

MASS MEDIA CONTRIBUTION TO SUPERVISION OF HEAD OF VILLAGE PERFORMANCE IN VILLAGE FUND MANAGEMENT IN KONAWE REGENCY

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Abstract—This research aims to determine and analyze: (1) mass media contribution to supervision of the village fund management in Konawe Regency. (2) performance of village heads in the village fund management in Konawe Regency. (3) any factors giving effects on the performance of village heads in the Village Fund management in Konawe Regency. This research used qualitative method. Data collection techniques used (in-depth interview, document study, observation and FGD. The research informants consist of village heads using snowball sampling approach and purposive approach is used for the informants from OPD in Konawe Regency. Data analysis used interactive model data analysis. Results of the research show that contribution and functions of mass media in supervision of the Village Fund management in Konawe Regency can be realized by: (1) warning supervision of function, instrumental supervision of function, interpretation and linkage functions (2) performance of village heads in the Village Fund management in Konawe regency can be realized by supports of some indicators namely input indicator, output indicator, outcome indicator and impact indicator. (3) the factors giving effects performance of village heads in the management of village fund in Konawe Regency include motivation factor, ability factor and work environment.

Index Terms— Mass Media, Supervision of Performance, Village Fund Management

1 INTRODUCTION

An expectation to realize a prosperous, advanced, independence and democratic village requires budget in community development and empowerment in a village. The budget is regulated in the Regulation of Government Number 22 of 2015 concerning Village Fund which the source is taken from State Budget. It is stated that village fund is a fund which its source is from State Budget which is allocated for village and it is transferred by Regency/City Budget. Management of village fund is relevant with the Regulation of Minister of Domestic Affairs number 113 of 2014 concerning Guidance of Village Fund Management stating that village fund management is started from planning, implementation, administration, reporting and accountability. All of the fund management processes must be based on the principles of transparency, accountability and participative. In village fund management, it is required to be an aspect of good governance in which one of its pillars is transparency so the public can know the government performance.

Head of village in VF management is obliged to use VF optimally in activities of village facility and infrastructure construction, village community empowerment and village community guidance. Maximal use of VF encourages the achieve-

ment of head of village or village government performance in VF management. This is relevance with the organizational performance according to Bastian (2001: 33) namely quantitative and qualitative measures which describe achievement level of targets/goals, which is determined by considering the following indicator elements : (1) input indicators, (2) output indicators, (3) outcome indicators and (4) impact indicators. Head of village performance in VF management must be based on provision of VF management presented in the applicable regulations.

Empirically, phenomena of VF management in Konawe Regency can be presented quickly by role and function of mass media both printed and electronic as parts of the supervision in the implementation of central government program through national development and regional development as well as particularly village development. Such conditions show head of village performance in VF management is not yet based on the provision of applicable regulations.

One of the functions to be taken by mass media is supervising VF use so there is no misuse of VF by head of village. Mass media as a facility must always try to give supervision, critics, correction and suggestions to any issues related to public interests. Therefore, the use of VF has orientation to physical and non-physical development for public interest, so mass media must be presented as a social control for realizing optimal VF use and achievement of goals of village development, public empowerment and village community guidance.

Konawe Regency is one of the regencies in Southeast Sulawesi Province which gets Village Fund transfer from Central Government which its source is from State Budget. The dis-

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tributed (transferred) Village Fund is distributed to 24 sub-districts in 2015 namely Lambuya, Unaaha, Wawotobi, Ponedaha, Sampara, Abuki, Soropia, Tongauna, Latoma, Puriala, Uepai, Wonggeduku, Besulutu, Bondoala, Routa, Anggaber, Amonggedo, Asinua, Konawe, Kapoiala, Lalonggasumeeto, and Onembute sub districts. In 25 sub-districts, there are 241 villages which have accepted Village Funds in 2016-2017 to fund village development, public empowerment and village community guidance. It is also found out findings showing 4 fictional villages.

Phenomena of assumed fictional villages has potential for misuse of Village Fund in Konawe Regency as expressed by Keniyuga as Head of Community and Village Empowerment Office, Konawe Regency through printed media, as he said that: "the number of villages receiving Village Funds is recorded to be 294 villages, all of which are recognized to have legality. All of the villages in Konawe as the VF receivers are very clear. There are populations and its location as well as it meets administrative requirements for expansion. "How is it stated to be fictional, as I know, it can be said to be fictional if there is no location, population and government (Keniyuga Head of Community and Village Empowerment Office, Konawe Regency, Kendari Pos, 15 August 2019).

Related to the phenomena, performance of head of village in Konawe Regency in VF management in 2015-2019 is not based on the provision of applicable regulations related to the village financial management. The VF management tends to be ineffective since there are already planned work items such as village roads, quicker plate, bridge and construction of drainage which cannot be completed since the budget has run out off and cannot be accountable transparently to the village community.

The performance of the Village Government in the Village Fund management tends to be not as good as expected by the village community and by the provisions of the applicable laws and regulations related to the Village Fund management. The condition of the Village Fund management in Konawe Regency in 2018-2019 has not met the community expectations. This has been recognized by the public by the role of the mass media as an independent external supervision element in carrying out its function as a social supervision of .

Based on the aforementioned phenomena, the authors attempted to conduct a study to reveal holistic facts regarding the contribution of mass media to supervision of the performance of village heads in the Village Fund management in Konawe Regency in 2019. The formulation of the problem is: (1). how the contribution and function of the mass media in supervision of the Village Fund management in Konawe Regency are, (2) How the performance of the village head in managing the Village Fund in Konawe Regency are and (3). What factors determine the performance of the village head in the Village Fund management in Konawe District are.

2 LITERATURE REVIEW

2.1 Organizational Performance

Two previous concept definitions at least describe position of

performance and position of organization when the both concepts still apply separately. If combined, performance and organization concept form a new variable namely organizational performance which is an ability to conduct any determined tasks to the organizational appropriately in order to achieve the agreed targets. So, here it does not only prioritize on achievement of goals but also to the management process of sub-goals and evaluation results, intern conditions of the organization by effects of outside environment and labors or any involved parties.

Swanson as quoted by Keban (2004 : 193) stated that organizational performance inquires whether goals and mission of an organization have been based on reality of economic, political and cultural conditions or factors; whether it has leadership, modal and infrastructure to achieve the mission; whether policies, culture and its incentive system support the achievement of desired performance; and whether the organization has created and maintained policies of selection, training and its resources.

Organizational performance according to Bastian (2001:329) is an illustration of achievement level of task implementation in an organization as an effort to realize organizational targets, goals, mission and vision. The organizational performance is an illustration of organizational work results in achieving certain goals which certainly will be influenced by its resources owned by the organization. The referred resources can be in the form of physical one such as human resources and non-physic such as regulation, information and policies, all of which in order to obtain more understanding on any factors giving impacts on an organizational performance. The organizational performance concept also describes that each public organization gives service to the public and there is a measurement on its performance by using existing performance indicators to determine whether the organization has completed its tasks appropriately and to determine whether the goals have been achieved or not.

The organizational performance indicators according to Bastian (2001: 33) are quantitative and qualitative measures illustrating achievement level of the targets/goals which are determined by considering the following indicator elements, namely: (1) input indicators namely all of which required by the organization to be able to produce its products, both goods and service including human resources, information, policies and others. (2) Output indicators, namely something that is expected to be achieved directly from an activity in the form of physical or non-physical. (3) Outcome indicators, all of which related to the ultimate goal of implementing the activity. (4) impact indicators, namely the impacts which may be positive or negative at each level of indicators based on predetermined assumptions.

In the discussion of organizational performance, it always talks and distinguishes private organization and public organization. The indicators used to measure the organizational performance of private organization and public organization specifically can be said to be different. To distinguish certain organizations whether it is private organization or public organization, then it also uses different indicators.

Bastian (2001: 335-336) stated that there are 3 general indicators used as a measure of a profit oriented organizational performance, namely: (1) Effectiveness is the relationship between input and output which the use of goods and services are purchased by the organization to achieve certain outputs. (2) Effectiveness is the relationship between output and objectives, which effectiveness is measured based on the level of output, policies and procedures of the organization can achieve any predetermined goals. (3) Economical is the relationship between market and input, which the purchase of goods and services is made at the desired quality and the best possible price.

In relation to the organizational performance measures, Ruky (2001: 158-159) suggested that the assessment of organizational performance is an activity to compare actual results obtained with the planned ones. It studies organizational targets to be achieves, which have been fully achieved (100%), which are above the standard (targets) and which are below the target or not fully achieved.

2.2 Factors Determining Organizational Performance

Gibson (1987) explained that there are 3 factors that determine the performance (1) individual factors: ability, skills, family background, work experience, social level and a person's demographics. (2) psychological factors: perceptions, roles, attitudes, personality, motivation and job satisfaction (3) organizational factors. According to Mathis and Jackson (2001: 82) the factors that influence on individual workforce performance are: (1) abilities, (2) motivation, (3) the support they receive, (4) the existence of the work they do, and (5) their relationship with the organization.

2.3 Developmnet Communication Theory

Communication is a process delivering message from the communicator (message conveyor) to the communicant (receiver) by a channel (tool) and certain goals. So, in order to create an effective communication, any involved people in the communication can understand what they must do. This statement means that they must communicate since by the communication, there is an understanding on what will be done and how to do it. Communication serves importantly as an instrument to achieve success both individually and organizationally which is proven by results of a research by Berlo, et al (2010: 5) with conclusion that most successful individuals in the community are people with effective communication skill.

2.4 Mass Media Concept

Cangara (2002) stated that mass media is a tool used in delivering messages from sources to audiences (receiving) using mechanical communication tools such as newspapers, films, radio, TV. Two functions of the mass media are that they meet the need for fantasy and information. There is a relevant opinion, as stated by Rakhmat (2001), stating that mass media is an environmental factor that changes audience behavior through classical customization process, operant customization or imitation process (social learning). Two functions of the mass media are that they meet the need for fantasy and information.

Types of mass media consist of (1) Printed Media, such as: Magazines, Newspapers, Newspapers etc. (2) Electronic Media, such as: Radio, TV, Film or Video, etc., and (3) Cyber Media, such as: Social Media, Website, News Portal, Blog, etc.

2.5. Communication Action Theory

Habermas (2007) stated that communicative actions include 2 aspects, namely teleological aspect in realization of one goals (or in implementation process of his or her action plan) and communicative aspect which can be seen in interpretation of situation and achievement of agreement. In the communicative action, participants do their plan cooperatively based on shared situation definition. If the shared situation definition must be negotiated previously or if the effort to achieve agreement in the work frame of shared situation definition is failed, then the achievement of consensus can serve as its goals, since the consensus is the requirement for achieving goals. But, the success achieved by teleological action and consensus by achieving understanding is a criterion to determine whether the situation has been done and solved appropriately or not. Thus, the main requirement to achieve communicative action is that the participants do their plans cooperatively in action situation which is defined simultaneously. So, they can prevent themselves from two risks, namely the risk not to achieve the understanding (disagreement) and the risk of incorrect implementation of action plan (risk of failure).

2.6 Mass Media Supervision of Concept

George R. Terry (2006: 395) defined supervision as determining what has been carried out, which means evaluating work performance and if necessary, implement any corrective actions so that the work results are in accordance with the predetermined plan. A relevant opinion as expressed by Kertonogoro (1998: 163) stated that supervision is a process in which managers try to gain trust that the activities carried out are in accordance with their plans.

George R. Terry as quoted by Sujamto (1986: 17) stated that supervision is to determine what has been achieved, evaluate his superior, and take any necessary corrective actions to ensure that the results are in accordance with the plan.

2.7 Village Fund Concept

Village funds are one of the crucial issues in the village law because calculating the budget based on the number of villages, it is conducted by considering the population, poverty rate, area size, and geographic difficulty level in order to improve welfare and equitable village development. Thus, in order to carry out the village fund management, it is necessary for fostering, assistance and strict supervision of so that the implementation of village fund policies that aim to finance village government activities, village development, community development and village empowerment can be carried out properly.

and supervision of the government internally, for example from the sub-district government, district governments such as the Konawe Regency inspectorate, from the Village Community Empowerment Service and from the BPKP of South-east Sulawesi Province for the success of DD management. .

Apart from the internal supervision, there is also external supervision on the VF management in Konawe Regency, namely the VF supervision carried out by mass media such as printed media, electronic media and cyber media. The Supervision of VF management by mass media is a part of the implementation of mass media functions. Therefore, one of the functions of mass communication is supervision, because this supervision will make it easier to control any existing social activities in society.

5.2 Performance of Village Heads in VF Management in Konawe Regency

The study results try to present any facts related to the performance of village heads in Konawe Regency in the VF management. The performance of village heads related to the VF management is the ability of village heads to show their work results in the implementation of village development by using VF. The performance of village heads shows 3 main dimensions to be achieved namely success of the development in the field of village development implementation, in the field of village community empowerment and village community guidance. The performance of village heads in VF management in Konawe Regency prioritizes on the achievement of development based on the three aspects of development targets which have been determine in the Village Budget.

The performance of the village head in VF management is a reflection of all activities that have been planned and realized as stipulated in the Village Budget. The achievement of realization in the VF management is an expectation to be realized in order to achieve village development goals in each period of VF provision or use. There will be good performance of village head if all elements involved in the VF management can carry out their duties and functions properly and optimally to the orientation and achievement of the goals. Thus, the VF management can achieve optimal results if the village heads and officials simultaneously carry out the VF management by applying the principles of transparency, accountability, budget discipline, participatory and efficient and effective.

Results-oriented VF management will determine the achievement of targets as determined in the Village Budget. Through the performance of the village head in the VF management, there can be taken direct evaluation of the management process through 3 main dimensions which are the goals and objectives in the VF management in Konawe Regency. In addition, the performance of village heads in the VF management can be used as an evaluation material for the involvement of all elements of the village community in VF management.

The Village Fund management carried out by village heads and the activity implementation team (TPK) in Konawe Regency can be measured by its success in realizing development activity plans that has been set out in the Village Budget.

This performance focuses on the dimensions of target achievement and budget realization in accordance with the work plans in the field of village development implementation, village community empowerment and village community guidance. The performance of village heads in VF management can be expressed through 4 main dimensions, namely input indicators, output indicators, outcomes indicators, and impact indicators of the VF management on the progress of village development and improvement of the village community welfare in Konawe Regency.

5.3 Factoris Determining Performance of Village Heads in Village Fund Management in Konawe Regency

This study tries to disclose any empirical facts on the success of village heads in the VF management in Konawe Regency. The village heads and their officials including the activity implementation team must make efforts to realize the village development work plan that has been determined in the Village Budget. If the village heads and their officials are able to realize the development process with satisfactory results, it is a measure that the village heads in carrying out the VF management is supported by several factors. Thus, the success or failure of the village heads in the VF management is largely determined by internal factors and external factors.

The achievement of VF management carried out by village heads in Konawe Regency can be influenced by some factors namely motivation, ability, and work environment. The village heads in carrying out their duties, their function as the person in charge of activities and user of budgetary power can be achieved if they have a strong motivation or encouragement to promote the village where they lead. On the other hand, if the village heads do not have such motivation to promote the village and the community where they lead, then the VF management cannot achieve optimal development results.

The results of this study reveal the fact that one of the factors that can influence on the performance of village head in VF management is work environment. There will be optimal performance of village heads if there is a comfortable working atmosphere or environment, both from availability of supporting facilities and infrastructure, and a comfortable working environment as well as good interaction between fellow VF managers and the village community. The achievement of work results in the field of implementation of village facility and infrastructure development, village community empowerment and village community guidance can be determined by the work environment in the village.

The VF management requires facilities and infrastructure that can be used for smooth implementation of activities and requires good interaction or relations between village officials and activity implementation teams in the field. Thus, empirically, the result achievement of the village heads' works in the VF management can be influenced by comfortable and conducive work environment conditions.

6 CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Based on the results of research and discussion of the contribution of mass media to the supervision of the performance of village heads in the Village Fund Management in Konawe Regency, it can be concluded as follows:

- 1 The contribution of the mass media to the supervision of the VF management in Konawe Regency, basically serves as a means of social control in the supervision of optimization use of VF through village development activities, village community empowerment and village community guidance carried out by village heads.
- 2 The performance of the village heads in the Village Fund Management in Konawe Regency is achieved through input indicators, namely human resources, finance, services, facilities, infrastructure and supporting policies in VF management DD. The performance of village heads in VF management in the regency can be achieved because of the determined output as the final products namely village development, community empowerment and village community guidance. Furthermore, the performance of village heads in VF management can be seen from community functions and benefits which can be obtained from the development of village infrastructure and infrastructure. Empirically, the performance of village heads in VF management in Konawe Regency can give impacts or influences on improving the village community welfare.
- 3 The factor that determines the performance of village heads in VF management in Konawe Regency is motivation of village heads to develop their village. In addition, the performance of village heads in VF management can be determined by the ability of village heads and their officials by providing knowledge, skills and attitudes in VF management. The performance of village heads in VF management in Konawe Regency is determined by comfortable and harmonious work environment and good interactions between village head and village populations.

6.2 Recommendations

Based on the study conclusion of the contribution of mass media to the supervision of the performance of village heads in the Village Fund Management in Konawe Regency, then the authors propose the following recommendations:

- 1 It should improve the contribution and function of mass media, in this case printed media and electronic media as a means of social control in the implementation of village development through warning and instrumental supervision so that the village heads can manage VF optimally in accordance with the applicable laws and regulations.
- 2 It should improve the performance of village heads in Konawe Regency in the fields of village development, village community empowerment and village community guidance. The performance of village heads in VF management should be more oriented towards improving the village community welfare.
- 3 In the VF management, the village heads should always have encouragement to promote their village and improve the community welfare through the development of vil-

lage facilities and infrastructure, village community empowerment and community guidance. In addition, village heads and their officials always try to improve their capabilities in order to achieve optimal performance

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