



## Communication Strategy for Spald-T Development via YouTube in Haurwangi Village, Cianjur

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### ABSTRAK

Domestic wastewater is a complex problem, especially in rural areas with low-income (MBR) people. People throw away domestic waste, including dumping large amounts directly into rivers, which results in river pollution. This research aims to identify how the development of communication strategies through YouTube media and interpersonal media can be helpful for local communities in solving health problems. Communication strategy for developing a Centralized Domestic Wastewater Treatment System (SPALD-T) in Haurwangi Village, Kec. Haurwangi District. Cianjur uses YouTube media and interpersonal media. This research uses a case study method with a qualitative approach. Data collection techniques were carried out using interviews, observation and documentation. The research results show that YouTube media can give the public an understanding of the importance of pursuing wastewater management with salad-t because it is considered relevant. The community under KSM coordination feels the benefits and convenience of managing domestic waste and understands that the Spald-t technology is easy to use and can be tested and implemented within six months. The existence of videos on KSM YouTube shows participation and feedback from the community regarding the SPALD-T development program, which has been well received, and the benefits can be felt.

**Keywords:** Spald-t, Development Communication, Diffusion of Innovation

## INTRODUCTION

According to Rogers, development is a process of social change designed for the benefit of society in improving welfare in accordance with predetermined goals; development is not just physical development but also includes social and environmental changes (Rusadi, 2014: 89).

Village development determines the success of regional and national development because villages have resources that can meet community needs, such as agricultural products, plantations, livestock, fisheries, and tourism. Rural development is integral to national development (Sulaiman, 2016:233).

In simple terms, development is a valuable change towards a social and economic system that is decided as the will of a nation. In another part, Rogers stated that Communication is the basis of social change (Sitompul, 2002: 1). The changes desired in development are, of course, changes in a better or more advanced direction than the previous situation. Therefore, the role of Communication in development must be linked to the direction of change. This means that communication activities must be able to anticipate development movements. Development is a process that emphasizes harmony between aspects of external progress and internal satisfaction.

According to Whiting, Communication has a vital role in the context of development and social change. Communication in empowerment is directed at generating the motivation and potential that every member of society has so that they can rise and be able to change their lives for the better (Nindatu, 2019: 91). Communication in empowerment will only be effective if it is carried out dialogically, interactively in a harmonious and family atmosphere. The function of the dialogical communication process in community empowerment is as follows:

1. Media is used to convey information to the community about empowerment activities.
2. A forum for community participation to improve the welfare of life.
3. Use media to understand society's characteristics, needs, and culture.
4. Build public awareness about their potential.
5. A vehicle for actively carrying out various empowerment activities in a dialogical, democratic, and participatory manner.
6. A vehicle for maintaining local culture as a national identity with character and dignity.

More profoundly, if we look at it from the aspect of communication science, which also studies process issues, namely conveying one's message to others to change their attitudes, opinions, and behavior. Thus, development involves at least three components: development communicators, which can be government officials or the community; development messages containing development ideas or programs; and development communicators, namely the wider community, both village and city residents, who become a development target. Development

in Indonesia is a framework for holistic human development and development of Indonesian society; it must be pragmatic, namely a pattern that generates innovation for the present and the future; in this case, of course, the communication function must be at the forefront to change the attitudes and behavior of Indonesian people as the leading actor in building development, both as a subject and as an object of development.

According to Quebral, development communication is carried out to implement a country's development plans (Ramadhani, 2020:117; [Armawan, 2021](#)). Development communication can be reflected by communication that is oriented towards 1) Behavior/education, 2) Welfare, and 3) Towards the progress of society (Ramadhani, 2020).

Freire stated that individual community empowerment can be achieved by making them aware of environmental situations, conditions, needs, desires, and abilities. The awareness process must be carried out through a dialogue process, which is a continuous two-way communication process, to find an understanding and comprehension that forms an awareness. This awareness will occur among the parties in the dialogue. These parties can be individuals in society or individuals in government institutions. This communication process is often called the convergence communication model ([Waskita, 2005, p. 32](#)).

Many topics have been studied regarding development communication, one of which is a literature study of the theoretical concepts of development communication and its practice in Indonesia, carried out by Rusadi in 2014. The research results show that the linear model through information dissemination and innovation diffusion is still a paradigm. Dominant. Based on this paradigm, this study offers a converged development communication model expected to mobilize all resources collaboratively and optimally. This is reinforced by Armawan's survey in 2021, stating that development involves at least three components, namely development communicators (government officials or the community), development messages containing development ideas or programs, and development communicators, namely the wider community targeted for development. The development of Indonesian society is pragmatic, namely a pattern that generates innovation for the present and the future. The communication function is at the forefront of changing the attitudes and behavior of Indonesian people as the main actors in development, both as subjects and as objects of development.

One is the development of a communication strategy in coastal areas, which Amanah carried out in 2010. The research results show that development communication is urged to provide more facilities to empower fisheries groups, increase group capacity in managing coastal resources, expand community choices, implement a participatory approach, and strengthen networks to support

communities in managing business (Amanah, 2010).

Other research came from Kifli, who had researched a more appropriate communication strategy for agricultural development in the Dayak community in West Kalimantan by utilizing the existence of traditional figures. This research is a literature review of various written materials relating to traditional aspects, the role of Dayak traditional leaders, and agricultural development communication. The results of the research show that the communication approach strategy that should be carried out in this regard is through empowering Dayak traditional leaders as liaison persons or liaisons, revitalizing mass communication through the use of radio and television media with Dayak traditional attributes, as well as group communication approaches through participatory communication inside and outside Dayak community (Kifli, 2007).

Apart from coastal and Dayak communities, Ramadhani also conducted other research in 2020, which examined the development communication strategies used by the Bojonegoro Regency Government in communicating Nawacita and SDGs. This research uses qualitative methodology with interview and documentation methods. The results of this research are that the Bojonegoro Regency Government uses a strategy based on the media used, instructional design strategies, marketing strategies, and participatory strategies. The strategy used effectively invited the people of Bojonegoro and provided information to the public. Other regional governments can implement the same strategy by considering the conditions of their communities (Ramadhani, 2020).

Apart from the research loci studied in coastal, Dayak, and Bojonegoro communities, other research was also conducted by Sulaiman 2016 on migrant workers. This research explains that participatory development communication is essential in planning and implementing empowerment programs in villages so that communities are involved in developing villages, get work welfare, and not leave the village to become migrant workers as the most critical profession (Sulaiman, 2016:233).

Another study was also carried out by Nindatu in 2019, which examined the implementation of community empowerment as a form of development communication for poverty alleviation. The method used is a literature review from various journals relevant to community empowerment, books, and secondary data. The study results concluded that various empowerment activities have empowered poor communities and created independence so people can help themselves and improve their lives. The empowerment strategy is based on community participation in planning, implementation, monitoring, and evaluation and achieving results. Apart from that, it is based on entrepreneurship and strengthening the potential of local natural resources. Empowerment involves women and societal stakeholders, namely local governments, universities, village governments, and the private sector.

Focusing more on technological issues, [Badri in 2017](#) researched the role of information and communication technology (ICT) in encouraging the implementation of development communication in rural areas. The research results show that villages are now increasingly empowered technologically with the presence of village information system applications and using the 'desa. id' domain. Approximately 2,087 villages use this domain to develop open source-based village websites as a new medium for communicating villages to the global world. The communication technology revolution at the village level encouraged other ICT innovations, thereby creating an integrative development communication system. As a result, villages can now provide sound, effective, and efficient public services. However, rural ICT development must recognize local wisdom and long-term consequences.

ICT and internet networks in rural areas allow residents to access information, one of which is using social media, as researched by [Hendra in 2019](#). Hendra's study states that one of the essential roles of mass media for society is to provide information, education, and entertainment for the community. In this way, the community is motivated and influenced and tries to change their mindset and perspective on life. Apart from that, mass media helps the development process in social community life. Along with technological advances closely related to mass media, it cannot be denied that the growth of people's lives will also become more complete. With the development of mass media today, society can respond and be more intelligent about the realities surrounding the effects of the growing dynamics of their lives.

Going deeper, in 2023, Siregar will also research social media, especially Instagram, which aims to analyze how the use of Instagram social media impacts development communication in Medan's infrastructure and human resources sectors. This research uses a qualitative descriptive method through interviews and observations with Instagram account managers from the Medan City Government to obtain accurate data. This research shows that Instagram as a development communication tool can be used as a forum for information about infrastructure and human resource development, but it could be more effective. Instagram accounts are only used as a one-way communication tool. They are not focused on being a forum for people's aspirations so that they can hinder development communication.

Furthermore, if we talk about the implications of the development process as modernization, which seeks to change a country or an organization with a system that originates from outside, the communication model used is the spread of new ideas or diffusion of innovation media, which is then written as diffusion of innovation), namely the process where innovation is communicated through specific channels at a particular time to members of a social system (Rusadi, 2014:

89).

Communication in this model is a process where participants create and disseminate information between one member and another to achieve a common understanding (Rusadi, 2014: 89). Through this model, the decision-making process to accept or reject innovation goes through stages starting from the stages of knowledge, persuasion, decision, implementation, and confirmation.

The essence of the diffusion of innovation theory is how communication plays a broad role in changing society through the dissemination of new ideas and things. Thus, communication is a significant factor for social change to occur. Through communication channels, recognition, understanding, and assessment occur, which will later result in the acceptance or rejection of an innovation (Sitompul, 2002: 1).

In disseminating innovation, the main elements are: 1. The existence of an innovation. 2. Which is communicated through specific channels. 3. Within a certain period. 4. Among the members of a social system. Society's view of the dissemination of innovation has five attributes that characterize every new idea or method, namely 1) relative advantage, 2) compatibility, 3) complexity, 4) can be tried, and 5) can be seen. These five attributes determine the level of acceptance of an innovation that is diffused among society. The acceptance of an innovation by a society does not co-occur but varies according to the knowledge and readiness of the society to accept these things (Sitompul, 2002: 1).

In the development process, the media has its role and function which plays an important role, especially related to its function as an information bridge, namely: 1) To campaign for projects of a social nature, which are very necessary to help specific conditions; 2) Providing entertainment to the public; 3) Serve the public as a friendly counselor, become an information agent and fight for rights; 4) Media as a Driver of Development In the process of disseminating information via mass media, there are at least several things that are needed in preparing to convey information (Siregar et al, 2023: 1047).

One of the mass media that is widely accessed by the public to obtain information is the Internet. The Internet is a network of communication systems connected throughout the world. In this case, the enthusiasm of the world community is very high in using the Internet for various forms of purposes ranging from trade, politics, and perception wars, as well as many preachers who have started to use the Internet as a medium and means for the diffusion of innovation and development communication.

What is novel about this research is that it was conducted in 2023 and targeted development communication, which focused on using YouTube media to implement development communication. The locus of this research focuses on the development of communal sanitation facilities and infrastructure in Haurwangi Village, Kec. Haurwangi, Cianjur Regency.

Based on initial studies, the sanitation facilities and infrastructure in the village need to be improved; the indicators are that there are still residents who defecate in the open (BABS) and domestic waste, which is thrown directly into water bodies/rivers without processing. To solve this problem, the people of Haurwangi Village need improved sanitation quality through a Centralized Domestic Wastewater Treatment System (Spald-T) to foster clean and healthy living behavior. The method for disseminating information (diffusion of innovation) in conveying development messages is through the online media YouTube. Based on this, this research aims to determine the communication strategy for developing Spald-T via YouTube in Haurwangi Village, Cianjur Regency.

This research is descriptive qualitative research with a case study approach. This research aims to develop a communication strategy in the SPALD-T program to foster clean and healthy living behavior in the community environment in Haurwangi Village, Kec. Haurwangi District, Cianjur through a communication strategy for developing a domestic wastewater treatment system via YouTube. Meanwhile, the subject of this research refers to purposive sampling adapted to the research objectives (Rahman, 2017). The subjects in this research are a community organization or community self-help group (KSM) in Haurwangi Village, Haurwangi District, Cianjur Regency, which oversees and is responsible for the process of building the SPALD-T domestic sewer, totaling 15 people consisting of a community self-help group of 5 people. , the group given the primary duties regarding post-development or projects, namely the Beneficiary Management (KPP) group of 5 people and several beneficiary communities and government officials of 5 people, became subjects for the researcher in collecting data through the interview method.

Data collection techniques in this research used interviews, observation, and documentation. Then, the data analysis technique in this research uses the Miles and Huberman model and tests the validity of the data using triangulation of sources..

## **RESULTS AND DISCUSSION**

In this section, the researcher will analyze the research results obtained. This aims to present accurate results based on data obtained by researchers through interviews and observations.

### **Spald-T Communication Strategy via YouTube in Haurwangi Village in Technical and Health Aspects**

The communication stage is related to planning how to communicate and what to communicate to create effective impressions to influence the parties who are the targets of the Public Relations strategy. A communication program concerns



choices regarding communication channels that will be used in communicating with the target public: the choice of communication channel media is adjusted to media availability, cost, communication skills, target public, and communication objectives. It is also necessary to determine the type of message and what themes should be highlighted.

In disseminating information about the Spald-T program, KSM uses the online media YouTube to implement the diffusion of innovation theory. In essence, the Diffusion of Innovation Theory explains how new ideas and thoughts are communicated to a culture, the implementation of which is then presented in the following table.

**Table 2. Acceptance of Spald-T program innovation in Haurwangi Village**

Characteristics of Innovation	Description
Relative Advantage (relative Advantage)	The people in Haurwangi Village feel that the Spald-t program makes it easier to manage domestic waste, which is characterized by better house cleanliness and no longer throwing domestic waste into the river because they are no longer afraid of making the house dirty and smelly.
Compatibility	Village communities receiving the Spald-T program are in line with community needs because they make the environment more comfortable to live in
Complexity	Kemumitan dialami masyarakat ketika belum memahami teknologi dalam program Spald-T. Namun lebih mudah ketika dijelaskan oleh KPP bahwa program Spald-T mempermudah masyarakat dalam mengelola limbah domestic.
Can be tested (triability)	People experience difficulties when they don't understand the technology in the Spald-T program. However, it was easier when the KPP explained that the Spald-T program made it easier for people to manage domestic waste..

Source: Research preparation, 2023

Table 1 shows that the development of SPALD-T as an innovation can be well received with a communication approach and strategy that involves community participation and appropriate communication channels. An effective



development communication strategy can bring out the relative advantage, compatibility, complexity, and variability of SPALD-T development, facilitating the adoption of innovations for the beneficiary communities. Social media, which is currently widely used by the community, including the community in Haurwangi Village and Cianjur Regency, is a communication channel that can foster community participation in taking and utilizing the SPALD-T program.

The relative advantages or benefits felt by society were initially only partially understood. Therefore, there was resistance from residents regarding the construction of Spald-T. To facilitate this understanding, KSM uses YouTube to show examples of using Spald-T in other areas, which are very useful. With the existence of information literacy via YouTube (Purandina & Juliar, 2021), the community is slowly accepting the innovation of Spald-t development in Haurwang Village.

In the Diffusion of Innovation theory, an element of compatibility underlies the existence of suitability related to an innovation, which can be by what is expected and by the conditions of society where this innovation will be quickly accepted by society. This was explained by two sources who are members of a community self-help group and one of the beneficiaries. According to the chairman of KSM Haurwangi Manjur, Dian Tanggara, he said, "The construction of sanitation facilities and infrastructure in Pareang kp makes the beneficiaries feel that there is innovation and conformity which is needed in terms of wastewater disposal," this statement according to the chairman of KSM Haurwangi Manjur, while according to Salah One user also felt that there was technology, innovation and suitability that was needed, namely sewers, because before there were facilities and infrastructure in the KP Pareang area, people always smelled an unpleasant aroma in the disposal section, whereas after the construction of wastewater treatment facilities and infrastructure in every the drain point or gutter no longer produces an unpleasant smell.

"The advantage of another innovation is that in this development, there is a toilet building which is intended for residents who have problems with latrines or toilets," stated the beneficiary named Rizky.

Before this development takes place, there must be a plan for this development; for example, there is a notification from the sanitation department, which is notified to the village head, who will receive the construction of the facilities and infrastructure, and from the village head it is conveyed to the community or community figures who are indeed influential in this matter. This is done by gathering community figures in the village hall, not only informing them that there will be construction of sanitation facilities and infrastructure, but the village head also immediately formed a group to carry out this development, namely the Community Self-Help Group (KSM) which is already accustomed to

being involved in development.

The explanation above can be linked to a communication theory, which explains that mass communication is based on institutional technology through a continuous or continuous flow of messages. Communication results between figures and group members in the village will be disseminated widely using effective media such as loudspeakers in mosques or even a WhatsApp application with a broadcast feature.

In the diffusion of innovation theory, a communication channel element states that someone can adopt innovation if the innovation is communicated or conveyed to other people. This communication channel is intended and adapted to the target of the innovation. If the innovation is aimed at society at large, then the channel used is a mass communication channel. If the target is an individual, then the channel used is a personal communication channel, whereas in the socialization carried out from the department to the village head and from the village head, it is conveyed back to the community that there will be construction of sanitation facilities and infrastructure in Haurwangi village, especially Kp Pareang rt 01 rw 03. This is related to elements of the Diffusion of Innovation theory, namely mass communication; apart from communication channels, the aspect of the Diffusion of Innovation theory that is linked to this is Knowledge, which makes the emergence of Knowledge for the surrounding community. It is easy to adopt an innovation. Therefore, innovation is conveyed or communicated. The first thing is so that someone knows and understands how beneficial innovation is and, indeed, for development; this is very important for health; by carrying out socialization by the following KSM with TFL (Field Facilitator), Knowledge is formed that this innovation is beneficial for oneself and the surroundings. The positive thing from this socialization is that someone knows and understands the benefits of this innovation, namely innovation in the construction of facilities and infrastructure for domestic wastewater treatment systems.

In the decision or persuasion stage, namely this stage, individuals or specific social groups have reached the decision stage regarding an innovation imposed on them; in this case, the innovation has reached the stage of adoption by particular individuals or groups or has been rejected. This stage is related to decisions for potential beneficiary recipients, and Mr. Sumarna conveyed this as a Field Facilitator (Empowerment). Do not yet have proper sanitation channels, and one of the requirements for potential beneficiaries is MBR or what could be called Low-Income Communities."

The next stage is development planning, namely by forming a schedule for the workers, but before carrying out the construction, holding socialization or training for artisans and workers, with the condition of this construction being that the artisans and workers are domiciled at the construction site. Still, there is

tolerance for the artisans, according to KSM members who have status. As a worker supervisor stated, "For these craftsmen to have tolerance if they are craftsmen or experts in one field who are domiciled in Kp Pareang, they can bring in craftsmen from outside their domicile in Kp Pareang because the so-called expert craftsman must be an expert in that area. field and can at the same time direct workers to carry out work by the planning drawings." This stage is also related to the decision and confirmation stages, namely with the approval of KSM members and workers who live in the development area. This is one of the various communication strategies in development to build good communication, namely socialization or deliberation.

After carrying out several outreach activities to residents or the community using various communication methods and various media so that what is conveyed is very clear and can be accepted by the community around the development, there is a part called the period, which is explained in the elements of the Diffusion of Innovation theory, namely, is a time dimension that starts from the innovation process being communicated or conveyed to someone until the decision to adopt the innovation. During this period, the department has entered into a contract with TFL, which will supervise the development which is overseen by a community self-help group which in all socialization there is TFL always directs and oversees the progress of socialization and development, which has a period of 6 months from the first stage before construction, namely the contract a team of field facilitators by the department, then a KSM contract with the assistance of field facilitators. After all contracts are completed, the things explained previously are carried out, namely several socializations.

The innovation diffusion process carried out is detailed in the following table:

**Table 3. Elements of innovation diffusion in the Spald-T program in Haurwangi Village**

Elements of Innovation Diffusion	Activity
Innovation	Integrated Domestic Waste Processing System Technology (Spald-T)
Communication Channels	YouTube and interpersonal communication media
Time period	The innovation acceptance period is 6 months
Social Systems	Target community in Haurwangi Village, Kec. Haurwangi District. Cianjur

Source: processed research results

Table 3 shows that YouTube as a communication channel is essential in achieving the target time, namely that the public can accept the SPALD-T development within six months. Apart from that, the communication strategy

using social media channels, especially YouTube, for the target community who will benefit from the SPALD-T development can be well received as a manageable innovation to implement.

The community carries out the next step in the development communication strategy, especially those responsible for development, namely KSM as implementers. Of course, there is something called post-development or project in this development. Thus, a transfer of development functions must be carried out. The implementing team gathered the community for deliberation or socialization to form a user management group team. This socialization was carried out openly to invite community figures, especially those who volunteered to be part of the user management group to manage sustainable development. This socialization is carried out so that communication in the community can understand what is planned and carried out when the construction of the domestic wastewater treatment system is completed so that the communication strategy in development will run smoothly.

The researcher also interviewed the head of the user group regarding what follow-up action would be taken after the construction was completed. "As a result of the socialization carried out by the KSM for the formation of this group in terms of post-development, our group will convert or utilize the waste processing system building. This is by making a reading park facility for the surrounding students and female students, and not only that, our strategy in managing this is to make it a place for meetings or community gathering places so that this development is not only limited to domestic waste processing buildings, and of course not apart from the responsibility as the primary function of the user management group, namely caring for and maintaining if there is a problem," Mr. Dadan said this statement as chairman of the user management group. The researcher also concluded that the communication strategy was built to make the surrounding community strengthen ties in terms of management and that researchers would effectively carry out the communication strategy that would be built.

The positive thing that should be emulated in this community group is that it doesn't look at whether or not they get this connection, namely by doing self-help, which means that even though the local community doesn't call or receive help, they still do self-help while they have free time. In this case, self-help is donating energy without considering whether he gets paid. Field Facilitator (Empowerment) namely, Sumarna, said, "The local community's concern for domestic wastewater development activities can be seen from the role of community self-help in this activity, not just relying on funding from the center but the role of community self-help in Kp Pareang is perfect, in terms of In this post-construction development, there is a fee for maintenance of the IPAL building. "This community's concern is that even though they are not among the

beneficiaries, they voluntarily help with whatever they are capable of doing a job, and even though they do not receive benefits, they still follow the care fees collected by the Beneficiary Care Group (KPP)." The reason they do things voluntarily is that in the socialization, it is explained that this is not an individual or group interest, but a collective interest which makes for a healthy and functional life.

Regarding the statement above regarding self-help, people understand that some things are helpful even though they don't get help. Still, they put aside their ego for positive and valuable things for themselves and others; therefore, knowing how an innovation is helpful for themselves is essential. And other people so that this innovation can be experienced together. Another reason I got from both beneficiaries and non-beneficiaries is that there are innovations that are useful and sustainable in the construction of sanitation facilities and infrastructure. When all the construction has been completed, this is what is called post-construction maintenance or construction with deliberation carried out with the aim of what will be done other than the function of treating domestic wastewater and the results of deliberations from the user groups, KSM, KPP, and non-governmental organizations intend to make this sanitation building into a reading park or playground, even a gathering place for residents, especially for Islamic boarding school students and female students who carry out outdoor learning activities, especially madrasas around the SPALD-T building. Make this as comfortable as possible so that in terms of post-construction, there are things that are beneficial to the community apart from the benefits of having a sustainable domestic wastewater treatment building that must be utilized to the maximum extent possible.

When the researcher interviewed the beneficiary named Rizky, he stated that "The community's participation during this development was very enthusiastic because there was innovation or technology which was very useful from the planning stage to the implementation, many people helped, apart from the role of the KPP, whose main task is maintaining the building," the level of public concern is also excellent, perhaps because they can perceive the unsolved solution regarding water pollution so that this development is a solution to solving an environmental pollution problem, especially water pollution.

### **Communication Strategy via YouTube in Sustainable Domestic Wastewater Management**

According to [Nurfauzan \(2023\)](#), communication strategy guides communication planning and communication management to achieve specified goals. In communication strategy, the choice of media in conveying information has an important role. This is based on a study conducted by [Prasanti & Indriani in 2022](#),

which stated that social media is essential in communication (Prasanti & Indriani, 2022).

YouTube is the social media used by KSM, KPP Haurwangi Village, and Cianjur Regency to disseminate information on the Splad-T program. According to Azzahrani (2018), YouTube is a site that allows billions of people to find, watch, and share original videos that were made. As studied by Fitri & Edlina (2020), YouTube media was chosen as an audio and visual communication medium to disseminate information because audiovisual images have an excellent persuasive effect on the audience.

YouTube social media also allows for practical two-way interaction because, on this platform, there are subscribe, like/dislike, views, and comment features, where these interaction facilities can influence the existence of videos on YouTube. Several things must be paid attention to when communicators send messages via YouTube. Rahman (2020) recommends that when communicators send messages via YouTube, they must pay attention to several things, including geographic segmentation, demographic segmentation, and psychographic segmentation.

Scott Cutlip (in Prasanti & Indriani, 2022) states that several things must be considered in establishing communication relationships with the public (public relations) as a planned effort to influence views through good character and responsible actions, which are based on two-way communication. Mutually satisfying directions, including fact discovery, planning and decision making, communication and action, and evaluation. This is then described and analyzed as follows: First, Fact Finding. Facts and information related to the organization's interests are determined at this stage. Fact-finding is carried out to determine whether opinions, attitudes, and reactions from the public support or hinder the organization. At this stage, KSM and KPP Haurwangi Village discovered that the Community of Kp. Parang RT 001 RW 003 Haurwangi Village, Haurwangi District, Cianjur Regency, which is the target in implementing the development of water sanitation in the form of a domestic wastewater treatment system, is the community areas in areas prone to sanitation, areas where the majority of the population does not have a permanent livelihood, are below the poverty line (MBR) and include underdeveloped and developing regions.

The condition of sanitation facilities and infrastructure in Haurwangi Village. Most use wooden houses, namely 631 units, 209 units are semi-permanent, and only 2,900 units use permanent house buildings. Most residents also have water closets (WCs), namely 2,811 house units. In comparison, the remaining 92 units do not have toilets and still use public or mosque toilets for defecation needs.

Existing or dumping conditions in Haurwangi village, especially in Kp. In Pareang, residents generally dispose of their domestic waste mainly into the river.

Still, some also have septic tanks that need watertight, so they are worried it will pollute the water and soil. The following is an example of the condition of disposal or sanitation infrastructure in Haurwangi Village Kp. Pareang,



Figure 1.  
Condition of  
Sanitation

Existing  
Nearby

Source: Researcher Documentation, 2023.

Availability of land for the construction of a domestic wastewater treatment system in Kp Pareang, Haurwangi Village, Haurwangi District, is provided with the SPALD-T construction area, a 2-chamber MCK combination planned for 50m<sup>2</sup>, located at Kp Pareang, RT 01 RW 03, Haurwangi Village, Haurwangi District, with land conditions. Land conditions are good. The vacant land will be used as a garden and some fish ponds. The Spald-T program is an innovation for the people of Haurwangi Village and changes old habits in defecating and disposing of domestic waste. At first, the Spald-T program did not receive a positive response from the public. People tend not to accept this innovation due to people's lack of understanding regarding the benefits and convenience of the Spald-T program. Even though good environmental sanitation is essential and supports the quality of life of the people in Haurwangi Village. The Spald-T program as a development program in rural communities requires information so that the Spald-T program as an innovation can be accepted and implemented by the community. Community Self-Help Groups (KSM) and User Management Groups (KPP) synergize with village governments, RWs, and RTs to inform the community who will use Spald-T technology interpersonally.

Second, planning and decision, communication and action. This stage is a continuation of the fact discovery stage, where the planning stage is essential because planning connects communication activities with the organization's interests. At this stage, the KSM and KPP of Haurwangi Village, Cianjur Regency, conduct analysis: a. Formulate the objectives that must be achieved from a



message conveyed. b. Processing data from the fact-finding stage (making audiovisual videos of the Spald-T program. c. Formulating how messages are disseminated and what communication techniques are used. The following is an analysis of the communication components of sharing information on the Spald-T program via YouTube videos.

**Table 1: Splad-T Program Communication Strategy via YouTube**

No.	Communication Strategy	Deskripsi
1.	Communicator Elements	The senders of the message were KSM and KPP Haurwangi Village, Cianjur Regency
2.	Message Elements	The message conveyed is the Spald-T Program as a development program in rural communities
3.	Media Elements	The media used is new media in the form of audiovisual messages displayed on YouTube
4.	Elements Audience/Viewer	The beneficiary community is the people of Haurwangi Village, Cianjur Regency.
5.	Result/Effect Element	At first, the Splad-T program did not receive a positive response from the public. In fact, people tend not to accept this innovation due to people's lack of understanding regarding the benefits and convenience of the Spald-T program. However, after the Splad-T program was socialized via YouTube, the public accepted and participated in the program.

Source: Processed author's data, 2023.

Third, evaluation: After the communication stage is carried out, an organization wants to know its influence on its target audience. At this stage, public relations practitioners assess the results of the activities they have carried out and the effectiveness of their management and Communication techniques.

Another communication strategy carried out by the community is still the same, namely socialization. In this case, of course, there are pros and cons in making decisions or agreements, and this is where the function of community self-help groups and field facilitators is to explain and provide knowledge about the importance of development. This is from any aspect; for this, the KSM carried out intense persuasive Communication by explaining that this was a good innovation for society. Clear Communication itself, if interpreted, is a psychological communication activity to influence the attitudes, traits, opinions, beliefs, and behavior of a person or many people so that they conform to expectations.

Strategies in development communication to overcome a problem in terms of development are not easy enough to provide understanding for the public, especially for those who are against one of the activities or innovations that will be built, especially in terms of digging pipelines. However, many communication

strategies are carried out to the community that this will be a valuable and sustainable innovation and very beneficial for the surrounding environment and collective health, with various communication strategies carried out such as continuously providing an understanding of this development by carrying out various outreach from the initial stage until the development is completed, there are high hopes for this innovation can be readily accepted by society because it is essential, especially for health.

## CONCLUSION

From the results of the research and discussion in the previous chapter that has been explained, a conclusion can be drawn, namely the development of a domestic wastewater management system in Haurwangi Village in technical and health aspects, namely that it can avoid several diseases related to sanitation and make the environment clean and avoid odors. Unpleasant in every drain. Apart from the primary function of this development with various latest innovations which create different positive things, especially in terms of health, the results of this development can be converted into a reading park which has been previously planned by the user management group which makes the building not only It is limited to processing only but can be used for things outside of the primary function of this building.

The community's concern and ability to manage the domestic wastewater treatment system will create a positive activity. They will measure the level of concern and ability of the surrounding community to maintain and manage the wastewater treatment plant. Apart from the task of the Utilization Management Group (KPP) or the beneficiary community from the domestic wastewater treatment system development program, this is not an easy thing because other things must be a shared responsibility in managing the results of the benefits of the construction of the wastewater treatment plant, namely utilization After the project or construction of the IPAL, this building is converted into something even more helpful, namely making a small park or using it as a gathering place for the local community.

Development social communication studies will focus on community involvement in the development process, such as participatory communication and sustainable development goals (TPB/SDGs). For future researchers, it is hoped that the results of this research will be consistent in continuing research in the study of development communication, and in conducting further research, researchers can use a data collection process using quantitative research methods to measure the effectiveness of development programs accepted by the community. For the community, community leaders, community groups, and parties related to development programs based on community participation, they

can use mass media and social media so that communication becomes more effective. For the Government, so that the community is enthusiastic about moving towards a better direction, it is hoped that the participation of related agencies such as the environmental service and the clean and healthy water sector service will always provide education using communication media that is close to the community for the implementation of community-based self-help programs so that the program development is well received.

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