendency that modern society as a State – a nation clearly and precisely defines territorial boundaries, but other types of societies, so far more widely recorded in history, do not provide such territorial boundaries.

Furthermore, Taskar (5/6/2022) explained that the motivation for supervision was very lacking because, in addition to the operations received, it was still far from meeting the needs and eventually became a member of the village institution only as a social control. In the social sense, according to (Barker, 2004), in society, where society is believed to be the organization of associations and relations between people through interactions organized according to rules. Here the social is believed to be a space of autonomy of activity. Johnson in (Zulkarnain & Kelompok, 2013)explains seven definitions of groups, namely: (1) To achieve goals; (2) Dependence; (3) interactions between individuals; (4) Perception of membership; (5) Structured relationships: a group is defined as a set of individuals whose interactions are composed by a series of roles and norms; (6) Group motivation; (7) Beneficial influence: a group has the meaning of a group of people who influence each other.

The role of members of village community institutions is social; according to Taskar in an interview with Dwinarko (5/6/2022) that it is challenging to provide maximum supervision because, firstly, because of the supervision of social nature, development information has not been transparent, there are development changes that are not carried out through deliberation. Participation is only limited to knowing that there is deliberation and project activities but does not see any sources and information boards in the field at the time of implementation. Development communication that motivates the participation of citizens as part of development cannot be separated from grassroots theory, participation theory and motivation theory. Equitable integration of development must be able to integrate theories that can drive development simultaneously and connect so that coordination, supervision, and community needs can be achieved together.

Motivation is a mechanism that ultimately influences each person to behave actively and take on roles in a certain way. And in any organization, be it a charitable organization, a service- oriented organization, or a business profit organization, it is always management's concern to motivation, along with environmental factors or abilities, that determine the performance of the individual. And individual performance is closely related to the productivity or output of the organization—that theory of motivation in practical scenarios. And the successful application of the theory will ensure that a person is a positive-minded individual and that ultimately guarantees the success of an organization. So, motivation is one of the vital factors for the development of an organization. Motivation can change an organizations' profit figures, such as increased productivity. And in the end, it ensures the improvement of the overall economic condition of a region.

Conclusion

Based on the previous description, it can be concluded that first: development derived from the bottom-up concept in development planning can motivate participation and can be perceived by citizens only emphasising involvement in the development planning process, and for the implementation of development project activities only as a receipt of development benefits due to the lack of involvement in the supervision of the implementation of development projects. Second, participation measures that motivate community members to attend and members of village community institutions are inseparable from the expectation of developmentinvolvement expecting income rewards to meet needs. Participation in development deliberations

ultimately only wants to know the development information to be planned related to the construction site, development priorities and the planned budget. Meanwhile, the results of development projects and the quality of development that have been carried out are not discussed in development deliberations. Recommendations for further research on the role of supervision in the participation and motivation of village development deliberations, The role of gender.

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