Komunikasi Partisipatif pada Program Pos Pemberdayaan Keluarga

Abstrak:

Communication approach conducted by the government in the development programs seemed to use top-down approach, where there was no communication and no space for feedback. This study analyzed the role of cooperation and community leader in Posdaya activities, the participatory communication and its impact to the community as well. Based on constructivist paradigm, this research was conducted in April-May 2011 in RW 05 Situgede village, West Bogor, Bogor. The study showed that cooperation and consultancy of the P2SDM-LPPM IPB were always coordinated by Posdaya Kenanga. The Situgede village, especially RW 05 had several ultimate tasks, included cadres supervising, training and motivating. Internal involvement Posdaya Kenanga leaders were providing insight, advice, criticism and building ideas for sustainability activities. The participatory communication occurred in Posdaya Kenanga were access, heteroglasia, poliponi, dialogue and carnival. Cadres could share information and knowledge, participate in problem solving and had familiarity relationship. Due to the participatory communication, the cadres could work optimally and had equal right to submit opinions, suggestions, and criticism.

Keyword:

participatory communication, family empowerment program, cadre, Bogor.

Daftar Pustaka:

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