

# GUIDELINES FOR HOW TO APPLY PARTICIPATORY RELATIONSHIP SKILLS: BALI'S MANDARA PROGRAM

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**Abstract:** This research focuses on the government's communication development model for implementing the Bali Mandara program in Bali Province, where communication difficulties frequently impede the success of various Bali Mandara programs. The provincial government of Bali's Bali Mandara program aims to improve the well-being of the Balinese people. Safe and peaceful progress is the abbreviation for Bali Mandara. This exploration is persuaded by the craving of the public authority to understand the government assistance of the local area which is important for the capabilities and obligations of the territorial government, including the common legislature of Bali. "Realization of a Qualified Regional Development Plan towards Bali Mandara" was the vision that was outlined in the Bali Provincial RPJMD from 2008 to 2013. This program has had a significant impact on the welfare of Balinese people during its implementation. However, one of the obstacles to the implementation of the various Bali Mandara programs is a lack of communication. The act of transferring information from one person to another with the intention of achieving a common understanding and perception is known as communication. In order for the community and the government to have the same understanding of the Bali Mandara program's goals, vision, and mission, it is necessary to improve communication during the program's actual implementation. The implementation of perspective communication development is the focus of this research. Several data collection methods, including in-depth interviews, focus group discussions (FGD), documents, and observations, were used in this qualitative research study. The discoveries of this study are to expound on the importance of the Bali Mandara program in the point of view of correspondence improvement and to expand on the execution of participatory correspondence advancement in the computerized period.

**Keywords:** *Program Mandara in Bali; Communication for Participatory Development;*

## INTRODUCTION

Protecting the community, carrying out the community's mandate, and simultaneously promoting the community's prosperity are essential components of a nation's existence. This view is identical to

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Hegel's, who maintained that society needs a system that is able to take the initiative to realize the general will because society is sometimes irrational (Semma, 2008). The establishment of the state aims to promote the people's welfare—a welfare state—run by a system known as government. As a result, achieving the state's mission, which is to ensure the well-being of its citizens, is at the heart of government formation.

The regional government, which includes the provincial government, is also responsible for ensuring prosperity. The various policies that have been issued show that the Provincial Government of Bali is also very aware of this provision. This is evident from the "Realizing a Qualified Regional Development Plan towards Bali Mandara" vision in the Bali Provincial RPJMD 2008-2013. The meaning of Bali Mandara can be summed up as follows: advanced (maju), secure (aman), peaceful (damai), and prosperous (sejahtera).

a) Bali Maju is a dynamic Bali that continues to adapt to the global development and movement dynamics. Bali is always moving forward while maintaining purity and sincerity for the sake of the Dharma's establishment. If Bali is to remain "metaksu," it must continue to improve its quality as a dependable, charismatic, and religious tourism destination. The modern Bali that has been developed adheres to the dimensions and requirements of universal values that do not deviate from or conflict with the values of Hinduism (Bali) or Balinese customs. Modernity to raise the standard of living and advance civilization as a whole in an open-world village.

b) In both niskala (spiritual matters) and sekala (human affairs), Bali Aman is a "dabdab" (harmonious). In accordance with the Tri Hita Karana concept, Bali has a balance of needs between human relations with other humans, human relations with the natural environment, and human relations with God. The only place in Bali that is protected from the interference of ideological viruses that are at odds with Tri Hita Karana—such as terrorism, anarchism, and other non-traditional viruses—is Bali.

c) Bali Damai is a part of Bali that is both physically and mentally cool and in a "tis" and favorable environment. "Briyag-briyug, pakedek pakenyem" is the atmosphere of Balinese communities in both urban and rural areas, and Bali Damai is an illustration of these communities. These are signs that the community is optimistic about the future.

d) Bali Sejahtera refers to the physical and spiritual prosperity of Bali, which is Sukerta Sekala Niskala, or an accumulation of progress, safety, and peace.

Gerbangsadu, Simantri, and House Renovation are three of the Bali Mandara program's programs. These programs have had a significant impact on the welfare of Balinese people as they have been implemented. Both the data provided by BPS and the government-created development success indicators reflect this. According to data from the BPS Bali Province, 6.17 percent of Balinese people lived in poverty in 2008. In 2012, this percentage fell to 3.95 percent. Over seventy thousand people have fallen out of poverty in the last five years, according to the BPS.

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The information above shows that the program sent off by the Bali Common Government has really addressed the principal issue of neediness decrease in Bali. The poor in Bali can directly benefit from these programs. Nonetheless, in spite of the progress of giving upgrades to the government assistance of the Balinese public, it should be noticed that these projects have not yet totally resolved the issues of local area government assistance in Bali. In Bali, the disparity in development and distribution of development outcomes persists. Truth be told, BPS information shows that in 2012, the GINI file of Bali territory was 0.43 higher than the public GINI list of 0.41. This state demonstrates that the Bali Province's development efforts continue to encounter difficulties.

The impact that the Bali Mandara program has had on the community and the noble intention that it embodies do not always appear to be carried out in an optimal manner. Correspondence boundaries are one of the variables repressing the execution of the different Bali Mandara programs. According to Gorda (2006), communication is the act of passing on information to another person with the intention of achieving a common understanding and perception. In order for the community and the government to have the same understanding of the Bali Mandara program's goals, vision, and mission, it is necessary to improve communication during the program's actual implementation. "The process of spreading the message by a person/group of people to the audience in order to change their attitudes, opinions, and behavior in order to improve outer progress and inner satisfaction so that it is felt equally by all people," according to Effendy (in M. Badri, 2008). This research must therefore concentrate on the government's communication development model for the Bali Mandara program in Bali Province, particularly communication development in the digital age. So the issues that need to be avowed in more profundity, specifically "How is the Execution of Participatory Correspondence improvement in the Bali Mandara Program?"

### **Communication development**

Without member-to-member communication and meaning transfer, no group can exist. According to Robbins and Judge (2006), communication is the process of moving or transferring meaning while people who communicate have a common understanding.

According to Gorda (2006), communication is the process of transferring information to other people with the intention of achieving a common understanding and perception. In contrast, Gibson et al. (1996) proposed that communication is the process of imparting knowledge and comprehension through the use of general symbols.

According to Rivai and Mulyadi (2003), communication is defined as the act of sending and receiving information or messages between two or more people so that the message can be understood. The idea of communication development can be understood in two ways, either broadly or narrowly. The role and function of communication as a reciprocal exchange of information between all parties involved in the development effort, particularly the community and the government, is included in communication development in a broader sense. Development formulation, planning, implementation,

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and evaluation can all lead to information exchange. "The process of disseminating messages by a person/group of people to audiences in order to change their attitudes, opinions, and behavior in order to increase outer progress and inner satisfaction perceived equally by all people" is the definition of communication development.

### **Communication Development Concept**

The process of transferring information from one party to another through a variety of channels with the intention of achieving mutual understanding is what is meant by the term "communication." According to Aghara et al., communication is the process by which messages are passed directly from one source to another or through particular media.

To put it more succinctly, the term "communication development" refers to the procedures that must be followed in order for communication to support the implementation of development programs in order to effect social change. Hedebero (in Nasution, 2004) is one of many expert reviews on the role of communication development. Lists 12 development-related roles that communication can play, including:

- a) By demonstrating modernization-supporting values, mental attitudes, and behavioral patterns, communication can foster change.
- b) Reading, writing, agriculture, environmental success, car repair, and more can all be taught through communication (Schram, 1976).
- c) Knowledge resources can be multiplied by the media.
- d) Experiences that appear to be experienced independently can be delivered through mass media, lowering the psychological and financial costs of developing a mobile personality.
- e) Communication can raise aspiration, which is a motivator for doing something.
- f) During a transition, communication can assist individuals in establishing new norms and harmony.
- g) People's willingness to participate in society's decision-making can be increased by communication.
- h) By disseminating information to a large number of people, communication has the potential to alter the power structure of traditionally characterized communities. People who are meaningful will be those who have access to information, and traditional leaders will be put under pressure because there are other people who also have advantages in terms of having access to information.
- i) The power of communication to instill a sense of national identity can triumph over local loyalty.
- j) In order to support an increase in political activity, communication can assist the majority of the population in realizing the significance of their role as citizens.
- k) The planning and execution of population-based development programs are made easier by communication.
- l) Economic, social, and political development can self-perpetuate through communication.

So that communication development can avoid undesirable effects and achieve greater success in achieving its objectives. A communication development strategy formulated in such a way that includes

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the following principles can reduce the effect gap, which is caused by mistakes in communication methods:

- a. The use of a message that is tailored to specific audiences.
- b. The "ceiling effect" method is a redundancy that is used to convey messages to the intended audience, such as upper class people. These messages are no longer useful because they have been exceeded or have little benefit, but they are still useful to the audience.
- c. The utilization of a "narrowcasting" approach or confining message conveyance to help people in general.
- d. Utilization of conventional channels, such as a variety of performances by individuals, which have long served as a community-friendly communication medium.
- e. Introducing opinion leaders to disadvantaged individuals and requesting their assistance. to assist with imparting the messages of improvement
- f. Enabling the investment of progress specialists from the local area themselves as officials of improvement organizations that work among their companions,
- g. Established and cultivated participatory ways or systems (as advancement entertainers themselves) in the improvement cycle, in particular from the arranging stage to its assessment (Nasution, 2004).

### **Main Tasks of Communication development**

The primary function of communication in a social change for national development is outlined by Schramm (1954) in his work:

- a) Informing the community about the state of the nation so that it can focus on the need for change, the opportunities and means of making changes, and the aspirations of the nation.
- b) Providing opportunities for the general public to participate actively in the process of making decisions, broadening the scope of the conversation to include all parties involved in the process of making changes, enabling community leaders to lead and take into account the viewpoints of the general public, and establishing a system of information flow that is fluid from the top down.
- c) Educating workers who are needed for development that helps people change their lives.

### **Participatory Communication development**

According to Hadiyanto (2008), participatory communication development can be viewed as a "powerful tool" for facilitating participatory processes if it is in line with the dynamics of local development. However, Participatory Communication Development can also be described as a meticulously planned activity that results in a communication strategy and approach that is used throughout the development process (Amerta).

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According to Bessette (2004), Participatory Communication Development is a planned activity that is based on participatory processes on the one hand and the use of face-to-face communication and communication media on the other. Its purpose is to facilitate dialogue between various stakeholders, such as in the formulation of problems or goals of joint development, development and implementation, or description of a set of activities that contribute to finding solutions that are supported by both parties.

According to Bessette (2004), previous experience (lessons learned) demonstrate the significance of concentrating on processes that are interactive and participatory as opposed to information production and dissemination outside of community processes.

### **Marketing Communication Mix**

Kotler says that five marketing communication models are combined in the marketing communication mix: publicizing, deals advancement, advertising, individual deals and direct showcasing (Budiwan, 2005).

a) Advertising: All non-personal presentations and promotions of ideas, products, or services paid for by a specific sponsor are considered advertising. Advertising has become the primary means of communication in today's advanced and complex society, particularly in the business sector. One of the most well-known and frequently discussed forms of marketing is advertising. Advertising in the mass media has the advantage of attracting consumers' attention, particularly for products whose advertisements are well-known or well-liked.

b) Sales promotion is a method of directly persuading customers through the use of a variety of incentives that can be controlled to encourage customers to buy products right away or to increase the number of products they buy (Hermawan, 2012). As a means of communicating marketing messages, sales promotions and exhibitions are having a short impact in an effort to influence consumer attitudes toward purchasing. This presumption departs from the common practice of people who buy something to not anticipate a sudden event; this is what will occur with the sale made through this facility.) 2006 Prisgunanto).

c) Publicity and public relations. A company's comprehensive communication strategy to influence the perceptions, opinions, beliefs, and attitudes of various groups regarding the business is known as public relations (Hermawan, 2012). Public relations, according to Cutlip, are a deliberate effort to influence opinions through ethical behavior and mutually beneficial two-way communication (Morrison, 2010). One action that is much of the time completed by advertising is exposure, which is the action of putting news about an individual, association, or organization in the broad communications. To put it another way, publicity is the effort made by individuals or organizations to have their activities reported on by the media. Exposure underscores one-way correspondence while advertising is two-way correspondence. Publicity is a tool in public relations activities, but without it, public relations cannot accomplish much (Morrison, 2010).

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d) Personal Deals. William G. Nickels defines personal sales as a face-to-face interaction between people with the goal of developing, perfecting, mastering, and maintaining a relationship that benefits both parties (Hermawan, 2012). The company uses personal sales to get in touch with potential customers directly. It is anticipated that an entrepreneur or business will have a positive relationship or interaction with its customers as a result of this direct contact. Customers will be more strongly influenced by direct contact. Personal sales include the following (Gitosudarmo, 2012): Direct selling, mail-order, telephone, and door-to-door sales

### **Direct and interactive marketing**

Direct marketing is an approach to marketing that doesn't require companies to use distribution channels or marketing communications in any way. This lets businesses come up with their own strategies for dealing with customers (Hermawan, 2012). Driven by propels in correspondence innovation, it is presently as of now easy to impart intelligently through the broad communications, for this situation, the primary thing is through the web. It allows users to participate and modify the form and content of information at that time by using World Wide Web facilities (www). This allows reciprocal information to flow (Genggong: 2018). Not only have businesses' business and marketing strategies changed as a result of the internet's presence, but so have their marketing communication tools as well. Companies are able to provide customers with information and interact with them through these facilities on the website.

## **METHOD**

The Seven Regencies of Buleleng, Tabanan, Gianyar, Bangli, Klungkung, Karangasem, and Jembarana are the focus of this study, which is carried out in the Province of Bali. Because qualitative research offers advantages like "1) flexibility in following unexpected ideas during research and a more effective exploration process," this study employs a qualitative descriptive approach. 2) is sensitive to the circumstances; 3) being able to investigate symbolic dimensions and social comprehension; 4) expand possibilities: a) to establish empirical support for new theories and concepts; b) to conduct longitudinal and in-depth research on existing phenomena; and c) to make the information more useful and interesting to practitioners. Conger, 1998, Bryman et al, 1988, Alvesson, 1996 (Ospina in Gunawan, 2009)". As a result, it is anticipated that this study will be able to thoroughly investigate, investigate, and explain the phenomena in order to accomplish the goals of the study.

In 2008, Bungin) expressed that subjective information assortment utilized observational strategies from subjective practices, for example, top to bottom meetings (participatory onlookers) and center gathering conversation (FGD). Data collection methods were used in this study. are: In-depth interviews with a number of pre-approved informants; Participatory observation, in which the research observes directly in the field to gain a better understanding of how the Bali Mandara Program, particularly Gerbangsadu, Simantri, and Home Renovation, is implemented; Seven Regencies in Bali Province to learn about the constraints, obstacles, opportunities, and challenges of each region; The



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documentation method involves gathering information through research on related documents in order to provide data for this study's analysis. The Seven Regencies in Bali can provide important documents for this study; FGD (Center Gathering Conversation) is a restricted gathering conversation with a few strategy entertainers to further develop information and data and simultaneously a really taking a look at interaction of triangulation of information that has been gathered; A Peer de Briefing is a conversation with observers or researchers who are familiar with the Bali Mandara program. In order to achieve perfection in the process of data reduction and analysis, this method is used.

## **RESULTS AND ANALYSIS**

### **The Meaning of the Bali Mandara Program in the Communication Development Perspective**

Communication development is either a method that must be followed or a tool for involving the community in the process of development. Therefore, a communication development strategy is necessary for community participation in community development programs. The advancement of development is the goal of communication development. The most crucial component in the development of communication is motivation. Inspiration is connected with whether the local area has interests and advantages from the improvement program declared by the public authority.

There are two possible interpretations of the term "communication development": The role and function of communication (as an activity of reciprocal message exchange) among all parties involved in the development effort is included, broadly speaking, in communication development; especially between the community and the government, from development planning through implementation and evaluation. In a narrow sense, communication development encompasses all efforts and methods, as well as ideas-delivery strategies and development skills originating from those who initiate development and aimed at the general public. According to Gumilar (2008), the objective of the activity is for the intended community to comprehend, accept, and participate in the implementation of the presented concepts.

In his work, Schramm (1964) figured out the principal errand of correspondence in a social change for public turn of events, to be specific:

- a) Informing the community about the state of the nation so that it can focus on the need for change, the opportunities and means of making changes, and the aspirations of the nation.
- b) Providing opportunities for the general public to participate actively in the process of making decisions, broadening the scope of the conversation to include all parties involved in the process of making changes, enabling community leaders to lead and take into account the viewpoints of the general public, and establishing a system of information flow that is fluid from the top down.
- c) Educating workers who are needed for development that helps people change their lives.



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Based on the Bali Mandara program's vision and mission, which set out to make Bali advanced, safe, peaceful, and prosperous, the planning for the Bali Mandara program actually follows a clear path. Through effective communication, the development program will be able to complement the vision and mission. The Simantri program also includes mission translation to create a cultured, metaksu, dynamic, advanced, and contemporary Bali.

The goal of improving the quality of human resources begins with economic growth and gives the community a sense of security. People who did not previously have a suitable refuge will feel more secure as a result of programs like Home Renovation. The community can concentrate on struggling to meet its financial obligations by instilling a sense of security. In contrast, the Gerbangsadu program is a continuation of the effort to create a spiritually and physically prosperous Bali. Building the community's quality of life precedes building the economy. As a means of boosting community motivation and encouraging the growth of small and medium-sized businesses, media in the form of financial assistance is the appropriate course of action.

The vision and mission that has been figured out should be deciphered through understanding by all components in the Balinese society. Accommodation of data, determination of correspondence media, and ways of conveying it is a method for orchestrating the execution of the vision and mission to accomplish the ideal objectives and goals.

#### **Implementation of Participatory Communication development in the Bali Mandara Program**

As per Bessette (2004), Participatory Correspondence improvement is an arranged movement that depends on participatory cycles from one viewpoint, and the utilization of eye to eye correspondence and correspondence media then again, determined to work with in the middle of between various partners, which rotates around the detailing of joint improvement issues or goals, creating and carrying out or portraying a bunch of exercises that add to finding arrangements that are mutually upheld.

According to Bessette (2004), previous experience (lessons learned) demonstrate the significance of concentrating on processes that are interactive and participatory as opposed to information production and dissemination outside of community processes. This indicates that a paradigm shift in how communication is viewed in light of current developments is required. At the same time that the dominant paradigm is waning, a new hope is emerging, in which the development process itself must begin with the community as its primary spirit and communication is more focused on processes that enable the community to be more actively involved.

The awareness theory presented by Freire (1984), which asserts that humans are a form of ideas, awareness, life goals, fear, frustration, hate, love, habits, deep feelings, pride, and prejudice, is closely related to the interactive process and participation that involve the community in communication development policy-making. If a person loses the ability to choose, if the choice is made by someone else, and if the decision comes from outside and is not his own, then the person is not human. This

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theory of awareness is connected to the process of strengthening the community as a subject rather than an object when developing development policies and communication in its entirety.

As a result, the community plays a significant role in the invitation to participate and empowerment as a process of environmental awareness. In addition, Freire asserts that the dialogue process, which is a continuous two-way communication process that seeks an understanding in order to establish awareness, is the concrete form that the awareness process can take. Those who engage in conversation will become aware of this. Insofar as their participation has a positive impact on development, these parties can be members of the community or government institutions. In order to achieve sustainable participatory communication development, policymakers and researchers will collaborate well with community groups, active community groups, local or regional government officials, NGOs, government technical officers, or other community-based institutions.

People in the community who are the focus of the Bali Mandara program are still in their productive years, have a low average level of education, have a social life that is influenced by and grouped around social groups, are typically not well-versed in information technology, and only share information that is useful or related to personal interests or as entertainment for themselves.

There are three parties involved in the flow of information dissemination: target objectives, target audiences, and group targets. The party that is aimed at obtaining or carrying out the Bali Mandara program is the target objective, which takes the form of a segment of society. An objective item is an individual or gathering who is the end parties who are in direct contact with where the program is going. The people who can have an effect on the target object either directly or indirectly through the information are the target audience. The ideal interest group can impact the course of data spread effectively and inactively. The main goal is to make people aware of information. A target group is a group of people who will help spread information during the program's implementation. The parties involved in the planning, dissemination of information, implementation, and supervision of the Bali Mandara program constitute the target audience.

In light of this, the following alternative participatory communication development strategy for promoting the Bali Mandara program is available:

a) A media-based strategy the selection of the media at least targets the three parties listed above. The installation of billboards on permanent poles in front of each village's prebeker (village leader) office is the most accessible form of media in each region. Bulletins are the most straightforward and least complex media in passing on data. The issue is the area and presence of the announcement. Permanent billboards with a printed version of the display that uses simple, visual language will make it easier for the target group to start communicating information and raise awareness of the target objective and audience.

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After Tri Sandhya was announced, additional media included the installation of advertisements that were broadcast through loudspeakers in each banjar (neighborhood) and optimizing the community's strength by allowing members of the sekeha (village group) to participate in information dissemination.

b) The instructional design strategy this strategy can be implemented by involving the audience that will be responsible for disseminating the information to the intended audience. The process of forming groups that are capable of being appropriate and effective information disseminators is the basis of this instructional design strategy. They are "right" in that they are able to convey information completely, clearly, and in accordance with the actual source of the information. "Good" refers to their ability to communicate in a language that is easily digested by the listener. "Right" refers to their ability to package the information in an appealing manner and manage to get the attention of the listener.

Practically speaking, this procedure is exceptionally reliant upon the capacity of town pioneers to impart. If the village apparatus is able to communicate effectively, this tactic will be successful. If it is determined that the village apparatus does not possess this capability, it can be accomplished by locating local favorites.

a) Participation strategy this can be done by going to a target and bringing direct evidence from people who have done the program well. By providing testimonials from individuals who have successfully implemented the program, the participation strategy aims to fill in the gaps. Moments of testimonials are combined with interactions in the form of debate and the sharing of program-related tips and tricks. As a form of appreciation and motivation for the goals, this strategy can also be implemented by holding the best group selection for the Simantri and Gerbangsadu programs from the village to the provincial level. The goal of this strategy is to get the target market to interact with it and feel something for it. When information can psychologically touch the target, it will be more effective.

b) Integrated marketing communication This strategy incorporates a number of promotional activities into one. Integrating, aligning, and linking activities to one another in order to foster collaboration among all activities is essential to the implementation of this strategy.

1) Marketing: The aim of advertising is to raise awareness. The target audience's desire to seek out additional information will be fueled by awareness. Repeated advertisements will inadvertently become ingrained in the mind of the intended audience as a backup of the information that is used in times when the memory of the information is stimulated. Advertisements can assist in the repetition of information to the target audience for group targets. The following media can be utilized: 1) Establishment of super durable announcements with appealing appearance, variant, and language that is put before the prebekel office; ( 2) After Tri Sandhya is echoed, advertising spots are broadcast through loudspeakers typically located in the banjar; ( 3) Working with the school to collaborate by spreading word about the Bali Mandara program. Example: Students are given group projects to look at how well the Bali Mandara program works in their village. Despite the fact that it doesn't give an immediate impact, school understudies as main interest groups will be a wellspring of data for the

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general climate to disperse data; ( 4) Advertisements through videos uploaded to official government Instagram accounts and Facebook.

2) Promotion of sales: a method of direct persuasion that involves the use of a variety of incentives that can be controlled to either increase the number of goods purchased by customers or immediately encourage the purchase of products (Hermawan, 2012). For instance, one thing that can be done is to ensure the Simantri group that the byproducts—such as fertilizer, biogas, and bio-urine—can be distributed as part of sales through designated distributors or other parties so that farmer groups are not confused when processing those byproducts.

3) Individual sales: William G. Nickels defines personal sales as interactions between individuals who meet face-to-face with the intention of establishing, enhancing, mastering, and sustaining exchange relationships that are mutually beneficial (Hermawan, 2012). This activity focuses on the human resources involved in practice. The ideal way to carry out this activity would be to involve the members of the Bali Mandara program team, village officials, and those who have successfully implemented the program by providing testimonials, participating in discussions, and imparting advice on how to run it. In order to better reach the intended audience, it is anticipated that this activity will serve as a medium for two-way communication.

4) Publicity: is a personal form of communication with audiences that aims to change the target's thoughts, feelings, and perceptions. Activities that can be carried out in practice include:

a) Information from word-of-mouth (WOM) this can be accomplished with the assistance of preference groups through the media, such as the gathering of PKK mothers, regular monthly programs for mutual cooperation, or other regular activities at the village and banjar scales.

b) Using sporadic community power or community marketing Solidly by utilizing the force of gathering pioneers, for example, sekaha subak, sekeha gong, sekeha Santhi, and others to impart data among them with the expectation that data will likewise spread in the environmental factors of each and every person locally.

c) Publicity connected with the Bali Mandara program can likewise be completed on the authority site of the Bali commonplace government, the Bali common government Facebook account and through the common government Instagram record of the Bali government.

d) Factor: is a program and activity intended to generate program-related interactions. When it comes to disseminating information about the Bali Mandara program, this kind of activity has proven to be the most successful in reaching both the intended audience and the intended objective.

The selection of the media that focuses on the three parties involved in the process is emphasized in the participatory communication development strategy. In practice, a measuring instrument in the monitoring phase and continuous, sustainable cooperation and integration of all parties involved can lead to new communication development.

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If they are able to be harmoniously incorporated into each component that will run them, then the development strategies for participative communication will produce the best results. Each component in an orchestra performs a distinct function but cannot function on its own. Integration of all components is required. Similarly, the growth of participatory communication. As a whole, each component has an impact on the others and will not produce optimal results if it does not work together.

## **CONCLUSION**

In its efforts to socialize or disseminate information regarding the Bali Mandara program, the Bali Provincial Government, and in particular the Public Relations Bureau of the Bali Provincial Secretariat, has implemented a variety of communication development strategies. The following are examples of various means by which such information can be disseminated:

1. Press Tour,
2. Simakrama,
3. Video Conference,
4. SMS Center,
5. Bali Podium for Free Speech (PB3AS),
6. Dissemination Through Print and Electronic Mass Media,
7. Dissemination of Bali Mandara through the Sub Division of Monitoring and Evaluation (Monet), and
8. Social Media Facebook and Instagram

The Public Relations Bureau has also established Bali Mandara's information ambassador through the Bali Mandara speech contest, in addition to the methods described above for disseminating information. It also appears that this program went well. Both in soft copy and hard copy of the documentation section, which is made up of the administration and documentation sub-section, all of the aforementioned methods of information dissemination have been thoroughly documented.

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