

Nagari or Village Government Communication Strategies in Improving Rural Economic Development

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ABSTRACT

Regional autonomy will affect the economic development of rural communities, but if it is managed and delivered with communication and communication strategies, it will reach the message recipient, moreover this message will be received by rural communities, who have different perceptions and ways of processing messages. So the communication strategy applies the concept of communication, communication models and understands the scope of the communication. To achieve economic development for rural communities, the nagari or village government has a role and carries out a mass communication process to message recipients. The method in research is used normatively and empirically, with the aim of research to find out the strategy of the nagari or village government in managing nagari or village assets in order to improve the economy of rural communities and the benefits of this research have the advantage in solving pihat communication problems related to nagari or village in solving problems in the village, although there have been many other studies, there are still differences in terms of nagari governance or village communities.

Keywords: *Communication Strategy, Village Government, Economic Development*

I. INTRODUCTION

Regional autonomy is an important focal point in order to improve community welfare. The economic sector, both the formal and informal sectors, is an important aspect that can support the progress of a region and even a nation. Whether an area is progressing or not is determined by the area's own area and capability. Local government efforts to achieve community welfare are by building public facilities such as traditional markets. Existing public facilities can facilitate community activities in daily life. A market is an area where goods are bought and sold with more than one seller, both referred to as Shopping Centers, Traditional Markets, Shops, Malls, Plaza, Trade Centers and other designations (Regulation of the Minister of Home Affairs Number 70 of 2013 concerning Guidelines for Structuring and Fostering Traditional Markets, Shopping Centers and Modern Stores). At present, the development of the market The market is one of the economic means that is used as a benchmark in increasing the economic income of an area.

However, in managing traditional markets in Nagari or villages in West Sumatra, problems such as market facilities or physical facilities are not paid attention to, disorderly traders related to the use and arrangement of places to sell, as well as chaotic market conditions due to market cleanliness and inadequate arrangement. The condition of the parking lot which often eats up the shoulder of the road resulting in frequent congestion around the market, the physical condition of the old market, the poor cleanliness of the market, the smell and not neatly arranged are issues that need attention from the local government (Sabri & Nasfi, 2020) . Agam Regency has many traditional markets which are scattered in several regions. This cannot be separated from these problems. There are various problems including administrative problems regarding the ownership of the market land to a tug of war over the status of land ownership by the local community with the Agam Regency Government, so that the community's concern is less as a result of garbage and stagnation of sewers

and drainage, disturbed environment will result in decreased community economic development. both in urban and rural areas (Nasfi, Lutfi & Prawira, 2020).

Problems regarding the distribution of income between the Nagari or Village Government and the District Government are not yet appropriate. Then in 2019 some traders rallied to protest the lack of facilities provided by market managers, in this case the Nagari government or Padang Tarok Village. The domination of the power of individuals in collecting market fees that is not in accordance with the Nagari Regulations. On the one hand, if the District government takes over the status of the market, Nagari or Padang Tarok Village will lose the revenue from the retribusi received from traders. This certainly reduces the Nagari's source of income which in turn will hinder the economic development of Nagari Padang Tarok. On the other hand, if the management is left to the Nagari government or Padang Tarok Village, the Regional Budget (APBD) for the management of traditional markets will not be properly absorbed, because there are elements at play. Between the Baso District Government and the Padang Tarok Nagari Government have their respective interests that are mutually fought for which causes a tug of war of interest so that communication is needed to resolve the problems that occur related to the management of the Pakan Rabaa Nagari Padang Tarok market (can be seen in the attachment to the problem of village market management), here again the ethical and moral problems of law enforcers (Miswardi et al., 2021). Talking about traditional markets, we cannot be separated from talking about economic development in a rural area, which includes the elements of a place to market products and services produced in rural areas (Suhatman, Sari.R.M, Nagara.P, 2020), where the parties who will conduct transactions meet, demand for products will also affect the progress of the rural economy (Suhatman. S, Nasfi, 2021). In this study, there are several terms or triminology of Minang Kabau language, which need to be defined into Indonesian. Among them; Nagari means Village, KAN (Kerapatan Adat Nagari means Association of Indigenous People in the Village), BAMUS Nagari means Village Consultative Body, Wali Nagari means Village Head and ninik mamak means the customary leader or the head of the community.

II. LITERATURE REVIEW

Communication

Communication exists in all activities of our life. The forms can be written, spoken, pictures, signs, printed words, visual symbols, audio visuals, touch, sound, chemistry, communication with oneself, groups, organizations, interpersonal, dialogical, and others. The term communication comes from the Latin word *communicare*, which means participating, informing, or belonging together (Soemirat, 2014). In the definition of communication put forward by several experts, although the expressions vary, there are similarities in the analysis of the communication phenomenon. This similarity can be seen in the content it includes, namely the presence of communicators, communicants, messages, media / channels, feedback, effects, impacts and the existence of goals and the formation of a common understanding (MASSOLO, 2015). Communication is a process of exchanging information to achieve the desires and goals described above, while the clan leader or ninik mamak is a traditional figure (Munthe, 2019) or a role model in the village who leads the community in small groups (Asmabusappe, 2019), in the system. knowledge in Minangkabau are people who have integrity, influence and authority who lead the tribe / small group or Nagari / Village called Ninik Mamak (clan group) (Nasfi & Ariani, 2020), one of the community leadership structures in Minangkabau, namely leadership of Tungku Tigo Sajarangan (Saputri & Fitriani, 2019), (Miswardi, Yefri Joni, Nasfi, 2021). In Effendy (2005; 130), communication is effective and suitable and achieves goals with the following conditions (Masduki & Widyatama, 2019) as follows: (1) at the time the decision is made, the communicator must ensure that the communication carried out is compatible with the objectives , (2) the message conveyed is easy to understand and understand, (3) mentally and physically, the communicant is able to carry out what is received and, (4) is expected to be in accordance with the personal interests of the person being communicated with.

Communication is a relationship between and between humans, both individuals and groups. In everyday life, whether we realize it or not, communication is a part of human life itself, at least since birth, it has been in contact with the environment. Movement and crying the first time he is born is a sign of communication. Communication is the most essential activity in human life. Approximately 70% of our waking time is used for communication. A person's success can be seen from their communication skills. Lack of communication will hinder personality development. Simply put, communication is the process of conveying information received by the senses, to the brain. The information can come from the environment, other organisms, or from oneself. From the point of view of Biology, the process of conveying information itself is a very complicated and complex process. The result of the synergy of the brain with various sensory organs and organs, and involves millions of nerve cells in the brain and all parts of the body. (Communication Rakh, in its many forms, has a fairly large role and function in human (Fourianalistyawati, 2015).

a. Mass communication

Mass communication is the process by which media organizations create and disseminate messages to large audiences (public). These media organizations will disseminate messages that will influence and reflect the culture of a society, then they will present this information simultaneously to a wide and diverse audience. This makes the media part of one of the strongest institutions in society. In mass communication, the mass media is the sole authority that selects, produces messages, and delivers them to the public (Hamad, 2004). (a) Important elements in mass communication are: communicator, mass media, information (message), gate keeper, audience (public) and feedback. (b) Communicators in mass communication are; Parties that rely on mass media with modern communication technology, so that they can be quickly accessed by the public, Parties that seek to provide services through the dissemination of information and at the same time become agents of change in understanding, insights and solutions with millions of masses scattered everywhere without being clearly known. them, and those who are the source of information or news that represent formal institutions that seek profit from the dissemination of the information.

b. Basic Concepts and Communication Models for Environmental Development

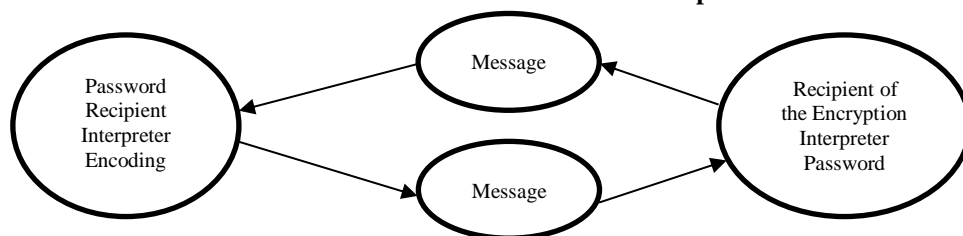
Environmental Development Communication, namely, a form of communication that functions as social communication to community groups, socializes, discusses problems in society, both from government to society and between communities (Vera, 2012). The communication model is the most classical communication, which is often called a rhetorical model, where communication occurs when a speaker conveys his speech to the audience in an effort to change their attitude, to be precise he suggests three basic elements in the communication process, namely the speaker, message, and listener (listener).

Osgood and Wilbur Schramm communication model.

Dalam model sirkuler Osgood dan Schramm ini menggambarkan suatu proses yang dinamis. Pesan ditransmisikan melalui proses encoding dan decoding. Hubungan antara encoding dan *decoding* layaknya sumber penerima yang saling mempengaruhi satu sama lain. (Fajri & Firdaus, 2018). Tahap berikutnya penerima dan sumber, interpreter berfungsi ganda sebagai pengirim dan penerima pesan. Model Osgood dan Schramm merupakan model komunikasi sirkuler ditandai dengan adanya unsur *feedback* (Sendjaja, 2018). Pada model sirkuler ini proses komunikasi berlangsung dua arah. Melalui model ini dapat diketahui efektif tidaknya suatu komunikasi, karena komunikasi dikatakan efektif apabila terjadi umpan balik dari pihak penerima pesan (Erwandi, 2018).

In this circular model Osgood and Schramm describe a dynamic process. Messages are transmitted through an encoding and decoding process. The relationship between encoding and decoding is like a receiving source that influences one another (Fajri & Firdaus, 2018). The next stage is receiver and source, the interpreter doubles as the sender and receiver of the message. The Osgood and Schramm models are circular communication models characterized by an element of feedback (Sendjaja, 2018). In this circular model, the communication process takes place in two directions. Through this model it can be seen whether a communication is effective or not, because communication is said to be effective if there is feedback from the recipient of the message (Erwandi, 2018).

Image 1
Effective Communication of Economic Development



c. The basic concept of communication through persuasive communication

Persuasive communication is defined as "a process to influence people's opinions, attitudes and actions by using psychological manipulation so that the person acts as of his own will" (Panuju & Kontiarta, 2019). Where in persuasive communication encountered several obstacles, namely; first, financial support is needed to convey the message or information to the hands of the community or communicant, second, usually less respondent to the communicant, even though there is a response from the communicant maybe they don't understand the information conveyed (N. E. Putri, 2019). Persuasive communication will be well formed, if there are elements like the ones that will be described here. Aristotle once argued that communication was built by three fundamental elements (persuader / communicator). These three elements are a source of communication, the resulting conversation material (messages), and people who listen to them (communicants). Persuader is a person or individual who conveys a message where the message influences the attitudes, opinions and behavior of others verbally and non-verbally (Polani & Yohana, 2019). In

persuasive communication, the role of a communicator is very important and influential. So, it must have a high performance value. A communicator who has a high performance value can be characterized by readiness, seriousness, sincerity, trust, serenity, friendliness to simplicity in conveying messages (Ayu & Purba, 2019).

The scope of persuasive communication

a. Scope

In persuasive communication, there are several scopes which include the following; (Hakim & Sugandi, 2019). (a) Communicators / sources of messages or information, (b) Content of the communication / message delivered. The messages conveyed can be in the form of: Motivating Appeals (messages that encourage, build, and motivate), Organization of persuasive arguments (messages containing arguments or opinions), (b) Audience Predispositions / communicants or individuals who receive messages, Group conformity motives / message recipients can be in the form of groups or organizations, Individual personality factors / message recipients as individuals, (c) Media as an intermediary used to convey messages, (d) Responses, which are responses from a communicant to the message conveyed and (d) Situational context . This scope is the atmosphere or situation that exists when the message is delivered.

b. Persuasive forms of communication

Advertising, in advertising, this type of persuasive communication is often used as a form of marketing activity. Because, advertising itself is part of a type of promotion. Thus, advertising is a small part of a wider promotional activity. Advertising uses persuasive communication as a language to invite potential customers to use their products (Ariyanti & Mustikasari, 2019).

Da'wah, Da'wah is an activity that calls out like an oration, but its nature is to invite people to walk on the right path. So, this activity requires persuasive language that can make people who hear the message become influenced by the language and the words conveyed (Hajar, 2019).

Pamphlets, pamphlets are a form of persuasive verbal communication in the form of writing. This form actually falls into the advertising category. However, in general today it is a paradigm in the form of audio visual. In the pamphlet, of course, has an inviting advertising element, so that the pamphlet is a form of persuasive communication (Damar, 2019).

Basic Concepts of Communication Attitudes

Attitude is the tendency to act, perceive, think and feel in dealing with objects, ideas, situations and values, have a driving force or motivation, are relatively sedentary, contain evaluative aspects, and attitudes arise from the results of experience. Attitude characteristics are having an object, having direction, degree, and intensity, can be learned, and is stable and durable (Prabowo, 2011).

Communication development

Communication in a paradigmatic sense is intentional, contains goals; because it has to do with planning. The extent to which the planning level depends on the message to be communicated and on the communicant who is the target. '(Effendy, 2000: 5). In another section it is also stated that communication is the basis of social change. The desired change in development is of course a change for the better or more advanced in the previous situation. Development is a process that emphasizes harmony between aspects of external progress and inner satisfaction. In simple terms, development is a useful change towards a social and economic system which is decided as the will of a nation (Nasfi, 2020).

Such development is deemed necessary to have elements, such as: 1) equitable distribution of information, socio-economic benefits, and so on, 2) community participation in development planning and implementation as reflected by the decentralization of certain activities in rural areas, 3) self-sufficient in development with rely on local resource potential, and 4) combine traditional and modern systems, to create a syncretization of old and new thinking, with a different balance in each region. (Rogers translation of Dasmur Nurdin, 1985 in Jahi, 1993: 111) The role of development communication has been widely discussed by experts with the agreement that communication has an important role in development. Therefore, the role of communication in development must be linked to the direction of change, which means that communication activities must be able to anticipate the movement of economic development in the nagari or village (Nasfi, Nagara, 2020).

The Role of Communication of Nagari or Village Government Officials

a) Communication of Nagari Government Officials

In a broad sense the whole village management body with all its organizations, all its parts, all its officials in the nagari, such as: Wali Nagari, Bamus Nagari (Musawaran Nagari Agency), Wali Korong, KAN (Kerapatan Adat Nagari) and Social Institutions are involved in communication development. Whereas in a narrow sense, nagari government means an agency of Nagari Government as the lowest government that

replaces the Village Government which is a customary law community unit in the area of West Sumatra Province. Consists of an association of several tribes that have territories with certain boundaries, have their own wealth, have the right to regulate and manage their households and elect their government leaders (Tamrin, 2016). These elements are gathered in institutions in the nagari such as Kerapatan Adat Nagari (KAN), Nagari Consultative Body (BAMUS Nagari) as bodies that provide advice and advice to Wali Nagari. Meanwhile, in carrying out their duties, the Wali Nagari is assisted by a secretary and the Nagari apparatus, namely (Siburian, 2011).

Meanwhile, the nagari social institutions after Law Number 22 of 1999 and now there is Law Number 6 of 2014 concerning Villages. The Nagari government is led by Wali Nagari and elements of Ninik mamak, Alim ulama, Cedik pandai and bundo Kandung which are now grouped in BAMUS Nagari (Legislative) and Kerapatan Adat Nagari (Yudikatif) (Yunus, 2013). Wali Nagari is the Head of the Nagari Government whose people are directly elected by the Nagari people through communication in the form of the election of wali nagari, this is in accordance with the regional regulation of West Sumatra Province Number 05 of 2009 concerning Nagari Government in Chapter IV, the second part of Article 22 states that the Nagari Government consists from the Wali Nagari and the village apparatus consisting of the Nagari secretariat, other staff elements and the Wali Jorong. The implementation of these duties and obligations is carried out in accordance with the concepts of Nagari regulations which are compiled together with BAMUS Nagari. Wali Nagari Candidates can be proposed by BAMUS Nagari Members from each element or proposed by the community or on the proposal of the Wali Nagari Candidates concerned (Yunus, 2013).

KAN is positioned as the Niniak Mamak Density Institution that has existed and is inherited from generation to generation as long as the prevailing customs in each Nagari must be able to play its role in maintaining the stability of development by communicating all levels of society. KAN membership consists of ninik mamak customary holders and added with elements in accordance with the prevailing customs of the Nagari salingka. KAN income is obtained from: (a) share of proceeds from Nagari assets, (b) assistance from the Nagari Government, (c) assistance from the Government above, (d) customary money, and (e) other legal income.

b) Mass Communication Process of Nagari Government Apparatus

The mass communication in the village government in the process involves many people who are complex and complicated. The mass communication process appears to be a process in the form of:

(1) Nagari Government Apparatus distributes and receives information on a large scale. So the mass communication process carries out the distribution of social information on a large scale, once broadcast or news, the amount and scope is very wide and large. (2) Nagari Government Apparatus in the mass communication process tends to be carried out through a one-way model, namely from communicators to communicants or media to audiences. The interactions that occur are of a limited nature. (3) Nagari Government Apparatus in the mass communication process takes place asymmetrically between the communicator and the communicant. This causes communication between them to be flat and temporary. If there is emotional sensation it is temporary and not permanent. (4) Nagari Government Apparatus in the mass communication process also takes place impersonal or non-personal and anonymous. (5) Nagari Government Apparatus in the mass communication process also takes place based on the relationship of needs in society. For example the program will be determined by what the viewer needs.

III. METHOD

The method in this research is normative empirically, studied concepts and actual behavior, as well as unwritten and written social symptoms, which later have an effect on economic development in the nagari, other effects felt by individual communities in social life in social life (Sabri & Nasfi, 2020). This research is sourced from literature review and legislation in the nagari or village as well as other references related to this research.

IV. RESULT AND DISCUSSION

Nagari or Village Government Communication Strategy

Communication strategies are planning patterns that have been determined, and formulated in such a way, taking into account the internal and external strengths of the organization so that it has a clear objective of what programs will be carried out by the nagari or village government, where the nagari or village government is also an organization (K. S. Putri & Firdaus, 2019). The communication strategy is applied to none other than to increase economic development in the nagari or village. The completion of this communication strategy was previously analyzed with a SWOT analysis, so that the message of the village government in conveying messages to the Nagari or village communities in Padang Tarok where the research is located can be described as follows :

Market Analysis of Nagari or Village Economic Development	
Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Padang Tarok market which is well known to the public is located on Jalan Lintas Bukittinggi Pekanbaru 2. There are still many people who are still loyal to selling and shopping at the Padang Tarok Market 3. Easy access area, Jalan Lintas 	<ol style="list-style-type: none"> 1. Certain facilities and infrastructure are still minimal (rest rooms and parking) 2. Many traders' benches are damaged. 3. Lack of communication between market managers and the community and the village government, resulting in less market investment.
Opportunities	Threats
<ol style="list-style-type: none"> 1. There are still opportunities to develop the village market. 2. There are still people around the areas, kecamatan, other districts to make transactions at the Padang Tarok Nagari Market 	<ol style="list-style-type: none"> 1. The traditional markets of neighboring areas improve, including management. 2. The location / place of trading is inadequate so that other traders and prospective buyers are reluctant to come.

The effect of the lack of application of communication strategies among interested parties will result in the village market as well as the economic development of the community, where the market is an opportunity to increase village economic activity and a source of village or village income. To solve the existing problems it is necessary after the communication strategy above, it is necessary to adopt or take a communication policy by the nagari or village government.

Communications Policy

The definition or definition of communication policy was successfully formulated by several experts, including (Cangara, 2014), from the Cangara theory, a communication policy was adopted in order to increase the economic development of the village or village as follows;

- 1) The Nagari or Village Government proposes policies, regulations, and guidelines whereby the nagari market system is specifically built within the framework of improving the economy of the village community in particular.
- 2) Nagari or village government communicates are principles, rules with the aim of coordinating activities and activities in the nagari market, including the source and use of market finance which will later be used for the economic development of the nagari or village, both physical and non-physical.
- 3) The Nagari or Village Government communicates to the nagari community or village strategic planning which determines alternatives in achieving long-term goals, and becomes the basic framework for short-term operational planning. Strategic planning is embodied in targets that can be quantified by systematic approaches to the goals to be achieved from policies for nagari or village economic development.
- 4) The Nagari or Village Government communicates from the principles and norms that are made or compiled to provide guidelines for the behavior of the nagari market management systems. It comes from political, social, economic, cultural, legal conditions of a nagari or village, by trying to link the real needs and opportunities that will exist in the field of communication policy.

Planning Communications by the Nagari Government

After the nagari or village government makes a communication strategy and a communication policy for rural communities in order to improve the economic development of the nagari or village community, through activities or problems arising from the management of nagari markets or traditional markets, it is necessary to make a communication plan to the nagari or village communities. In order for the program of the village government to be achieved, one step is needed in the communication plan, therefore, a communication strategy means taking into account the conditions and situations in conveying messages which are related to space and time, faced and which will be faced, to achieve effectiveness according opinion of Masduki (Masduki & Widayatama, 2019). The communication plan needs to think about costs, where costs are needed or the budget for the implementation of communicating with the nagari or village community as well as representatives of the village traders.

Nagari Market Management Concept for Nagari Community Economic Developers

Management is a translation of Management. Management comes from the word to manage which means to organize and take care of. Pasar Nagari or traditional market is a meeting place for sellers and buyers and is characterized by direct seller and buyer transactions and usually there is a bargaining process, the building usually consists of stalls or outlets, booths and open bases opened by the seller or a market manager . Most of

them sell daily necessities such as foodstuffs in the form of fish, fruit, vegetables, eggs, meat, cloth, clothes, electronic goods, services and others. In addition, there are also those who sell cakes and other items.

The management of the village market is the arrangement of the traditional market which includes planning, implementation and control of traditional markets. The management of traditional markets is aimed at; (a) provide legal certainty for traditional market operators, (b) realize order, security, cleanliness and comfort of traditional markets, (c) regulate and organize the existence and establishment of traditional markets, (d) provide business guidance and protection to traditional markets, and (e) the implementation of prosperity among traditional market business actors.

Message Composing Techniques

The Nagari Padang Tarok government conducts communicators by having techniques to compose messages, including:

a) **Informative communication**

The Nagari Padang Tarok government must provide information about the management of the Padang Tarok Nagari Market which aims to prosper the community socially, culturally and economically.

The District Government and the Nagari Padang Tarok Government appeal to all people to agree together, and encourage the Padang Tarok Nagari Government to manage the village market properly and be able to prosper the community .

b) **Educational communication**

The District Government and the Nagari Padang Tarok Government explained to Ninik Mamak and the community, market managers so that they should carry out market management properly and correctly because it is useful for the welfare of the Padang Tarok village community.

c) **Persuasive communication**

The persuasive communication process of the District Government and the Nagari Padang Tarok Government can be planned as follows:

1) A source of persuasive communication for the mediation team

Source (source) in persuasive communication is a person or group that has the initiative to communicate. Sources who have the initiative to carry out the communication are persuasion senders or speakers who convey messages verbally or nonverbally with the intention of persuading the message. Source is an element of the process that seeks to get the effect of persuasiveness (Gultom, 2018). The initiators of persuasive communication in dealing with conflicting conflicts in the management of the nagari market are the District government and the Nagari government.

2) The goal of persuasive communication

Receiver (receiver) is a person or group who is the target of a communication source. The source acts to make changes in the attitudes, values and or behavior of the recipient of persuasion (Gultom, 2018). The recipient is a person or group that is the purpose of the message conveyed either verbally or non-verbally, namely the Ninik Mamak group and the community, the Nagari Padang Tarok Government. This factor affects the beliefs of parties with different opinions about the management of the Padang Tarok Nagari Market towards the message and source of the message, as well as the motivation of the parties with different opinions which are also influenced by those who are contra with the Management of the Nagari Padang Tarok Market.

3) Persuasive communication messages

The message is what the communicator utters through his words, gestures, and tone of voice. The message conveyed by the District Government of Padang Tarok Nagari Market Management aims to change the attitude of the parties with different views / opinions in order to obtain an agreement. The message is conveyed with attention to the disposition when speaking and the considerations used and the material presented. There are two basic forms of messages, nonverbal and verbal. The message conveyed is in the form of arguments to resolve differences of opinion / views by means of deliberation in reaching consensus.

The nonverbal message conveyed by showing the concern of the Padang Tarok Nagari Market Management team towards "Welfare of the Children of Nagari Padang Tarok" with one of the ways of managing the existing village market as a village asset.

4) Persuasive communication channels

Saluran merupakan sarana di mana pesan mengalir antara sumber ke penerima. Saluran komunikasi terdiri atas saluran formal dan saluran informal. Saluran formal yang digunakan oleh tim mediasi melalui

surat sedangkan saluran informal dalam menyampaikan pesan persuasif dilakukan melalui situasi tatap muka di dalam FGD tersebut (Yohana & Marwuri, 2016).

5) Persuasive communication feedback of the mediation team

Feedback is a communication process where the source knows the message conveyed. Does the recipient say: "yes, I agree with the arguments you put forward" (Indra, 2016). Feedback is an answer or reaction that comes from the recipient (persuade) or it can come from the message itself. In the persuasive communication carried out by the mediation team, feedback from Ninik Mamak and the community, the Padang Tarok Nagari Government and the team agreed that these disagreements / views were resolved by deliberation to reach consensus. The expected effect of changes that occur in the recipient (persuade) as a result of receiving messages through the communication process. The changes that occur are in the form of changes in attitudes, opinions and behavior.

Selecting a medium or channel of communication

In choosing the media or communication channels, one must consider the characteristics of the content and the purpose of the message content to be conveyed. The communication channel used by the team uses the group communication media channel using the two-way communication method.

Analyze communication effects

The communication process carried out must of course have a goal, namely to influence the target target. Analyzing the effect of communication is carried out to see the influence of the behavior and thoughts of parties with different opinions experiencing differences before receiving messages and after receiving messages (Erana, 2015). The effect that occurs when the changes that occur in the recipient of information are the same as the goals desired by the communicator (Erana, 2015). To analyze the effect of the communication, the Padang Tarok District Government and Nagari Government coordinated the team to equalize the perceptions of all team members. The team conducted an evaluation, discussed the problem indicators, conducted a review of what were the problems with different views / opinions regarding the management of the Padang Tarok Nagari Market in Nagari Padang Tarok (Gultom, 2018).

Feedback and Evaluation

Feedback from mediation (Aly, 2010) that Ninik Mamak and the Nagari Padang Tarok Community appreciate the efforts of the team and the village government to resolve differences of opinion / opinion, Ninik Mamak and the community want to jointly succeed the management of the Nagari Padang Tarok Nagari Market, for social progress, culture and economy of the children of Nagari Padang Tarok.

With the evaluation and adjustments made by the team, the aim was to know with certainty and clearly the things that triggered differences of opinion in Ninik Mamak and Nagari Community. The Nagari Team and Government need to evaluate the indicators of the problem by inviting Ninik Mamak and the Nagari Community to sit together and discuss things about the progress of the Anak Nagari Padang Tarok. With ad

V. CONCLUSION

From the results of activities that have been carried out with regard to the communication strategy of the Nagari government or Padang Tarok village in order to solve the problem of market management for the purpose of rural or nagari economic development, it can be concluded:

1. To manage traditional markets for the purpose of rural economic development, the nagari government will adjust to the rules and norms of the nagari or village communities and the district government.
2. The communication strategy of the Nagarii government in solving the problems that occur is to use formal channels by the mediation team through circular letters (regulations) while informal channels in conveying persuasive messages are carried out through face-to-face situations by holding two meetings to resolve and make decisions .
3. The results of solving problems in the management of the village market for the purpose of economic development of the village community, after the communication is carried out are:
 - a. Communicating the community both orally and in writing, traditional markets or nagari markets are managed by the nagari or village government, not individually managed.
 - b. Determine the amount of market retribution per trader and stipulate rental benches / places per trader and a village or nagari regulation will be made.
 - c. Set a fee for the cleanliness of the market on a regular basis each month.
 - d. Determine vehicle parking fees that are managed by the nagari or village government.

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