



## DEVELOPMENT COMMUNICATION AS AN EASY-TO-UNDERSTAND LANGUAGE IN THE VILLAGE DEVELOPMENT PROGRAM OF KOTA RANTANG HAMPARAN PERAK DELI SERDANG NORTH SUMATRA

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Accepted: June, 27<sup>th</sup> 2025

Published: June, 30<sup>th</sup> 2025

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### Abstract

Development communication is one of the breakthroughs in the social sciences, that development communication for ideas and concepts is not easy to understand until it is translated into action. The communication convergence referred to in this study is to see how the realities occurring during the communication process take place between the village government and the community in the development program. Convergent communication in this study has several indicators: perceiving, understanding and trusting development communication acts as a bridge for the people of Kota Rantang Village to understand the village development program delivered using easy-to-understand language so that it can be understood so that the village development program is delivered evenly. This research method uses correlation with a quantitative approach. The population in this study amounted to 6,145 people consisting of 7 hamlets in Kota Rantang Village with 1,748 heads of families using the Taro Yamane formula, the sample in this study amounted to 99 people. The results show that 51% are in the category of being able to deliver village development programs. The community can understand from difficult messages to communicative language with a percentage of 60%. The development program can be understood by the community with a percentage of 57%. The results show that the message is delivered evenly with a percentage of 67%. The community is interested in providing responses and involvement in the development program delivered with a percentage of 42%.

**Keywords:** *Development Communication, Communication, Village Development Program, Kota Rantang Village.*

**How to Cite:** Hasibuan. N. A., Dayana (2025). Development Communication As An Easy-To-Understand Language in The Village Development Program of Kota Rantang Hamparan Perak Deli Serdang North Sumatera. JUPIIS: Jurnal Pendidikan Ilmu-ilmu Sosial (56-64).

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ISSN 2085-482X (Print)

ISSN 2407-7429 (Online)

## INTRODUCTION

Kota Rantang Village is one of the villages in Deli Serdang, North Sumatra. The village has not been categorized as advanced based on the results of an interview with Mr. Azhar, S.T. as the Head of the Welfare Section.

The dominant community in Kota Rantang Village works as a farmer, the condition of the community with low education, the majority of whom have junior high school education or equivalent, is a limiting factor for Kota Rantang Village (Hasibuan, 2021).

NEWSPAPER as a medium of development communication: The power of the press arises from its ability of appearing to the minds of the people and be capable of moving their hearts. However, it has been noticed that the press has not met the requisite interest in developmental communication. In order to correct the imbalances noticed in the media coverage of Rural Development Programs and to ensure that these programs are depicted in proper perspective, several steps are taken to sensitize the media about issues relating to rural development (Choudry, Payel, Sen . 2011).

Development welfare progress is not only in the form of economic changes, but also includes cultural dehumanization and changes in the mentality of the community, such as: self-determination, self-reliance, participation, etc. One of the breakthroughs in the social sciences, that development communication for ideas and concepts are not easy to appreciate or understand until translated into action.

Development programs are delivered evenly through comprehensive development communication to village communities. Therefore, development communication is present as a bridge or simplification of language in delivering messages or village development programs to the entire community so that they understand and comprehend the development program (Nurhasanah, Sabrina., dkk. 2024).

Media Community expert Rostow, Lerner and Schramm discussed the importance of development communication in communication process. But how much effective have development communication been, is a question that arises in our mind. This is because, even after the omnipresence of media in our society; there is a vast difference between the rich and the poor in most developing countries. According to experts the main obstruction in the path to development is that the scope of

information is not available to everybody and that the development brought through development communication should be equally shared by all section of the society. Opening up of different mass media is necessary so that common people have easy access to them. Availability of information will open up new avenues of development.

Innovations that must be attempted to be known and accepted so that the community and authorities must integrate with local or community perspectives community perspective in the village. (Harun, Ardianto, 2012). Development activities will get a conscious and planned change in attitude to get changes in anticipating conditions and changes that will occur in the future (Theresia et al. in Hasibuan, 2021).

Development communication is one of the breakthroughs in the social sciences, that development communication for ideas and concepts is not easy to understand until it is translated into action. Innovations that must be attempted to be known and accepted so that the community and officials must integrate with the local perspective or the community in the village. (Harun and Ardianto, 2012).

Development communication is prioritized as an activity to educate and motivate the community in line with the purpose of communication is to instill ideas, mental attitudes, and teach skills needed by a developing country so that it can be formulated that development communication is carried out to implement a country's development plan. Consciously, development communication increases human development and is a discipline and communication practice in the context of developing countries (Nasution, 2012).

In the past, communication research was very little associated with various aspects of development. About a decade there was optimism about the role of mass communication in supporting development in Latin America, Africa and Asia. Mass media, especially radio, entered the middle of the masses for listeners in developing countries and had the potential to help countries achieve development goals. The communication media campaign for development had the greatest influence on the more fortunate part of the audience, but the results obtained from the communication media campaign widened the gap between the fortunate and unfortunate audiences so that they

had to find problems between the two parties to resolve through a persuasive approach by collaborating on the problems to be resolved so that there was no gap between the two (Harun and Ardianto, 2012).

Important elements in the development communication process are able to influence and change the behavior and understanding of village communities. The role in developing Sumber Jaya Village, West Lampung Regency, Indonesia, one of the effective strategies in developing villages is development communication. The research method in this study is a literature study. The results of this study are communication in development as a medium for information, counseling, and participation. Development communication is vertical communication (village officials with the community) and horizontal (between community groups). Effective development communication methods are mass media, counseling, training.

The case in the application of development communication in Sumber Jaya Village, West Lampung Regency, Indonesia is the Village Innovation program, a government program to improve the lives of village communities through innovation and collaboration with various related parties. Important elements in achieving village development are mainly related to the information media used and community participation (Kustiawan, et al, 2023).

The government utilizes a decentralized government system as a way to promote community-centered development. The decentralization policy carries out development at the local level ensuring effective service provision at the local level (Odoom, 2021). Previous research has shown that through the concept of development through community empowerment and social change are the goals of development communication. The concept of development in the economic sector that summarizes social values that are "people centered development, participatory, empowering, and sustainable" (Herman, et al, 2022).

Previous research has little research that reveals the process of community development communication through conservation of natural resources. The existence of honey bee cultivation empowerment activities implemented by KTH cadres provides benefits in

terms of quality and quantity. In addition to increasing income, the KTH program also forms independence and improves innovations regarding forest farming methods. In this study, researchers focused on community empowerment. The importance of the role of communication for the local government to improve empowerment programs, so that the program is conveyed properly and implemented effectively so that the program's objectives run smoothly and of course succeed. The Bengkalis Pulau Forest Management Unit promotes Forest Farmer Groups (KTH) using participatory communication patterns, through three stages, namely promoting KTH, fostering KTH cadres, and evaluating KTH work programs (Resinta, et al, 2024).

Kota Rantang Village is a village located in Hamparan Perak Deli Serdang District, North Sumatra Province. A name was previously formed because of the tradition or activities of the residents around the village who became workers on the PTPN II plantation. Farmers have a habit of bringing provisions, not using lunch boxes or rice paper as containers for their provisions but using Rantang which is more practical and has a lot of capacity. Rantang is an option so that they can share with each other and foster a sense of belonging like family relationships. Farmers hang the rantang under large trees in large numbers. The word "KOTA" itself describes the large number of rantang as if describing the large and crowded number of city people. (Results of an interview with Mr. Anjas, Head of Hamlet V, Kota Rantang Village, June 4, 2021) (Hasibuan, 2021).

Kota Rantang Village is one of the villages in Deli Serdang, North Sumatra. The village has not been categorized as advanced based on the results of an interview with Mr. Azhar, S.T. as the Head of the Welfare Section. The majority of the people of Kota Rantang Village make a living as farmers. The economy of Kota Rantang Village rotates based on the harvest. The condition of the community with low education, the majority of whom have junior high school education or equivalent, is a limiting factor for Kota Rantang Village (Hasibuan, 2021).

This study aims to see the role of development communication using easy-to-understand language in conveying development programs carried out by the Kota Rantang Village Apparatus, Hamparan Perak, Deli Serdang, North Sumatra.

## METHODOLOGY

This research method uses correlational, a method used to see whether there is a relationship or causal influence. Correlational research examines the relationship between various variables without trying to influence the variables (El Hasbi, et.al, 2023). This study looks at using correlation, data analysis techniques or quantitative to determine the relationship and level of relationship between 2 variables without any attempt to influence other variables so as not to manipulate other variables. The population in this study was 6,145 people consisting of 7 hamlets in Kota Rantang Village with 1.748 heads of families using the Taro Yamane formula, the sample in this study was 99 people.

## RESULT AND DISCUSSION

### 1. Validity Test Results

Validation is a technique to assess the level of relationship between the responses generated by the instrument and the intended construct so that validation to accurately measure the targeted concept contributes to the overall reliability of the findings. (Marthiani, 2024). The results of the validity test using SPSS show that the questions on the Development Communication variable that have been

submitted are all valid and can be used to measure the problems studied, because each item has a calculated R greater than the R Table with a significance of 5% for 100 respondents, which is 0.195.

### 2. Reliability Test Results

Reliability Test Results play a role in ensuring the consistency and reliability of the data collected (Marthiani, Ina. 2024). The results show that the calculation results using the Cronbach Alpha formula are 0.920 which means  $\geq 0.60$ . It is concluded that the overall questions or items of the Development Communication variable are reliable and can be used repeatedly for many respondents.

The role of validity and reliability is a research instrument that aims to measure the understanding of concepts that are very relevant so that the instrument designed to measure understanding of concepts is an important component of the research (Marthiani, 2024).

### 3. Single Table Analysis Results

The results of the single table analysis of this study are that there are 5 indicators in development communication, including the following:

**Tabel 1 Single Table Analysis Results**

No.	Variables	Indicator	Hasil
1.	Development Communication	Delivery of Village Development Programs	51% in the category of being able to deliver village development programs.
		Easy to Understand Language	People can understand from difficult messages to communicative language with a percentage of 60%.
		Understandable Development Program	The development program can be understood by the community with a percentage of 57%.
		Development Program Messages Delivered Evenly	The results show that the message was delivered evenly with a percentage of 67%.
		Response in Receiving Village Development Programs	The community is interested in providing responses and being involved in the development programs delivered with a percentage of 42%.

## RESULT AND DISCUSSION

Development communication acts as an intermediary and simplifies development messages to be conveyed to the wider community, village officials will convey village development programs to the community using easy-to-understand language, in this case development communication plays a very important role in simplifying messages using easy-to-understand language.

Simplifying messages to the public or community so that they are understood completely against the message conveyed. Innovations that must be attempted to be known and accepted so that the community and village officials must integrate with the local perspective or the community in the village. (Harun and Ardianto, 2012).

The development communication process carried out by the Village Apparatus of Kota Rintang, Hamparan Perak, Deli Serdang, North Sumatra, that development communication in the village plays a role in simplifying messages to be conveyed (village development programs) to the community, messages previously conveyed by professionals are less understandable by the community such as using foreign languages, or in other matters. Development communication is present as a bridge to convey messages to the community so that they understand and participate in the development that will be implemented. Development itself has a reach in both a broad and narrow sense (Mukhti in Hasibuan, 2021).

The development communication process is carried out based on community aspirations. The communication process between the community so that the message reaches the village apparatus through the hamlet head and is delivered to the Head of the Community Welfare Section, namely Mr. Azhar, S.T., because this field is directly involved with the community starting from the process of implementing, controlling, and evaluating development facilities and infrastructure in Kota Rintang Village through the hamlet head. When development is underway to provide progress to the village apparatus through the hamlet head.

The concept of development communication development is divided into broad and narrow meanings in the broad sense includes the role and function of communication as an activity of exchanging

messages reciprocally among all parties involved in development efforts. The narrow meaning is more detailed that all efforts, methods, and techniques for conveying ideas, and development skills that come from the party initiating the development and are aimed at the wider community. The activity is highly expected that the target community can understand, accept, and participate in the ideas conveyed (Nasution, 2012).

Development itself obtains positive changes for the welfare of human life individually and in society at large so as to obtain benefits and welfare. The welfare of development is not only economic change but also includes changes in the mentality of society. Development activities cause changes in attitudes consciously and planned to obtain changes in order to anticipate conditions and changes that will occur in the future (Theresia in Hasibuan, 2021).

### 1. Delivery of Village Development Programs

The communication convergence referred to in this study is to see how the realities occurring during the communication process take place between the village government and the community in the development program. The communication process is seen at the individual level of society where information and mutual understanding is the end result of the communication process based on collective action, agreement and mutual understanding among the communicating participants. Convergent communication in this study has several indicators: perceiving, understanding and trusting. (Anto, Oki, Gusri., et.all.,2021).

The ability of village officials in delivering the Kota Rintang Village development program shows that village officials are capable with a percentage assessment of 51%. Other categories do not understand 0, less capable 3%, quite capable 23%, capable 51%, and very capable 22%.

Previous research explained the role of the village government at the village apparatus level as a mentor provides encouragement for the development process towards a better direction by utilizing the economic sector conditions in the community, this results in the village economy becoming better than before and has an impact on the prosperous lives of the community. The village government is the one who controls development in the village area: the head and apparatus are responsible. Rural development is multi-aspect, therefore it needs to be related to the structural field and aspects

outside the village so that it becomes a solid foundation for national development.

Kembes II Village is a traffic between Manado City to Tondano and the location of Kembes II Village is close to the provincial capital. The results of this study are that the community is a farmer, trader, and employee, even the young age is highly interested in things that should be supported as a focus of development, especially non-physical development. Non-physical development is providing maximum service in administrative completeness in entrepreneurship completeness.

Encouraging entrepreneurship counseling by young people and housewives sewing course training by bringing in instructors. The problem of development in the field of welfare is an effort to improve the dignity of society in conditions where they are unable to escape from the trap of poverty and backwardness. Building society means enabling or making them independent.

Another researched explained that community radio as a useful tool for development, the New Corella Local Government Unit (LGU) launched its first community radio called Core Radio. This radio began broadcasting to serve the entire local population and communicate development. Community radio can invite the community to participate from various aspects starting from socio-cultural, political, economic. And radio has a big influence in impacting the community, fostering a sense of togetherness and collaboration. A total of 252 listeners were surveyed, and the study found a significant relationship between educational attainment, employment status, and ethnicity with their knowledge, attitudes, and practices (Parido and Gallegos, 2024).

## **2. Easy to Understand Language**

Communication is used according to the desired function and purpose. Through good communication between the government and village leaders, planned development will have a positive impact and improve community welfare.

The objectives of the development program, environmental supports (such as the suitable policy implementation, available communication facilities and To achieve the objectives of the development program, environmental supports (such as the suitable policy implementation, available communication facilities and infrastructure,

supportive local institutions, the use of language and culture) require a synchronous managerial pattern of development in order that the results of development and other government programs can be felt and enjoyed by the community. Anto, Oki, Gusri., et.all. (2021).

They are understood completely about the message conveyed. Innovations that must be attempted to be known and accepted so that the community and officials must integrate with the local perspective or the community in the village. (Harun and Ardianto, 2012). The approach or media used to communicate to the community has many choices but the main focus is on messages that can be understood. Sometimes in delivering development programs there is a foreign language or a language that is not yet understood so that village officials must simplify the language so that the language is easy to understand. The results show that do not understand 0, do not understand 0, understand enough 22%, can understand 60%, can understand very much 17%.

Simplification of language in communication is very much needed in conveying messages in this case the development program so that the community understands what is conveyed in the village development program. Communication is one of the important elements in the village development process because according to its definition it is able to influence and change the attitudes and behavior as well as the understanding of the village community.

## **3. The Development Program can be Understood**

Development communication village apparatus in the village development process. Villagers like to talk directly, communicators can take advantage of this by approaching the village community directly. Delivering messages while the village community is doing their activities such as during mutual cooperation, village deliberations, and so on. The best way to convey communication is that there are five important communication components to pay attention to, namely communicator (source), message (message), media (channel), communicant (receiver), effect (effect).

The field facts in the study show that the level of education greatly influences interactive communication (convergence) in terms of perception, understanding and trust of the people of Sungai Kali Village in receiving and analyzing the information obtained. Further, such a low educational background in Sungai

Kali Village has caused miscommunications or gaps in receiving and understanding the information related to the development programs, thus the non-convergent communication is characterized by differences in understanding the meaning and purpose of the development programs. In line with this, Putra (2018) in his study said that education has an important role in one's life because the higher the education, the wider the knowledge and the higher the analytical power of the person to solve the gaps encountered in communication to create mutual understanding or convergent understanding between each other. Village apparatus a role in delivering development programs from all series until the community understands the development program delivered. Villages apparatus has an important role in delivering the program so that the entire community can understand Kota Rantang Village development program. The results show that the highest presentation is with a presentation of 57% understanding. The lowest percentage is not understanding and not understanding each of which is 1%, with a percentage of 22% namely understanding enough, and understanding very much, namely 18%. The data shows that the community understands the development program delivered.

Based on previous research, it shows that the right strategy is needed to build a village effectively, namely that the community understands the language and programs to be conveyed. One strategy used is through communication. Communication and development are two things that are interrelated. The position of communication in the context of development is as an integral part of development, and communication as a set of variables instrumental in bringing about development (Jayaweera and Anumagama, 1987 in Evi Zahara, 2018).

Previous research conducted in Semarang to maintain a city identity through a group of young people who joined the Peka Kota Hub platform in Bustamam Village showed that the community is the main actor in efforts to preserve local culture, while maintaining the city's identity. However, the results of the study showed that the collaboration and cooperation of the five city elements in the Pentahelix Model were not optimal. Stakeholders are still working on their respective efforts and have not

integrated these efforts with other sectors, the need to strengthen cooperation between sectors to realize sustainable development.

#### **4. Response in Accepting Village Development Programs**

Response in communication according to (Kurniati in Hasibuan. 2021) is defined as the influence caused by the message from the communicator in the communicant, which can be in the form of cognitive effects (a person becomes aware of something), affective (a person's attitude is formed) and conative (behavior, things that make someone act to do something).

Involvement in the development program delivered by development communication as a language that is easy to understand so that the effect or response in receiving the village development program in Kota Rantang Village development program, Hamparan Perak Deli Serdang when the community receives a village development program, it is divided into 5 categories of choices: most interested 0, not interested 0, quite interested 26%, interested 42%, very interested 32%.

Development communication is one of the efforts to influence the behavior of the community in achieving the planned development goals. Village development is a process with the aim of improving the quality of life of the village community through integrated and sustainable program plans. Communication is one of the important elements in the village development process because according to its definition it is able to influence and change the attitudes and behavior as well as the understanding of the village community in increasing community participation (Nurhasanah, Sabrina., dkk. (2024).

It can be concluded that the community is interested in providing a response to village officials regarding village development. Previous research has shown that maintaining the city's identity as a "cultural host" a group of young people from Semarang City who care about city issues initiated the Peka Kota Hub Platform choosing Kampung Bustaman as having a unique identity because of its image as a

"goulash village" which is widely attached to the public mind which is closely related to the active involvement of the community or community that shows respect for local culture and its environment (Febriani and Aliyah, 2020).

## 5. Development Program Messages Delivered Evenly

Mass communication expert Everett M. Rogers defined development communication as —It refers to the uses to which communication is put to further development. Such applications are intended to either further develop in a general way, such as by increasing the level of the mass media exposure among the nation's citizens, to create a favourable climate for development, or to support a specific, definite program or project|. In the definition mentioned above, Rogers said that for the development of the community, the community will create an environment or climate for development. This climate will be of two types — a) physical climate and b) Psychological climate (Choudry, Payel, Sen. 2011).

Previous studies have explained that Community Radio as a useful tool for development, Local Government Unit (LGU) New Corella. The results of this study underscore the importance of considering demographic variables in enhancing community engagement and effectiveness of community radio initiatives, community FM radio in New Corella, Davao del Norte, has played a significant role in reaching thousands of households with news, entertainment, and development initiatives. This program through an approach or promoting an inclusive, consultative, and participatory approach to local development. Strategies are also proposed to improve development programs based on data findings such as developing inclusive and creative program content for all ages, ethnicities and genders, and producing radio-based educational programs (Bayable, 2020).

Previous research states that the indicators of the development program message were not delivered evenly with a percentage of 1%, fairly evenly delivered 22%, the highest assessment was delivered evenly with a percentage of 67%, and finally the message was very evenly delivered with a percentage of 9%. The conclusion is that the

message of the development program of Kota Rantang Village, Hamparan Perak, Deli Serdang, North Sumatra has been delivered evenly.

## CONCLUSION

Development communication acts as a bridge for the people of Kota Rantang Village to understand the village development program delivered using easy-to-understand language so that it can be understood so that the village development program is delivered evenly. The results show that 51% are in the category of being able to deliver the village development program. The community can understand from difficult messages to communicative language with a percentage of 60%. The development program can be understood by the community with a percentage of 57%. The results show that the message is delivered evenly with a percentage of 67%. The community is interested in responding and being involved in the development program delivered with a percentage of 42%. Development communication plays a role for the community Simplifying messages to the audience or community so that they are understood completely about the message delivered. Innovations that must be attempted to be known and accepted so that the community and officials must integrate with the local perspective or the community in the village. (Harun and Ardianto, 2012).

The results of this study are expected to be development communication in Kota Rantang Village so that development communication can be a bridge or technique for delivering village development programs with simpler messages to be delivered so as to improve village development.

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