

JOURNAL OF PROCEEDINGS
SOCIAL SCIENCE AND POLITICAL SCIENCE
DHARMAWANGSA UNIVERSITY

**RELATIONSHIP BETWEEN GENDER AND THE VILLAGE OFFICIALS OF
KOTA RANTANG VILLAGE, HAMPARAN PERAK, DELI SERDANG
IN DELIVERING VILLAGE DEVELOPMENT PROGRAMS**

Nabila Afifaturraihana Hasibuan

Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatera Utara, Indonesia
nabilaafifahasiswa@gmail.com

Abstract

In North Sumatra there are 6,132 villages, one of which is Kota Rintang Village, which is a disadvantaged village with a Development Village Index (IDM) value of 0.5105. This study aims to look at the gender relationship with the ability of village officials in Rintang City to deliver village development programs. The Development Communication carried out by the Rintang City Village apparatus in this case plays a major role in the message (village program) that is to be conveyed to the community as a bridge so that the message is conveyed in simple and easy language for the Rintang community. This research method is quantitative with purposive sampling and accidental sample techniques. The research sample consisted of 99 respondents from the Kota Rintang Village community. Intermediaries to convey development messages are 1) Perwiratan, 2) Community leaders, 3) Farmers' groups, and 4) PKK women. The single analysis table consists of gender and agents of development messages. Double table analysis looks for the relationship between gender and the ability of village officials to deliver village development programs. The results showed that there were more men (57 people = 57%) than women (42 people = 42%) who became the research sample. This shows that the dominant people who filled out this questionnaire were men. Delivery of development messages is categorized as 1) Not often (6%), 2) Sometimes (9%), 3) Quite often (27%), 4) Often 45%, 5) Very often 12%. Double table analysis shows that the female sex plays a greater role in implementing village development programs than men with the following categories, respectively: unable (pr = 0%, lk = 0%), underprivileged (pr = 2.4 %, LK = 3.5%, quite capable (PR = 7.1% , LK = 35.1% , able (PR = 69% LK = 38.6%) , very capable (PR = 21.4%, lk = 22.8%).

Keywords: Development Communication, Gender, Rintang City Village, Abandoned Village

Introduction

Development is a continuous process or series of activities to continue to bring about changes in society to improve the quality of life. These changes are not natural or given, but a conscious and planned process. Development in Indonesia since 2004 has given the freedom and interests of the regions to regulate and manage their respective regions. Based on Law NO. 32 of 2004 Article 1 paragraph (5), Regional autonomy is the right, authority and obligation of an autonomous region to regulate and manage its government affairs and the interests of the local community in accordance with statutory regulations.

North Sumatra has an area of 72, 981.23 km² [2] Based on the population census (September 2020) there are 14.80 million people Data from the population census North Sumatra Province has 8 cities, 25 districts, 6132 villages [3] [4]. Efforts and Strategies to Realize an Independent Prosperous Village Law No. 6 of 2014. This law provides recognition for village

authorities to organize government, manage financial resources, and village assets so that villages become independent and prosperous.

Law No. 16 of 2014 article 1 paragraph (8) states that Village Development is an effort to improve the quality of life and life for the greater welfare of the village community. Implementation of development requires many things, including communication called development communication. Development communication plays a major role in society, especially in conveying ideas or ideas that have been planned to the community. These ideas and ideas must be clear and easy to understand.

Kota Rantang Village is a name that was formerly formed because of the tradition of the activities of residents around the village as workers in the PTPN II plantation. Previously, before Indonesia's independence, the village became one of the largest areas for exporting Deli tobacco to foreign countries. The farmers have a habit of bringing provisions with them, not in rice paper containers or other containers for provisions, but using RANTANG which has a practical and multi-filled container. Rantang is an option so they can share and feel a sense of belonging like family.

Farmers hung a large number of baskets under large trees. Apart from that, why did the village have the additional word "KOTA" and become the village of Kota Rantang, because a large number of baskets seemed to describe a large number of urban people. (Results of Interview with Mr. Anjas, as Head of Hamlet V of Kota Rantang Village 04 June 2021). Kota Rantang Village is headed by Mr. Ngatino and has seven village apparatuses namely the Government, Welfare, Service, Affairs (Administrative and General) Affairs, Planning Affairs, Financial Affairs and Secretariat. Sections collaborate in running village governance by disseminating policies and programs. This aims to facilitate village officials in realizing better village development.

Based on data from the Central Statistics Agency for 2021, North Sumatra has 6,132 villages. Currently, according to the 2019 village development index data, North Sumatra has 4 independent villages, 121 developed villages, 1,889 developing villages, 1,498 underdeveloped villages and 433 villages with very underdeveloped status. [4] [5]. The data above shows that North Sumatra has 6,132 villages, one of which is Kota Rantang village. This village is included in the underdeveloped village category, based on IDM data (Developing Village Index) with a value of 0.5105.

Development communication plays a very important role in conveying messages, especially in terms of the process of conveying development ideas and ideas is urgently needed by development communication as a medium in simplifying words or sentences to be understood by the community and fostering, mobilizing and maintaining community participation in development to participate in development. The communication strategy undertaken to increase community participation in village development begins with laying the foundation for community analysis skills through education and training so that they are able to recognize village problems and potential, as well as the benefits of the development that will be carried out.

Rantang City Village officials as pioneers who play an important role so that the message is conveyed evenly to all the people of Rantang City Village The communication strategy undertaken to increase community participation in village development begins with laying the foundation for community analysis skills through education and training so that they are able to recognize village problems and potential as well as the benefits of the development that will be carried out. Researchers want to see the relationship between gender and the ability of Rantang City Village officials in delivering village development programs.

Research Methods

The research method is a systematic procedure used to obtain data or information related to the problem under study to provide a solution or alternative solution to the problem. The study of communication science communication research methods is defined as a procedure or scientific way of conducting research in the field of communication to find new things, prove and test previous research or the development of communication science (Pujileksono, 2015: 4).

"Correlational research aims to investigate the extent to which variation in a variable is related to variations in one or more other variables based on the correlation coefficient with this quantitative approach intended to see a relationship between two or more variables (Arikunto, 2013: 247-248)" "Quantitative method, meaning that this research is used to find new knowledge, starting from research data in the form of numbers processed and analyzed using statistics (Sugiyono, 2013: 7)."

The population in this study were the people of Kota Rantang Village aged 18-50 years. Kota Rantang Village is one of the underdeveloped villages in North Sumatra. Population data was taken at the end of September, in which there are seven hamlets that have 6,145 inhabitants with 1,784 households based on the recapitulation of the population of Kota Ranta Village, the population of which is predominantly Javanese and Banjar. Kota Rantang Village is one of the villages in Indonesia which is still classified as underdeveloped in Hamparan Perak District, Deli Serdang Regency, North Sumatra Province. Kota Rantang Hamparak Perak Village, there are seven hamlets with the population in each hamlets as follows:

No.	Dusun	Jumlah Penduduk Setiap Dusun
1.	Dusun I	1.435
2.	Dusun II	249
3.	Dusun III	69
4.	Dusun IV	764
5.	Dusun V	1.140
6.	Dusun VI	1.312
7.	Dusun VII	1.176
Total Jumlah Penduduk		6.145 jiwa

The sample according to Arikunto (2013: 174) is part or representative of the entire population to be studied. The number of samples in this study was determined using the Taro Yamane formula:

$$n = \frac{N}{N(d^2) + 1}$$

The description of the formula includes the following:

N = Total Population

n = Number of Samples

d = Precision (used 90% or sig 0.1%)

Based on the formula above, this research requires a sample of:

$$n = \frac{6.145}{6.145 (0,1)^2 + 1}$$

$$n = \frac{6.145}{54,5}$$

$$n = 99$$

The sample to be examined in this study were 99 people

Sampling was carried out using the Proportional Stratified Sampling technique. The strata referred to in this study are Hamlets I, II, III, IV, V, VI, VII. The number of samples in each hamlet is taken proportionally using the proportional allocation formula (Yunianto, 2013: 73):

$$ni = \frac{Ni}{N} \times n$$

Based on the formula above, this research requires a sample of:

ni: Number of sample members by stratum

n: The total number of sample members

Ni: Number of members of the population by stratum

N: The total number of members of the population

From the results of the formula above, the samples to be taken in each hamlets are as follows:

$$\text{❖ Dusun I: } \frac{1.435}{1.645} \times 99 = 23 \text{ orang}$$

$$\text{❖ Dusun IV: } \frac{764}{1.645} \times 99 = 12 \text{ orang}$$

$$\text{❖ Dusun II: } \frac{249}{1.645} \times 99 = 4 \text{ orang}$$

$$\text{❖ Dusun V: } \frac{1.140}{1.645} \times 99 = 18 \text{ orang}$$

$$\text{❖ Dusun VI: } \frac{1.312}{1.645} \times 99 = 21 \text{ orang}$$

$$\text{❖ Dusun III: } \frac{69}{1.645} \times 99 = 2 \text{ orang}$$

$$\text{❖ Dusun VII: } \frac{1.176}{1.645} \times 99 = 19 \text{ orang}$$

The total number of samples taken was 99 people

The sampling technique in this study is *purposive* and *accidental sampling*. Purposive sampling is a data collection technique with certain considerations based on the researchers' objectives (Sugiyono, 2016: 85). Accidental sampling is a sampling technique based on coincidence, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. In the accidental sampling technique, sampling is not predetermined. Researchers just collected data from the sampling unit that Sugiyono met (2012 in Meidatuzzahra, 2020:20 - 21). Researchers used purposive and accidental sampling techniques

with the following criteria: 1). Respondents are the people of Kota Rantang Village, 2). Respondents aged 18 – 50 years. 3). Respondents are involved in development communication.

Data collection techniques in this study there are two data collection 1). Literature study This research was carried out by collecting literature and supporting reading sources such as books, journals, theses on the same theme, online media, and others, readings that can fulfill and obtain a theoretical review. 2). Field research This research was carried out directly with field research by conducting a survey to the location to find answers directly by filling out the questionnaire given to the respondents. The questionnaire is a research instrument in the form of a list of questions arranged systematically which aims to obtain answers from respondents (Ainun, 2021:27). The research uses a closed questionnaire type where the answer to each question is to fill in a rating scale, the respondent only has to choose it directly (Sugiyono, 2008: 35).

Data analysis techniques the process that must be carried out in analyzing the data is examining the existing raw data, compiling it in tabular form and then processing or analyzing it either manually or with the help of a computer (Nazir, 1983:405). The results of data analysis will show the relationship or influence of one phenomenon to another, in this case the independent variable and the dependent variable.

Results and Discussion

The initial stage in this research is discussion starting with explaining to the supervisor the topic or title that will be raised in this research. The research location is Kota Rantang Village, the researcher explains the conditions, activities, periodic events that are carried out every month or year. Permits and confirmation from the officials of Kota Rantang Village were important factors in choosing a research location to be a place of observation. The Head of General Affairs Researcher, namely Sela, and detailed explanations were submitted to the village head together with Mr. Ngatino so that the village was chosen as a research location.

In the next stage, the researcher completes the data for classifying the characteristics of the respondents both in terms of age and gender, and education level, formulates and creates a questionnaire to distribute to the respondents. Researchers held meetings with village officials to discuss technical data collection. The village officials gathered the hamlet heads, then the researchers explained the aims and objectives of the research, discussing the techniques for distributing the questionnaires. After that, the researcher was assisted by village officials and the hamlet head distributing questionnaires to the community, according to the number of samples from each hamlet. Due to the Covid-19 situation, village officials called the community in turn to come to the village head's office. Researchers gave questionnaires to the people who came to the village head's office. Researchers gave time to the community to fill out the questionnaire. Re-collection of the questionnaire was carried out after 1 to 2 weeks after completing the questionnaire.

Research in implementation certainly has stages, starting with formulating a problem to making a research concept. Research in implementation certainly has stages, starting with formulating a problem to making a research concept. The results of a study are data that are important factors in research as a reference or observation results from selected samples, data that has been collected, processed, analyzed, and obtained results. Data collection begins by looking for

various references for researchers in the process of collecting data in this study including books, electronic journals, and trusted sources from websites on the internet.

This field research the questionnaire consisted of 23 questions that summarized the dependent and independent variables, each question was prepared using language that was easy to understand to avoid double meanings by the respondents. Questionnaires were distributed to 99 respondents, namely the people of Kota Rantang Village. Researchers chose 99 respondents and had completed the requirements to be the research sample, with ages between 18-50 years. Questionnaires were given to the community. Researchers try to explain directly how to fill in and how to choose answers listed with multiple choice questions.

Stage of data processing techniques. At this stage the researcher collected raw data from the answers of 99 respondents. The raw data obtained is processed to make it easier for researchers to analyze the data. Researchers carry out other stages as follows:

1. Questionnaire Numbering

The numbering of each questionnaire was carried out to make it easier for researchers to process data at other stages, and ensure that they have collected the 99 data needed. The number made in the questionnaire from the numbers 1 to 99.

2. Editing

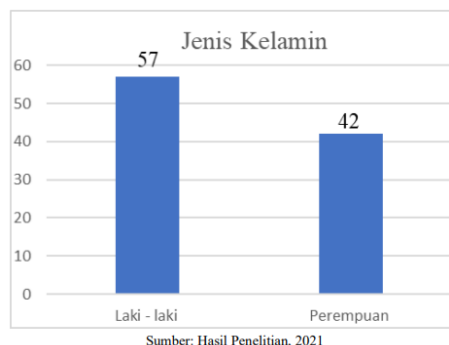
Editing is the process of correcting and re-checking the answers to the questionnaire. This process can see the answer choices repeatedly or do not fill in, thus clarifying each answer given by the respondent, so that it can facilitate data processing and coding the answers to the questionnaire.

3. Coding

Coding is coding the data of respondents' answers with code numbers 1-5 on a Likert scale. The size of the value of the code number on the Likert scale 1 – 5 is (5), Strongly Agree (4), Agree (3), Simply Agree (2) Less Agree (1) Disagree so that this process makes it easier for researchers to calculate and test answers.

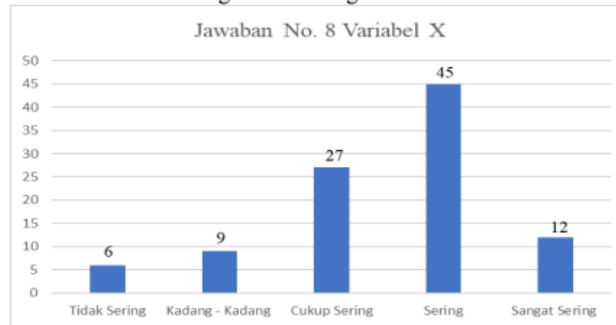
4. Single Table Analysis

Single table analysis was carried out to view and categorize the results of answers to each question or responses to research results obtained from each question in the questionnaire relating to operational dimensions and definitions which are presented so that researchers can easily read and understand. The analysis in this study included the characteristics of the respondents, and the results of the respondents' answers to the question of the independent variable Gender and the dependent variable The ability of Rantang City Village officials to deliver village development programs.



The characteristics of respondents based on gender are explained by the bar chart in diagram 4.2 above, showing that with a total of 99 respondents divided into two genders, namely male and female. In male gender with a percentage of 57% or 57 people and women with a percentage of 42% or 42 people. The picture above shows that the dominance of those who fill in this questionnaire are men with a percentage of 57 people.

Diagram 4.12 Perantara Penyampaian Program Pembangunan Desa.



Sumber: Hasil Penelitian, 2021 (Data Telah Diolah).

Intermediary delivery of village development programs. The communicant according to (Kurniati 2016:4) is someone who receives messages from the communicator. The roles between communicators and communicants here are dynamic, where they can be dynamic in the sense that they take turns giving messages. Village officials do not gather in large numbers when conveying the community development program but will call representatives as intermediaries to convey the message of the development program. The researcher chose message intermediaries including government officials, community leaders, farmer groups, and PKK mothers who were categorized into five categories, namely not often with a percentage of 6%, sometimes 9%, quite often 27%, often 45%, very often 12%. It can be concluded that the four intermediaries often convey the messages of the Rantang City Village development program to the entire community

5. Cross Table Analysis

Cross table analysis was carried out in order to find out whether the independent variable indicators with one indicator of the dependent variable have a relationship. From this analysis it can be seen whether the variable is positive or negative (Singarimbun, 2008:273). Variables that are crossed with the independent variable Gender and the dependent variable The ability of the Rantang City Village apparatus in delivering village development programs.

Tabel 4.5 Hubungan Antara Jenis Kelamin dengan Kemampuan Aparat Desa Kota Rantang dalam Menyampaikan Program Pembangunan Desa.

		Kemampuan Aparat Desa Kota Rantang dalam Menyampaikan Program Pembangunan Desa Kota Rantang.										Total
		Tidak Mampu		Kurang Mampu		Cukup Mampu		Mampu		Sangat Mampu		
Jenis Kelamin		F	%	f	%	F	%	f	%	f	%	
Laki-laki		0	0	2	3,5 %	2	35,1 %	2	38,6 %	13	22,8 %	57
Perempuan		0	0	1	2,4 %	3	7,1 %	2	69%	9	21,4 %	42
Total												99

Sumber: Hasil penelitian 2021, (data telah diolah).

Based on Table 4.5, it explains that the community assesses the ability of village officials to deliver development programs for the village of Rantang City, based on gender for males with a percentage of 38.6% or a frequency of 22 respondents. In the implementation of village development, men will play a much greater role, but to convey information evenly, of course, women play a very important role in this matter with a percentage of 69% or a frequency of 29 respondents. Moving alone without collaborating with each other's roles, of course, the goal will take much longer to be realized.

Conclusion

The development communication process carried out by village officials involves the community in the development stages of the planning, implementation and evaluation processes. Based on the research that has been done, it shows that Development Communication plays a very important role in the communication process between village officials and the people of Rantang City Village to bridge village development program messages. Efforts and Strategies to Realize an Independent Prosperous Village Law No. 6 of 2014. This law provides recognition for village authorities to organize government, manage financial resources, and village assets so that villages become independent and prosperous. Kota Rantang Village is considered capable based on gender for males with a percentage of 38.6% or a frequency of 22 respondents. In the implementation of village development programs, men will play a much greater role, but the information to be conveyed evenly based on the data above shows that women play a very important role in this matter with a percentage of 69% or a frequency of 29 respondents. Moving alone without collaborating with each other's roles, of course, the goal will take much longer to be realized.

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