

Communication Strategy the Ministry of Villages, Development of Disadvantaged Regions and Transmigration in the Village SDGs Goals

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Abstract

The purpose of this research is to look at the Village SDGs in Accelerating the Achievement of Sustainable National Goals in development with regional autonomy. The focus of this research is the effectiveness of disseminating information through social media in conveying the Village SDGs. This study seeks to answer the substance: development communication strategies used by the Ministry of Village Questions, Development of Disadvantaged Regions and Transmigration in communicating village SDGs. The data for this research is the official Twitter content of the official account of the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (@kemendespdtt). The Nvivo 12 plus in this study are graph analysis, cluster analysis, and word cloud analysis. The data that has been displayed is submitted using qualitative analysis methods. The data used by the researcher is data that displays hashtags, mentions, chart hierarchies, and word clouds. The data is then processed with Microsoft Excel tools to get the results displayed in the form of percentages. The results of this study show that the communication built by @kemendespdtt in communicating the Village SDGs through hashtags and mentions is about achievement programs, activities to the Kemendes PDTT campaign in the SDGs Village goals. Kemendes PDTT conveys information openly in accordance with the objectives to be achieved, especially in terms of campaigning for the Village SDGs. Disseminating information through social media is the easiest and most effective way to reach everyone.

Keywords: Communication Strategy; Sdgs; Village.

Introduction

The purpose of this study is to examine the Village SDGs in Accelerating the Achievement of Sustainable National Development Goals in relation to regional autonomy. The focus of this study is the effectiveness of information dissemination through social media in conveying the Village SDGs. This study seeks to answer the substantive question: the development communication strategies used by the Ministry of Villages, Development of Disadvantaged Regions and Transmigration in communicating the Village SDGs. The World Commission on Environmental Development (WCED) defines the concept of sustainable development as development aimed at meeting the needs of the present without compromising their ability to meet

the needs of future generations (Nilawati & Harvitrananda, 2021). The concept of sustainable development is simply a development approach to achieving a better standard of living now and in the future (Zhongming et al., 2018). There are 17 Goals and 169 Goals are a global action plan for the next 15 years (effective 2016-2030) to end poverty, reduce inequality and protect the environment.

The Village SDGs are a global action plan agreed upon by world leaders, including Indonesia, to end poverty, reduce inequality, and protect the environment (Nilsson, 2017). The Village SDGs are a sustainable development model that prioritizes the use of village funds for the 2021 budget year (Alcama et al., 2020). Village SDGs are integrated actions or efforts to accelerate the achievement of sustainable development goals by strengthening the typology and economy of cities to grow steadily (Friedman & Gostin, 2016). Healthy Village, Environmentally Friendly Village, Educator, Women-Friendly City, Network Village, and an attractive cultural city (Devisscher et al., 2019). If all eight types of villages can be realized simultaneously, then the city will also be called a Pancasila village, and according to the author, this is the ultimate goal of urban development and the goal of sustainable development in 2030 (Siakwah et al., 2020). In line with this, the village SDGs are implemented for sustainable development to welcome village autonomy.

This research is based on the theory of sustainable development communication strategies. According to Quebral, communication for development is communication carried out to implement a country's development plans. (Ramadhani & Prihantoro, 2020). In order to implement the SDGs, a development communication strategy is implemented to encourage public participation in the sustainable development process. The Academy for Educational Development (AED) proposes three communication strategies: Media-Based Strategy, Instructional Design Strategy, and Participatory Strategy. The use of social media is currently a communication model for the government in realizing good governance, particularly transparency (Setiawan et al., 2021). Given that the concept of good governance requires the government to be transparent and open to the public, the use of information technology must be maximized to support the running of government and realize good governance (Nawafleh, 2018). The existence of information technology has greatly assisted people in communicating, one of which is through social media. Indonesians have a very intense

pattern of communicating through social media. This high level of internet usage indicates that more and more Indonesians are productively communicating through social media (Ramli, 2017).

The most widely used social media platforms in Indonesia are Facebook and Twitter. According to the Ministry of Communication and Information Technology, 63 million Indonesians use the internet, and 95 percent of them use social networking sites (Setiawan et al., 2021). In addition, there are 65 million active Facebook users in Indonesia, while Twitter ranks 5th in the world with 19.5 million active users (Nawafleh, 2018). With so many social media users, this has given rise to speculation that many Indonesians are currently utilizing and optimizing social media as a means of communication (Setiawan et al., 2021). This study used Q-DAS (Qualitative Data Analysis Software) Nvivo 12 plus to collect data and analyze it using graphical analysis, cluster analysis, and word cloud analysis (Smith et al., 2021). The purpose of this study was to examine the Village SDGs in Accelerating the Achievement of the National Sustainable Development Goals through Twitter social media accounts. The focus of this study was the effectiveness of information dissemination through social media in conveying the Village SDGs. This study sought to answer the substantive question: the development communication strategies used by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration in communicating the Village SDGs. This study aimed to determine whether the government had implemented effective and targeted communication strategies in disseminating information. The output of this study could be policy recommendations on whether the government's communication strategies were on target or not.

Methods (12pt, bold)

This research analysis software uses Nvivo 12 Plus. Nvivo 12 Plus, as a qualitative analysis tool, displays data in quantitative form, which is called qualitative-to-quantitative analysis (Akbar et al., 2021). The qualitative approach provides exploration and description of village SDGs, the use of descriptive to provide information, and efficient explanation of data (Rosanti et al., 2021). The data for this study is the official Twitter content of the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (@kemendespdtt). Nvivo 12 Plus in this study includes graphical analysis, cluster analysis, and word cloud analysis. The use of

Nvivo as an analytical tool has five stages: (1) data capture, (2) data import, (3) data coding, (4) data classification, and (5) data display. The researcher captured all data on the @kemendespdtt Twitter account. The displayed data was submitted using qualitative data analysis methods. The data used by the researcher were data displaying hashtags, mentions, hierarchy charts, and word clouds. The data was then processed using Microsoft Excel tools to obtain results displayed as percentages.



Figure 1. Theoretical Framework

Source : by Author

Findings and Discussion

The Ministry of Villages, Development of Disadvantaged Regions and Transmigration's Development Communication Strategy in Communicating Village SDGs

Strategy is essentially planning and management to achieve a goal. According to Quebral, communication for development is communication carried out to implement a country's development plan (Ramadhani & Prihantoro, 2020). Development communication can be reflected through communication that focuses on: 1) behavior/parenting, 2) well-being, and 3) community progress. Development strategy communication can be defined as planning and management communication. Communication in the dissemination of development messages to encourage community participation in the development process (Sukamantri et al., 2021). The importance of communication strategy in relation to development in a country with the following functions: operating, which has a very strong influence and if not controlled, destroys the cultural level of the nation itself and (2) systematic, informative, attractive and instructive communication message media towards the goal of achieving optimal results (Ramadhani & Prihantoro, 2020). In order to implement the SDGs, a development communication strategy is implemented to invite the community to participate in the sustainable development process. There are four communication strategies proposed by

the Academy for Educational Development (AED), first, a strategy based on the media used (Strategy Based On Media). The media chosen must be adjusted to the communication objectives and the socio-cultural realities of the local community so that the message conveyed is more easily accepted. The media used can include print media, electronic media, social media, and interpersonal communication. For the general public, news should be distributed through mass media such as newspapers or television, and group communication channels are used for certain groups. This strategy is actually the simplest, most popular, and certainly the least effective technique.

Then, the instructional design strategy, Instructional design strategy, This strategy is used in the practice of preparing communication technology media and content to help ensure effective knowledge transfer. In general, this strategy has three phases, namely the planning phase, the implementation phase, and the evaluation phase. Third, participatory strategies, in this participatory strategy, the important principles in organizing activities are collaborative collaboration and personal growth. Then, the marketing strategy, this strategy grows as a communication strategy that is most direct and feels common in the principles of social marketing, namely 18 marketing techniques that do not only seek profits obtained from a sale, but also focus on what consumers need and want from something produced by the producer. Communication strategies through social media are used as the easiest and simplest communication tool. Not only the community but also social media is used by the government to communicate the goals and objectives to be achieved. The Ministry of Villages, Development of Disadvantaged Regions and Transmigration uses social media to communicate village SDGs. Through content analysis of Twitter @kemendespdtt, the author collected data in the form of interactions on social media in the form of mentions and hashtags as shown below.

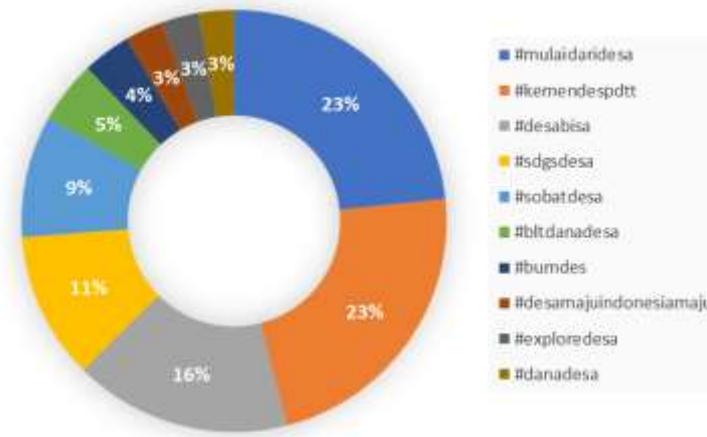


Figure 2. Hashtag

Source : Author by NVIVO 12 Plus

Based on the data above, it can be seen that the hashtag content is dominated by #mulaidaridesa and #kemendesdptt with the same percentage of 23%. Through these two hashtags, the Minister of Villages, Disadvantaged Regions and Transmigration Abdul Halim Iskandar @halimiskandarnu said that the development of the status of villages in Indonesia, especially in North Sumatra, shows positive figures. Then, the Ministry of Villages, Disadvantaged Regions and Transmigration is also intensifying the development of smart villages, which is an effort by villages to utilize appropriate technology so that development takes place efficiently. The development of Smart Villages is very important in efforts to accelerate the development of villages into independent villages. However, the development of smart villages must not eliminate local wisdom at all. A total of 1,852 Village-Owned Enterprises (#BUMDes) have entered e-commerce, following the decline in conventional market activity during the Covid-19 pandemic. Thousands of other BUMDes are also actively marketing their superior products through social media. In addition to the development of smart villages, there is currently a trend of decreasing stunting rates in villages in Indonesia. Reducing stunting rates is one of the work priorities of the Ministry of Villages, Disadvantaged Regions and Transmigration. In the past two years, at least IDR 11.3 trillion of the Village Fund budget has been allocated to address stunting at the village level.

Then another program that is being promoted by the Ministry of Villages, Development of Disadvantaged Regions and Transmigration through social media is the Sustainable Integrated Livestock Village, which is one of the programs of the Ministry of Villages, Development of Disadvantaged Regions and Transmigration to improve

human resources and reduce extreme poverty. This program is a combination of agricultural activities, livestock, fisheries and other superior potentials in an integrated manner. Furthermore, the Minister of Villages, Development of Disadvantaged Regions and Transmigration Abdul Halim Iskandar @halimiskandarnu officially launched the Sustainable Integrated Livestock Village Program. This program aims to improve food security, especially meeting national beef needs, which is then packaged in an integrated livestock Pilot Project program managed by a joint BUMDes prepared by the Ministry of Villages, Development of Disadvantaged Regions and Transmigration. This program aims to make villages self-sufficient in animal food, thus impacting the reduction of meat imports. This program is prepared in seven districts involving more than 50 villages, 300 livestock breeders, on an area of 140,000 m². In addition to food security, the Ministry of Villages, Development of Disadvantaged Regions and Transmigration also ensures that village funds can be used to finance education in the village. Village Development Minister Abdul Halim Iskandar @halimiskandarnu asked BUMDes to increase synergy with various groups, one of which is with Vocational High Schools (SMK). BUMDes can distribute the work of SMK students. The goals of sustainable village development, or known as the Village Sustainable Development Goals (SDGs), have strict indicators, including in placing the position of women in the village development process. Village development must not leave behind any village residents, including women, children, people with disabilities, and other marginalized groups. Women must be honored in village development.

The Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT)'s commitment to eradicating extreme poverty is also evident in its efforts to prepare micro-based data to achieve zero percent, in accordance with President Joko Widodo's directives. The Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT) has prepared an action plan for addressing extreme poverty in villages, targeting zero percent by 2024. The data has been prepared since early 2021, based on the Village SDGs, and has reached 60 percent. The Minister of Villages, Disadvantaged Regions and Transmigration (Mendes PDTT) Abdul Halim Iskandar @halimiskandarnu also continues to encourage increased productivity of Village-Owned Enterprises (BUMDesa) and Joint BUMDesa. This includes fulfilling electricity needs in all villages through collaboration with PT. PLN (Persero). In terms of

governance, the Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT) has simplified the bureaucracy through restructuring the organizational structure and work procedures. This is in order to realize a more effective and efficient government administration system, in accordance with President Joko Widodo's directives. The Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT) again won the informative public body award in 2021. This highest award from the Central Information Commission has been won by the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT) for three consecutive years.

Then through the hashtags #desabisa, #sdgsdesa, and #sobatdesa, the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT) also said that village development can no longer be carried out based solely on the wishes of village elites. Village governments must have a clear roadmap to advance their villages while empowering communities based on data and necessary needs. The Ministry of Villages PDTT also urges the community to participate in realizing the target of Zero Percent Extreme Poverty by 2024, as well as realizing the first Village SDGs, namely Villages Without Poverty. In addition, the Ministry of Villages PDTT also invites the community to realize villages without hunger by honoring farmers, heroes of the country's food security. Realize Village SDGs Number 2, namely Villages Without Hunger. In line with this, the Ministry of Villages PDTT is also ready to commit to continuing the public information disclosure system. The openness of this information system is important for determining policy actions to be taken by the government in accordance with development targets and objectives.

Through the hashtags #bltdanadesa, #bumdes, #desamajuindonesiamaju, #exploredesa, and #danadesa, the Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT) has made various efforts to recover the economy due to the Covid-19 Pandemic, one of which is the distribution of #BLTDanaDesa. It was reported that a total of 309 villages throughout Indramayu Regency disbursed Direct Cash Assistance (BLT) Village Funds for June, July, and August for the community in the Beneficiary Family (KPM) category. Each Beneficiary Family (KPM) of the BLT Village Fund received cash worth IDR 900 thousand for three months of disbursement. The Deputy Minister of Villages, Disadvantaged Regions and Transmigration (Desa

PDDT) @budimuni98 said that #BantuanLangsungTunai (BLT) sourced from #DanaDesa is a Social Safety Net. The nature of #BLTDanaDesa is a product of Village Deliberations involving the community. the government also issued Instruction of the Minister of Villages, Disadvantaged Regions and Transmigration No. 2 of 2020 concerning the Acceleration of the First Phase of Village Fund Direct Cash Assistance (BLT) Distribution for Villages Holding Special Village Deliberations. The Minister of Villages, Disadvantaged Regions, and Transmigration @halimiskandarnu urged Village Governments to simplify the process of distributing Village Fund Direct Cash Assistance (BLT). The government is also making various efforts to expedite the distribution of #BLTDanaDesa so that it can be immediately received by lower-class communities in need.

The development communication strategy is an effort to disseminate the values of sustainable development, which is an innovation because it is packaged with new terms and approaches and has just been decided to be implemented in Indonesia widely and simultaneously. The development communication strategy to disseminate the values of the SDGs is a process of innovation diffusion, which is interpreted as a process where an innovation is communicated through certain channels over a certain period of time among members of a social system (Ramadhani & Prihantoro, 2020). The innovation diffusion process is influenced by four elements, namely: innovation, communication channels, timeframe and social systems that can be linked to the development communication strategy proposed by the Academy for Educational Development (AED). Strategies based on the media used emphasize the importance of using appropriate communication channels, instructional design strategies and participatory strategies emphasize the importance of considering timeframes and social systems, and marketing strategies emphasize the importance of packaging innovation as new knowledge that can be accepted by society.

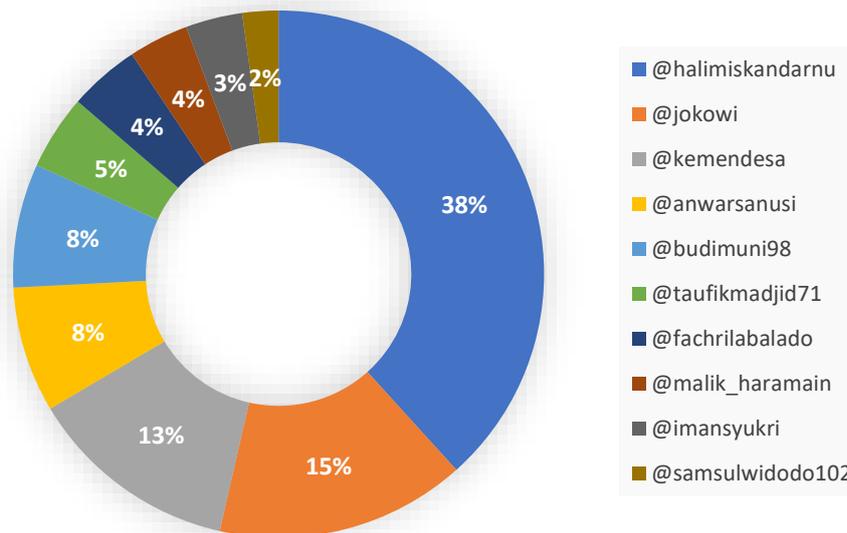


Figure 3. Mention

Source : Author by NVIVO 12 Plus

Meanwhile, the interaction built by the Kemendes PDTT Twitter account through the mention feature was dominated by the @halimiskandarnu account as the Minister of Villages PDTT, which was 38%. Then the interaction with the official account of the President of the Republic of Indonesia, namely @jokowi, was 15%, followed by the @kemendesa account at 13%. Through this interaction, the Minister of Villages PDTT Abdul Halim Iskandar @halimiskandarnu asked villages in Indonesia to prepare for the threat of climate change impacts, including through achieving the 13th Village SDGs goal of Climate Change Responsive Villages. Then the Minister of Villages PDTT Abdul Halim Iskandar @halimiskandarnu, also said that public services in villages in Aceh were very satisfactory. This was conveyed at the Coordination Meeting on Community Economic Empowerment and Public Services led by Vice President Ma'ruf Amin in Aceh. Village development in the Aceh region continues to show encouraging progress. One of them is shown by the performance of Village-Owned Enterprises (BUMDesa) which can absorb thousands of workers.

The interaction conveyed by the Minister of Villages, Disadvantaged Regions and Transmigration Abdul Halim Iskandar @halimiskandarnu said that there are no more underdeveloped villages, let alone very underdeveloped villages. Interestingly, village progress in Yogyakarta is built on village culture. The Minister of Villages visited Karangrejo Village, Borobudur Regency, Magelang Regency, which is one of the

supporting villages for the super priority tourist destination of Borobudur which is able to stimulate the economy for the village community. The government also invited Indonesian students to serve the village which emphasized that the village is the future of Indonesia. Abdul Halim Iskandar @halimiskandarnu emphasized that professional village assistants have a strategic role in accelerating village development. One of them is by utilizing the potential of Village-Owned Enterprises (BUMDes) in each region. The Minister of Villages reiterated that the wealth of villages in Indonesia is extraordinary. One of them is owned by the Tengger Tribe in Ranupani Lumajang who has noble customs to respect nature and others despite their different backgrounds. Shifting to Eastern Indonesia, Minister of Villages, Disadvantaged Regions and Transmigration Abdul Halim Iskandar @halimiskandarnu conducted a working visit or blusukan to several villages in the East Lombok area, West Nusa Tenggara in order to ensure that the village economy continues to grow through BUMDes and Tourism Villages, as an effort to accelerate the national economy.

The government also continues to encourage increased productivity of Village-Owned Enterprises (BUMDesa) and Joint Village-Owned Enterprises (BUMDesa Bersama). Minister of Villages, Disadvantaged Regions, and Transmigration Abdul Halim Iskandar @halimiskandarnu appreciated the synergy between the management of traditional villages and administrative villages in Kutuh Village, Badung Regency, Bali. The government, through the Minister of Villages, Disadvantaged Regions, and Transmigration, asked local governments to be involved in village development planning. The Minister said that the involvement of local governments in village development planning would have an impact on the realization of national development. The context of village development and village community empowerment requires focus and comprehensive and integrated handling based on the needs of village residents based on micro data collected by the village. Then Minister of Villages, Disadvantaged Regions, and Transmigration Abdul Halim Iskandar @halimiskandarnu stated that Village SDGs data is ready to be used as a basis for an action plan to alleviate extreme poverty. With this data, it is hoped that the target of alleviating extreme poverty in 35 districts/cities during 2021 can be achieved.

The next interaction was a mention with several government officials' accounts such as @anwarsanusi who is the Secretary General for the Ministry of Manpower,

Republic of Indonesia and @budimuni98 or Budi Arie Setiadi who is the Deputy Minister of Villages, Development of Disadvantaged Regions and Transmigration with the same percentage of both at 8%. The interaction built was in the form of communication conveying government activities such as coordination meetings in programs involving the Ministry of Villages, Development of Disadvantaged Regions and Transmigration. In addition, the government also encouraged socialization to villages throughout Indonesia about various things that promote the Village SDGs. Then the Deputy Minister of Villages also encouraged the diaspora to help market village products and continued to remind village facilitators as a bridge between the government and the community. other interactions such as with @taufikmadjid7, @fachrilabalado as director of village advocacy and cooperation at the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT), @malik_haramain who is a member of the Indonesian House of Representatives for the 2009-2014 period, @imansyukri as special staff to the Minister of Villages, Development of Disadvantaged Regions and Transmigration, and @samsulwidodo102 as Director General of Development of Disadvantaged Regions (Dirjen PDT).

The communication built by @kemendespdtt in communicating the Village SDGs through hashtags and mentions is about the programs achieved, activities, and campaigns of the Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT) in the Village SDGs goals. This is shown by the data submitted. When linked to the first theoretical indicator, namely the media used (Strategy Based On Media), the media chosen must be adjusted to the communication objectives and the socio-cultural realities of the local community so that the message conveyed is more easily accepted. The Ministry of Villages, Disadvantaged Regions and Transmigration conveys information openly in accordance with the goals to be achieved, especially in terms of campaigning for the Village SDGs. Disseminating information through social media is the easiest and most effective way to reach everyone. Then, the instructional design strategy, this strategy is used in the practice of preparing communication technology media and content to help ensure effective knowledge transfer. In delivering information, the Ministry of Villages, Disadvantaged Regions and Transmigration is assisted by active interaction with government officials involved in the Village SDGs goals. This certainly facilitates the government in transferring knowledge effectively so

that in practice the information delivery is in accordance with the various activities carried out and is open. Third, participatory strategies. Collaborative collaboration and personal growth are key principles in organizing activities. As can be seen from the information provided, the government, in various activities carried out in almost all regions of Indonesia, consistently reminds and urges that sustainable development goals in villages cannot be achieved without prioritizing participatory principles. On various occasions, the government has requested that communities and stakeholders also play a role in achieving sustainable development goals in villages across Indonesia.



Figure 4. Word Frequency

Source : Author by NVIVO 12 Plus

Based on the image above obtained from the word frequency of the Ministry of Villages, Development of Disadvantaged Regions and Transmigration's Twitter account (@kemendespdtt), it shows that the phrase frequently used in the @kemendespdtt Twitter account is village. The results of the analysis of social media content drawn based on the theme show that #mulaidaridesa is also the most discussed thing. The village is a legal community unit that has an original structure based on special ancestral rights. The basis of thinking regarding Village Government is diversity, participation, original autonomy, democratization and community empowerment (Barniat, 2019).

Through this content, the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDDT) strives to convey information using a communication strategy based on the media used. In this case, media acts as an intermediary in conveying information from the communicator to the recipient, aiming to convey messages through a combination of various communication elements such as frequency, formality, content, and communication channels so that the message is easily received and understood and can change attitudes or behavior in accordance with the communication objectives (Ni Luh Kade Diah Pradnya Yoni, 2015). In conveying the Village SDGs, the Ministry of Villages, Development of Disadvantaged Regions and Transmigration also uses an instructional communication strategy which provides an understanding that the communication will be carried out with the aim of providing direction and instructions on certain subjects, in order to achieve a goal (Ramadhani & Prihantoro, 2020).

Various interactions carried out by the government show that this communication also uses a participatory communication strategy, which is an approach to realizing development goals through active community participation in expressing needs with the support of government policies and interventions in the form of development programs (Hannan, 2018) This demonstrates that the communication delivered is open to the entire community and contains information related to village development. To ensure that the communication built by the government can achieve its goals, the government is conducting a Village SDGs campaign using social media. This includes the government using a marketing communication strategy that utilizes social media as a tool to achieve its goals in providing information, influencing, and promoting marketing activities to achieve the goals (Hannan, 2018).

Conclusion

The development communication strategy is an effort to disseminate sustainable development values, which is an innovation because it is packaged with new terms and approaches and has just been decided to be implemented in Indonesia widely and simultaneously. The results of this study indicate that the communication built by @kemendespdtt in communicating the Village SDGs through hashtags and mentions is about the programs achieved, activities, and campaigns of the Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT) in the Village SDGs objectives. The Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT) conveys information openly in accordance with the goals to be achieved, especially in terms of campaigning for the Village SDGs. Disseminating information through social media is the easiest and most effective way to reach everyone. The instructional design strategy is also used as a practice for compiling communication technology media and content to help ensure effective knowledge transfer. In conveying information, the Ministry of Villages, Disadvantaged Regions and Transmigration (Kemendes PDTT) is assisted by active interaction with government officials involved in the Village SDGs objectives. This certainly facilitates the government in transferring knowledge effectively so that in practice, information delivery is in accordance with various activities carried out and is open. In addition, the government also uses a participatory strategy. In this participatory strategy, the important principles in organizing activities are collaborative collaboration and personal growth. As can be seen from the information conveyed, the government in various activities carried out almost all regions in Indonesia always reminds and urges that sustainable development goals in villages will not be achieved if participatory principles are not prioritized. This includes the government using a marketing communication strategy that utilizes social media as a tool to achieve the goal of providing information, influencing, and promoting a marketing activity to achieve the success of the goal.

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