

Communication Audit on Sustainable Soil and Water Conservation Program Socialization in Temanggung District

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ABSTRACT :

Temanggung Regency, as an upstream area, has critical land, so the Regional Government has launched a Sustainable Soil and Water Conservation Program. The purpose of the audit communication for this socialization program is to diagnose the challenges and barriers that occur in the socialization process of a sustainable soil and water conservation program in Temanggung Regency and provide recommendations for future socialization. This research employs a concurrent embedded mixed methods design, with qualitative methodology as the primary method and quantitative methodology as the secondary method, in a proportion of 80% qualitative and 20% quantitative. Based on the results of the diagnosis, it is known that there is interference, which is a factor inhibiting the success of the socialization carried out in each observation unit. Several recommendations were made based on the audit that had been carried out. Namely, communicators must improve interpersonal communication abilities/skills and implement interactive communication to create more effective two-way communication. The context of the socialization implementation is carried out at the right time to support the effectiveness of the message's performance. Messages are packaged in clear, straightforward, intact, and simple language but must be supplemented with content according to program implementation instructions. The frequency needs to be increased, and a unique account for the conservation program is created. Written and bureaucratic communication must be maintained, but the effectiveness of the communication network needs to be increased through WhatsApp groups and other media. It is necessary to evaluate community feedback.

ARTICLE HISTORY

Submitted: 25 September 2023

Revised: 10 March 2024

Accepted: 25 May 2024

KEYWORDS

communication audit, conservation, rhetorical, socialization

INTRODUCTION

Temanggung Regency is in Central Java Province, with a geographical condition dominated by highlands and mountains, with elevations ranging from 400 to 1,640 meters above sea level. This topographical condition causes Temanggung Regency to experience various environmental issues, including critical land. Based on the results of critical land mapping conducted by the Department of Housing, Settlements, and Environment (DPRKPLH) of Temanggung Regency, several areas in Temanggung Regency are categorized as highly critical, covering an area of 10,218.59 hectares.

The increasing critical land area is a national issue that requires serious attention. The hilly and sloping land contours and many mountains and hills drive Indonesia to focus on conservation activities. The total area of critical land throughout Indonesia reaches 14.01 million hectares. Based on data released by the Department of Environment and Forestry (DLHK) of Central Java Province in 2021, indicators of watershed degradation in Central Java include 1) natural disasters, 2) the existence of critical land, and 3) declining water carrying capacity. These conditions are described as follows: 1) Natural disasters in Central Java in 2021 amounted to 1,895 incidents, with details of 1,039 flood and landslide incidents. There were 789 landslide incidents (41.64%) and 250 flood incidents (13.19%); 2). The existence of critical land, critical land in Central Java is categorized as critical and highly critical, based on 2018 KLHK data covering an area of 375,733 hectares or about 11.54% of the total area of Central Java, with details of 13.62% of land within forest areas and 86.38% of land outside forest areas. 3) The decline in water carrying capacity, based on the National Water Carrying Capacity and Water Capacity Information Book for 2019, showed that 54.16% of the water carrying capacity of the Central Java region has not been exceeded, while the remaining 45.84% has been exceeded. The water carrying capacity in 2019 decreased compared to 2017.

The evaluation meeting results on planting activities in the context of implementing the sustainable soil and water conservation movement in Temanggung Regency held on February 24, 2022, revealed several communication issues among relevant parties regarding the implementation of the sustainable soil and water conservation movement in Temanggung Regency. The problems faced include issues regarding volunteer mapping, conservation programs that the Temanggung Regency people still need to understand fully, not all community elements understanding and participating in conservation programs, and misconceptions about the vegetative conservation program initiated by the Temanggung Regency Government.

Another issue related to soil and water conservation programs is the high demand for tree felling permits. Data released by the DPRKPLH of Temanggung Regency shows that in 2021, there were 36 requests for tree felling permits, and up to October 2022, there were 46 requests. The issue reflects the limited dissemination of sustainable soil and water conservation programs in Temanggung Regency. The problems arising from this program originate from the communication process between the relevant parties. This issue needs to be addressed so that the program can be more focused in the future. Therefore, a communication audit needs

to be conducted to assess the success of this program and its effectiveness and to identify and diagnose the problems that occur.

The impact of climate change has led to changes in several aspects, such as the natural functions of human life degradation. Unsurprisingly, many efforts need to be made to restore natural functions. Vegetative conservation is one of the soil's function restoration efforts in storing water for human survival. Soil conservation aims to maintain soil function, improve degraded soil, and prevent erosion that could endanger surrounding human populations. Water conservation seeks to ensure water availability for future generations. The importance of conservation activities is in line with the research on Empowering Communities through Afforestation for Water Conservation in Banyuning Kotabaru (Wardani & Putra, 2020), where communities around water sources of plant citrus seedlings on land with slopes of more than 40° to reduce erosion rates, increase rainwater infiltration, and add economic value.

Several government policies and regulations related to conservation are enshrined in Law Number 5 of 1990, stating that to ensure the sustainable use of biological natural resources, conservation measures are needed so that biological natural resources and the ecosystems are always sustainable, able to achieve balance and adhere to development. The Temanggung Regency Government regulates environmental protection and management programs through the Temanggung Regency Regional Regulation Number 9 of 2020 (Regulation 9/2020) concerning environmental protection and management, which includes conservation as one of the efforts to sustain the local environment.

Implementing the sustainable soil and water conservation movement program in Temanggung Regency only succeeds with socialization, which is one of the communication processes. The program will succeed if the communication is two-way and interactive, thus achieving effective communication. Communication is effective if it meets the communication elements: communicator, communicant, message, media or communication channels, and feedback.

Communication is an essential aspect of organizational functioning. The communication process sometimes proceeds differently than expected. Communication disturbances can occur beyond human control. Disturbances (noise) during communication occur due to differences in the meaning of the message sent by the sender and the meaning of the message interpreted by the receiver. Noise is encountered in Schraam's communication model, which presents an interactive communication model that operates in two directions. Forms of disturbance are classified into four categories: first, within oneself, interpersonal, organizational, and technological (Ramadani et al., 2015).

The involvement of many parties with various characteristics allows for obstacles and constraints in communication, potentially disrupting the program's implementation. Communication audits are essential in identifying critical points of communication obstacles and limitations, thus finding solutions for improving the implementation of subsequent programs. Communication audits on the implemented programs socialization have a certain level of success, determined by the success of communication. Communication is a message

that creates perception or equality between communicators and communicants (Mulyana, 2007).

This study uses Rhetoric Theory, including examining the principles of the Five Canons of Rhetorics. Rhetoric is the science and art of speaking. Expertise may be a person's talent, but rhetoric is honed by increasing knowledge of the science of speaking. According to Aristotle, rhetoric is an effort by a speaker to persuade their audience to listen to what is being conveyed; Aristotle believed a speaker must have three rhetorical proofs: logic (logos), emotion (pathos), and ethics or credibility (ethos) (West & Turner, 2021). A speaker must assume that their audience is a group of people with thoughts, motivations, and choices that cannot be considered homogeneous and similar. Griffin states that Aristotle explains rhetoric to make truth more likely for audiences who are not entirely convinced (persuading). The results of rhetoric can be examples or enthymemes. An enthymeme is an incomplete version of a deductive syllogism created by leaving out premises accepted by the audience or leaving out a clear conclusion (Griffin, 2012).

The rhetoric by Aristotle is the theoretical basis of communication studies. Communication runs effectively if the communicator meets the requirements of being a good communicator. A communicator judged expert in skills is considered intelligent, capable, skilled, knowledgeable, experienced, or trained. Trust is the impression of the communicant about the communicator related to their character. Is the communicator considered honest, sincere, moral, fair, polite, and ethical? Aristotle calls it "good moral character." Communication is effective if the communicator meets the requirements of being a good communicator. A communicator must meet three requirements: (1) the level of trust others have in the communicator (credibility), (2) attractiveness, and (3) power (Cangara, 2018).

The communicator conveys a message to the communicant so the message can be perceived well as expected by the communicator. The process of receiving, filtering, and interpreting someone's behavior and conversation may differ from how others complete the process. Perception is the key to giving meaning to human-to-human interaction and significantly impacts how people communicate and understand others. The perception process allows someone to consider potential misunderstandings and help someone communicate more effectively (Weintraub et al., 2015). The impressions formed for others may vary. Different perceptions allow a person's behavior to impact their interaction with others negatively.

The leadership communication style, communication model, and communication direction are also influenced by factors determining communication effectiveness. Bureaucratic leadership determines the success of a government program. The communication patterns built by a leader significantly determine how the organization will operate. Public communication patterns are public information governance covering planning, preparation, and implementation of public communication related to government policies and programs (Iriantara, 2019). The government implements three governing principles: governing, development implementation, and public service delivery. Good governance is essential in providing public services (Wibawa, 2019).

Public policy is a government activity that addresses existing problems directly and indirectly through public institutions, thus affecting community life. Public policy becomes a series of measured government decisions aimed at specific goals associated with the public interest and with the participation of many parties in a particular field (Putri, 2019). Political socialization is a method used to ensure that adopted policies achieve their goals (Horton & Hunt, 1987). Implementing political socialization must be comprehensive, including supporting elements such as clear organizational goals, targets, priorities, and supporting resources. Socialization has a specific role in the public policy process. Socialization is carried out after policy formulation and before policy implementation. The socialization role is a strategic political perspective because, without socialization, formulated policies cannot function as intended (Herdiana, 2018).

The success rate of a program/activity implementation needs to be measured. Planning a program activity is inseparable from strategic planning. Communication is urgent in organizational operations because all forms of interaction (socialization, coordination, monitoring, and evaluation) are carried out with intensive communication involving many parties. Communication principles must be genuinely applied to reduce obstacles and constraints in the organizational communication process. Communication management dramatically determines the success of communication and the implementation of organizational programs and activities. Communication is vital in planning, implementing, monitoring, and evaluating an organization's program. Communication audit is one method to determine a program's success rate and effectiveness by conducting communication process research at each stage of the program according to the plan.

Several studies examine communication audits, including Trisnawati et al. (2020) on the communication audit of the Jogja Belajar Budaya Program launched by the Special Region of Yogyakarta Regional Government as part of an effort to develop culture-based education. Evaluative methods with a qualitative approach were used in the study. The results showed that the concept of program activities was well planned at the input stage, although there were still discrepancies in program understanding. Program implementation at the output stage went smoothly, although some obstacles were encountered. However, the overall program goals needed to be fully achieved at the outcome stage, as seen from the minimal program benefits. Research by Lestari et al. (2021) examined the disaster communication audit on the TVOne Kabar Petang program from May to June 2019. Using SMCR theory and disaster communication concepts, Disaster Communication SOPs, Broadcasting Behavior Guidelines, and KPI Broadcast Program Standards, descriptive qualitative methods were used with content analysis techniques, observation, document study, and validity testing through KPI source interviews. The results showed that most programs complied with existing guidelines and standards. Still, some findings were inappropriate, such as repeating video clips of suffering victims, lack of competent disaster speakers, and broadcasts about panicked affected communities. This study recommends that TVOne, the government, and media workers present educational broadcast messages involving competent speakers in disaster preparedness so that the public is better prepared for natural disasters.

The gap in this study lies in understanding the effectiveness of communication in the sustainable soil and water conservation programs of socialization in Temanggung Regency. Previously, specific research has not explored communication aspects in the context of conservation programs in that area. The novelty of this research lies in using a concurrent embedded mixed methods approach with qualitative methods as the primary method in conducting communication audits of conservation program socialization. This approach provides in-depth insights into the communication dynamics occurring in the field.

The objectives of this research are: 1) To conduct a communication audit of the sustainable soil and water conservation programs socialization in Temanggung Regency; 2) Diagnose obstacles and constraints that occur in the process of socializing sustainable soil and water conservation programs in Temanggung Regency; and 3) Provide recommendations for the Sustainable Soil and Water Conservation Movement programs socialization, based on existing obstacles and constraints, so that the program implementation will be improved in the future.

This research provides benefits academically, theoretically, and socially, especially in developing media audit concepts for program or activity socialization and the benefits of communication theory for program or activity socialization, especially in the context of regional governance, as well as recommendations for improving the socialization of sustainable land and water conservation programs in Temanggung Regency. This research is expected to provide references for implementing the socialization program by other departments/agencies in the regional government environment of Temanggung Regency.

The implementation of government programs begins with facts in the field, which are then scientifically studied until government regulations related to specific matters are issued. Similarly, the importance of conservation programs, which has become a global issue, has led governments to issue regulations on conservation, environmental protection implementation, and management. The program implementation is inseparable from the communication process. Communication is essential because programs run due to interactions between several parties. A program is successful through communication. Socialization, coordination, monitoring, and program evaluation are done through communication between the parties involved. Humans inhabit nature and utilize all natural resources to support and sustain their lives. Exploiting natural resources leads to a decline in nature's function for human benefit. Humans must sustain and maintain nature to remain habitable and provide benefits for their lives. Efforts to sustain what humans have are the literal meaning of conservation. Conservation is interpreted today as the wise use of natural resources (Supriatna, 2018).

The conservation movement is one of the efforts made to restore ecosystem balance. Soil conservation aims to maintain soil function, repair degraded soil, and prevent erosion that endangers humans in the surrounding area. Water conservation aims to ensure water availability for future generations. The importance of conservation activities is in line with research results on Community Empowerment through Afforestation for Water Conservation in Banyuning Kotabaru (Wardani & Putra, 2020), where communities around water sources of plant citrus seedlings on land with slopes of more than 40° to reduce erosion rates, increase

rainwater infiltration, and add economic value. The global issue of climate change has led many countries, such as Indonesia, to promote program activities as a precautionary and mitigation measure against climate change. Conservation is a program the government promotes considering Indonesia's geographical and topological location. Indonesia is a tropical region with various conditions, such as mountains and hills, allowing critical land conditions that reduce soil function for areas below. Sustaining biological natural resources is necessary to maintain ecosystem balance.

RESEARCH METHOD

This research uses a combination of mixed methods with a concurrent embedded design. According to Mustaqim (2016), the concurrent embedded design method is a research approach that unevenly integrates qualitative and quantitative methods. In a research project, quantitative methods may reach 70/80/90%, while qualitative methods may reach 30/20/10% or vice versa. Even though the two are used simultaneously, they remain independent in answering similar research questions. The concurrent embedded mixed methods design used a qualitative method as the primary method, while a quantitative method was used as a secondary method with a proportion of 80% -20%. According to Almeida (2018), the concurrent embedded design method determines that there is a primary methodological approach (i.e., qualitative or quantitative) that guides the study. The researcher must make this decision in the initial phase of method selection. Step (2) is interchangeable with step (3). The steps are as follows: (1) Select the primary methodological approach; (2) Main data: Quantitative data collection and analysis; (3) Secondary data: Collection and analysis of qualitative data; (4) Analysis of findings.

This research qualitative method uses a descriptive approach. Research was carried out using an evaluation research method with a communication audit approach. The communication audit process is carried out by conducting a comprehensive communication audit of the socialization process for the sustainable soil and water conservation program, diagnosing, analyzing, and evaluating in depth all obstacles and barriers that occurred during the socialization process, and then providing recommendations for the Soil Conservation program and Sustainable Water socialization process in Temanggung Regency, based on existing constraints and obstacles, steps can be taken to improve the program socialization implementation in the future.

The object of this research is the Sustainable Soil and Water Conservation Program Socialization in Temanggung Regency. The subjects of this research are the parties involved in the Sustainable Soil and Water Conservation Movement program in Temanggung Regency, namely the Regional Government, in this case, the DPRKPLH as the person responsible for the activity, related agencies, regional government work partners (Conservation Committee), private parties, environmental volunteers, and all levels of society involved in this activity. The observation units for this research include the communicator, the message conveyed, the means or communication channels used, the communicant, and the expected feedback.

Meanwhile, the quantitative method here is used to evaluate the soil conservation socialization program in the form of questionnaire data filled in by community participants of the soil conservation program as feedback on the success of the socialization program implemented. The data collection techniques used were interviews with research informants, sources interested in this research, confirmation, open data, FGD, and research reports. Open data is applied to collect information about the Sustainable Soil and Water Conservation Movement in Temanggung Regency. This approach involves direct meetings with various parties, such as NGOs, volunteers, and the general public, where auditors ask questions regarding the program. The documents that form the research's basis include government conservation regulations, such as Law Number 5 of 1990, Law Number 32 of 2009, and Law Number 37 of 2014. In addition, implementation instructions from the Regent of Temanggung, terms of reference work, circular letters related to conservation programs, and data associated with the number of seed donations, seed donor companies, critical land area, planting points, number of volunteers or communities, as well as a resume of the results of program evaluation and monitoring meetings. These documents create a comprehensive basis for analyzing and evaluating the effectiveness of the region's Sustainable Soil and Water Conservation Movement.

The data in this research is primary data obtained from interviews, confirmation with informants, observations in the field, and through FGD, literature, statutory regulations, essential documents, conservation data banks, documentation, and other important information, while secondary data was obtained through questionnaires.

Evaluation research is based on qualitative concepts, making data validity necessary for quantitative data from questionnaires. The level of confidence given to the research results depends, among other things, on the validity and accuracy of the data obtained. Invalid and unreliable data provide incorrect information about the variables being examined. Therefore, the instruments must be valid and reliable to get accurate information regarding the studied variables. Quantitative research tests the instrument to obtain valid and reliable data, whereas in qualitative research, the data is tested (Sugiyono & Lestari, 2021).

Qualitative data from interviews, documentation, and literacy were analyzed and presented as tables, matrices, and narratives. The steps in data analysis are preparing and organizing data (text data, such as transcripts or image and photo data) for analysis, then reducing the data into themes through the coding and summarizing process, and finally presenting the data in the form of charts, tables or discussions (Sugiyono & Lestari, 2021). Quantitative data obtained through questionnaires were analyzed using descriptive analysis. This data description illustrates the data distribution with tables and diagrams accompanying it. Statistics or descriptive analysis are statistics that are used to analyze data by describing the data collected as it is without intending to draw general conclusions or generalizations (Sugiyono & Lestari, 2021). The descriptive analysis results of the questionnaire survey are used as a measuring tool to confirm the qualitative data obtained through interviews with informants or research.

The secondary data used is quantitative data, which is analyzed descriptively. This data description illustrates the data distribution with tables and diagrams accompanying it. Statistics or descriptive analysis are statistics that are used to analyze data by describing the data collected as it is without intending to draw general conclusions or generalizations (Sugiyono & Lestari, 2021). The results of the descriptive analysis of the questionnaire survey are used as a measuring tool to confirm the qualitative data obtained through interviews with informants or research.

Data from 45 respondents consists of all elements involved in the Sustainable Soil and Water Conservation Program in Temanggung Regency. The 12 instruments were used and then processed using the SPSS application.

RESULTS AND DISCUSSION

Conservation is an effort to protect, restore, improve, and maintain soil functions on the land according to its capabilities. The contour of the land is hilly, prone to landslides, and supported by inappropriate agricultural practices, causing critical land. Temanggung Regency is an upstream area, so taking steps to protect and manage critical land is essential.

Since 2021, the Temanggung Regency Government has launched a Sustainable Soil and Water Conservation program involving community participation. The program is implemented in several stages: preparation (planning, socialization), implementation, monitoring, and evaluation. Conservation is a program involving community participation, in which socialization is necessary so that the program is known, understood, and implemented by all levels of society.

Socialization is crucial in implementing sustainable land and water conservation programs to determine the program's success. The conservation program has been implemented since 2021. Still, findings in the field need to fully understand this program, so a communication audit is a solution to diagnose, measure, and analyze the obstacles and barriers that occur. Communication auditing guidelines refer to PermenpanRB No. 27 of 2011 concerning Guidelines for Communication Audits in Government Agencies.

Based on the interview results with research sources, the Head of DPRKPLH, Mr. Hendra Sumaryana, M.T., said that the socialization was done to stabilize perceptions of the conservation movement aims and objectives and build collaboration between program implementers and program targets. DPRKPLH Secretary, Mr. Anggit Triwahyu Widodo, S.T., M.M., stated that the socialization was done to create a conservation program concept through an integrated community empowerment approach. Sub-Coordinator for Environmental Recovery Management, Mr. Arif Setia Budi, S.Si., stated that apart from equalizing perceptions, socialization was carried out to technically coordinate the division of tasks and roles of each element involved. Socialization has been carried out since 2021, both formally and informally. The involvement of all aspects of society has been well established, but it is hoped that this will increase.

The research results on the communicator observation unit, Head of DPRKPLH, Mr. Hendra Sumaryana, M.T., said that a communicator must have formal and informal

communication skills between stakeholders in government and outside government, the ability to convince the broader community that conservation movements are urgent to be carried out in the district. Temanggung. DPRKPLH Secretary Anggit Triwahyu Widodo, S.T., M.M., stated that a communicator needs good communication skills; personnel with IT skills are required because the medium for conveying messages is predominantly electronic media. Head of the Environmental Pollution and Damage Control Division, Mrs. Widyawati Virgananda Setyadewi, S.E., M.M., stated that a communicator must understand and master the conservation program (5W1H). As sub-coordinators for environmental management, recovery, and health, communicators must have the ability to coordinate with all parties convince and invite all elements to participate in conservation programs.

As a research result at the message observation unit, the Head of DPRKPLH, Mr. Hendra Sumaryana, M.T., said that the message conveyed must be rolled as a medium, not top-down. The message is conveyed directly in language that is easy for the public to understand; it can also be conveyed as news about the conservation movement. It is easier to imitate if the public sees news with actual movements. Meanwhile, the DPRKPLH Secretary, Mr. Anggit Triwahyu Widodo, S.T, M.M., stated that the message conveyed was made in short, straightforward language and was acceptable to the public, showing an accurate picture of both the positive and negative sides, which is why it is necessary to carry out a conservation program. Regarding the message, the Head of Pollution and Environmental Damage Control, Mrs. Widyawati Virgananda, S.E., M.M., said that the message conveyed to the public was delivered in various media, namely in pictures and videos, with exciting narratives. Secretary of Bansari District, Mrs. Meganingsih Wiwik Pamungkas, S.STP, M.Sc., the message was conveyed in simple language, more in the form of an invitation, carried out continuously, paying attention to local wisdom.

The research results at the communication media observation unit showed that all research informants stated that social media is the most influential media/means of communication in disseminating information. Regional Government utilizes almost all communication media, whether print, electronic, direct, or indirect. Communication media used in socializing sustainable soil and water conservation programs in Temanggung Regency include meetings, flyers, and short videos via Instagram media, YouTube video channels, Regional Government websites, a local television "Temanggung TV," and Temanggung Radio "ERTE FM. "Social media has various advantages in socializing conservation programs in Temanggung Regency. The obstacles faced concerning the use of digital media are the network strength at each planting location and the data quotas availability for activity participants. Program socialization is also carried out through direct community participation in the planting movement, which involves various elements, namely DRKPLH, volunteers, environmental care communities, and community members. This is following the implementation instructions stated in the Regent's Circular letter, which states that the conservation movement is a regional government activity program in Temanggung Regency, which is participatory.

Table 1 Communication Audit Parameters of Program Socialization

| Audit | Element | Parameter |
|-------------------------------|--|---|
| Communicator | DPRKPLH Socialization Team | <ol style="list-style-type: none"> 1. Credibility <ol style="list-style-type: none"> a. expertise (intelligent, capable, expert, experienced, trained) b. trustworthiness (honest, sincere, polite, ethical) 2. Attractive Ability and style in conveying messages 3. Power Ability to determine obedience |
| The message conveyed | Program Socialization Materials | <ol style="list-style-type: none"> 1. Use simple language 2. Fulfill the content, including the importance of conservation programs, conservation understanding, aims and objectives of the program, scope, implementation zone, organization, and human resources) 3. Fulfill the elements of integrity, readability, relevance, suitability, clarity, honesty, sustainability, openness, sensitivity, and involvement) 4. Create awareness and behavior change effects. |
| Communication media / channel | <ol style="list-style-type: none"> 1. Direct communication 2. Social media 3. Print/offline media 4. Online media | <ol style="list-style-type: none"> 1. Message flow 2. Direct communication, reciprocal interaction 3. Social and online media feedback 4. Frequency 5. Achievement of the expected goals 6. Potential to generate feedback |
| Communicant | <ol style="list-style-type: none"> 1. Local Government Agency Employees 2. District Government Employees 3. Village Government (target) 4. Volunteer Community | <ol style="list-style-type: none"> 1. Receive messages 2. Increased knowledge 3. Give Feedback 4. Change of attitudes 5. Accept or reject messages |
| Feedback | <ol style="list-style-type: none"> 1. Communicant response of Socialization participants 2. Public response online 3. Community response | <ol style="list-style-type: none"> 1. Responses, perceptions, and opinions 2. Awareness is formed 3. Changes in behavior |

Source: (Analysis, 2023)

The research results on the communicant observation unit (message recipients), all research informants agreed that the message recipients in this program were government agency employees, policymakers in sub-districts, villages, sub-districts, volunteers, academics, and business actors (Penta helix). Communicants come from various cultural backgrounds, social and economic statuses, education, certain conditions, and interests (government, volunteers, and educational elements). The socialization was carried out simultaneously and divided into three zones: Sumbing, Sindoro, and Prau. Secretary of Bansari District, Mrs. Meganingsih Wiwik Pamungkas, S.STP., M.Si., said that messages should be conveyed in simple language, in the form of invitations, carried out continuously and paying attention to local wisdom. The other communication targets in this program are seed donors from various sources (ministries, provincial-level agencies, state-owned companies, private companies, and universities).

Based on the interview results with several informants, this conservation program was implemented with the hope that there would be feedback/reciprocity, which would benefit the sustainability and balance of the ecosystem in Temanggung Regency as an upstream area as a water catchment area. The information conveyed by the informant above is a form of behavior change that the communicator expects in the long term regarding the conservation program. Based on the observations in the field, during the socialization implementation, many communicants enthusiastically provided feedback by asking questions and discussing socialized matters. Several communicants from the volunteer element asked about technical implementation in the field, distribution of seeds, and funding for mass mobilization. Not all communicants provide feedback. It is possible to understand the direction of program implementation based on the general socialization of government policy programs to stakeholders in sub-district and village areas. Communicants from volunteers and the environmental community provide lots of feedback because they are at the forefront of the successful implementation of this program in the field.

Based on the research results obtained, the researcher compiled parameters for the program socialization success indicators based on the concepts of Rhetorical Theory, Policy Socialization, and Communication Audit, as in Table 1, obtained from interviews and interviews with research informants. Based on the research results, the communication audit carried out on the communicator observation unit, when compared with the parameters set by the researcher, obtained results as shown in Table 2.

Based on observations of the communicator's parameters, the communicator has good credibility, a good career track record, a good role model, and honesty and openness in conveying information. Communicators have good capabilities in mastering technical conservation material, understanding the substance of the program, and being able to convey socialization material well, persuading communicants well and even to stakeholders who are seed donors, resulting in an increase in donations of conservation seeds from 97,000 seeds in 2021 to 180,000 seeds in 2022. Based on what has been taken by the DPRKPLH to increase competence and knowledge about conservation, in line with rhetorical theory, a communicator must have credibility which is an element of ethos. Hovland and Weiss call this ethos credibility,

which consists of two components, namely expertise and trustworthiness (Nadhmy, Pramesthi, & Irwansyah, 2021). Communicators who rated high on expertise were perceived as intelligent, capable, expert, knowledgeable, experienced, or trained. Trust is the communicant's impression of the communicator, which is related to the communicator's character. Is the communicator considered honest, sincere, moral, fair, polite, and ethical? Aristotle called it "good moral character".

Table 2 Communicator Communication Audit Parameters

| Parameter | Evaluation | |
|---|-------------|---------------|
| | Appropriate | Inappropriate |
| 1. Credibility | | |
| a. expertise (intelligent, capable, expert, experienced, trained) | v | |
| b. trustworthiness (honest, sincere, polite, ethical) | v | |
| 2. Attractive | | v |
| Ability and style in conveying messages | | |
| 3. Power | v | |
| Ability to determine obedience | | |

Source: (Analysis, 2023)

Based on observations of the communicator's parameters, the communicator has good credibility, a good career track record, a good role model, and honesty and openness in conveying information. Communicators have good capabilities in mastering technical conservation material, understanding the substance of the program, and being able to convey socialization material well, persuading communicants well and even to stakeholders who are seed donors, resulting in an increase in donations of conservation seeds from 97,000 seeds in 2021 to 180,000 seeds in 2022. Based on what has been taken by the DPRKPLH to increase competence and knowledge about conservation, in line with rhetorical theory, a communicator must have credibility which is an element of ethos. Hovland and Weiss call this ethos credibility, which consists of two components, namely expertise and trustworthiness (Nadhmy, et al., 2021). Communicators who rated high on expertise were perceived as intelligent, capable, expert, knowledgeable, experienced, or trained. Trust is the communicant's impression of the communicator, which is related to the communicator's character. Is the communicator considered honest, sincere, moral, fair, polite, and ethical? Aristotle called it "good moral character".

DPRKPLH, in the socialization process, conveys factual things according to facts in the field, which are supported by data; DPRKPLH and its staff need to communicate correctly and with fundamental rights. Communication is effective if the communicator meets the requirements of a good communicator. Three conditions must be met by a communicator, namely (1) the level of other people's trust in him, (2) attractiveness, and (3) strength (Cangara, 2018). Sufficient experience in the government sector attracts and convinces the audience.

Based on Aisyah (2022), Rhetoric theory is synonymous with public communication in the form of orations or speeches. The conservation program's socialization is closely related to orations and speeches. In its application, rhetoric theory focuses on several things: the type of speech, rules, audience (communicants), and the problem to be conveyed. These three things are related to each other. The results of the communicator communication audit in this research are relevant to research that a communicator must have credibility, which consists of the communicator's trustworthiness and attractiveness (Nurdin, 2014). This research needs to mention the power or ability to determine the communicant's submission/compliance to the communicator's message.

Table 3 Communication Audit Parameters of the message conveyed

| Parameter | Evaluation | |
|---|-------------|---------------|
| | Appropriate | Inappropriate |
| 1. Use simple language | v | |
| 2. Fulfill the content, including: the importance of conservation programs, conservation understanding, aims and objectives of the program, scope, implementation zone, organizations, and human resources | | v |
| | v | |
| | v | |
| | v | |
| 3. Fulfill the elements of: integrity, readability, relevance, suitability, clarity, honesty, sustainability, openness, sensitivity, and involvement | | v |
| | v | |
| | v | |
| | v | |
| | v | |
| | v | |
| | v | |
| | v | |
| 4. Create change effects: awareness and behavior | v | |
| | | v |

Source: (Analysis, 2023)

A comparison of the communication audit research results on the message observation unit delivered with the parameters that the researcher has set can be understood in Table 3. Based on the parameters set by the researcher, the material should contain things including

the importance of the conservation program, the meaning of conservation, the aims and objectives of the program, scope, implementation zone, organization, and human resources. The socialization material contains a general overview presented at a glance, including location targets, technical implementation, coordination flow, monitoring and evaluation, seed availability, and sources. Several contents, such as the importance of conservation programs, the conservation meaning, and the program's aims and objectives, needed to be conveyed in the socialization materials. The third parameter is that the message must meet the elements of integrity, readability, relevance, suitability, clarity, honesty, sustainability, openness, sensitivity, and involvement. The content that should have been intact was not fully conveyed even though the supporting data was complete and verified. The material did not meet the requirements for socialization material content. The material presented was also relevant in certain parts, such as implementation zones and organization, and less applicable in other content because the socialization material was more about technical implementation.

The fourth parameter concerns the effects of awareness and behavior, and the message should influence the communicant's awareness. However, in reality, not all targets do what the communicator conveys. Communicants from volunteer elements carry out more activities that reflect the conservation movement, while communicants from village elements and government agencies are still limited to mandatory leadership duties.

The message is the second element in the communication process. The communicator's ability to convey messages is an absolute must, while the message conveyed also plays a vital role in communication effectiveness. Messages are part of Aristotle's rhetorical theory. The function of rhetoric is to provide tools and knowledge and guide speakers that will make it easier for communicators to achieve the desired goals. One of the things to prepare regarding the message is selecting language material and arranging it into integrated, complete, solid, and varied sentences. Rhetoric is the basis for composing a speech or presentation to make the speech effective and persuade the audience (Kustiawan et al., 2023). The results of the communication audit on the messages conveyed in this research follow the results of the Jogja Belajar Program Communication Audit research (Trisnawati et al., 2020) that the message conveyed must have a clear meaning of the message. The clarity of the message's meaning must be distinct from the message's process.

Table 4 Communication Audit Parameters of Communication Channel/Media

| Parameter | Evaluation | |
|---|-------------|---------------|
| | Appropriate | Inappropriate |
| 1. Message flow | v | |
| 2. Direct communication, reciprocal interaction | v | |
| 3. Social and online media feedback | | v |
| 4. Frequency | | v |
| 5. Achievement of the expected goals | v | |
| 6. Potential to generate feedback | v | |

Source: (Analysis, 2023)

The results of the communication audit in the media/communication channel observation unit were compared with the parameters researchers had set, and the following results were obtained in Table 4.

The message flow parameters indicate that the message has been conveyed from the communicator to the communicant. The communication media used to socialize sustainable soil and water conservation programs in Temanggung Regency used print and electronic media as direct and indirect communication. The meetings, coordination meetings, and FGDs resulted in reciprocal interaction between communicators and communicants by providing discussion forums, questions, answers, suggestions, and input. Communicants from volunteer elements offered lots of feedback in forums, while those from government elements appeared more normative in listening to the socialization process. Digital communication media was carried out by uploading news about the conservation program on the social media accounts of the DPRKPLH, Temanggung Regency Government, and the Temanggung Regency media center. Likes were obtained, but comments, suggestions, or even input regarding the conservation program were rarely found. Meetings in meeting forums were held following the planned schedule, from the preparation stage and implementation to evaluation meetings. Socialization by the Conservation Committee was carried out routinely once a month and is carried out to community members. The frequency of socialization via social media accounts was carried out without a schedule. Socialization via Temanggung TV and Radio ERTE FM Temanggung media was carried out if there is a broadcast schedule from the media concerned. Socialization via social media accounts was carried out if a significant event occurred, for example, a planting kickoff or a simultaneous planting movement. News broadcasts were carried out on the social media accounts of the DPRKPLH, Temanggung Regency Government, and the media center. A social media account specifically for conservation programs had yet to be created, so information about sustainable soil and water conservation programs was still mixed with other news.

Dissemination of information from the source/communicator to the communicant through communication media has the potential to generate feedback. Participants from volunteer elements and environmental communities were active in discussion forums during program socialization by providing suggestions and input and asking questions in discussion forums. In contrast, some other participants just listened. Different interests cause different feedback, such as political interests. Farmer involvement in conservation programs could be higher, even though many agricultural cultivation practices must follow conservation principles. Based on rhetorical theory, communication media are part of the five rhetorical canons at the point of delivery. Delivery includes symbols in physical form, both verbal and nonverbal. Exploration of methods is part of the canon of discovery, which will later influence the audience (Nadhmy, Pramesthi & Irwansyah, 2021). Rhetoric theory uses speeches or orations as a medium to persuade the audience.

Conventional media cannot be separated from culture and societal conditions. As a communicator, the government should involve cultural aspects and existing conditions of society to achieve successful communication, both directly and indirectly, through various

means/media of communication (Asmara & Aksa, 2018). As technology develops, people's need for communication continues to grow, resulting in new media being used to achieve goals in all aspects of life, and social media forums are used to attract the attention of the masses. Social media dramatically influences human life today (Alfiyani, 2018). The results of this research are relevant to the Jogja Belajar Communication Audit Program research by Trisnawati et al. (2020), which states that the media has a vital role in conveying messages. This research states that the media should have several criteria, namely fine suitability for its target, acceptable to many targets, easy to use for both communicators and recipients, economical, and appropriate to the message conveyed.

Based on the observation results, communication tests carried out in the research unit using communicants/communication receivers were compared with the parameters set by the researchers, resulting in results as shown in Table 5.

Table 5 Communication Audit Parameters of Communicants

| Parameter | Evaluation | |
|------------------------------|-------------|---------------|
| | Appropriate | Inappropriate |
| 1. Receive messages | √ | |
| 2. Increased knowledge | √ | |
| 3. Give Feedback | √ | |
| 4. Change of attitudes | √ | |
| 5. Accept or reject messages | √ | |

Source: (Analysis, 2023)

Communicant is a determining factor in the effectiveness of communication. The communicator determines communication, the message conveyed, the media/channel used, and the role of the communicant (message recipient). The things that influence the level of message acceptance by the communicant include cultural background, group ties, expectations, level of education, and situation. There are different interests among the communicants; some have a political background, so communicants carry out the program because there is an element of support for the same political principles, and there are those whose passion is to save the environment. Socialization has yet to be carried out in schools to equalize the perception of sustainable soil and water conservation programs between communicators and communicants from educational elements and to include conservation content in the school's local content curriculum.

Regarding feedback in the socialization process, it was found that communication from government elements was normative, listened and occasionally provided input suggestions in discussion forums. Communicants from volunteer/community elements offer lots of feedback in discussions, especially regarding technical implementation in the field. At times, there was a gap (feeling of reluctance) between the communicant and the communicator, considering that the communicator was a regional government representative, so the communicant felt that there was a specific boundary between officials and ordinary people.

Receiving the message conveyed by the communicator to the communicant requires a cognitive process called perception. The perception process allows a person to consider potential misunderstandings that may occur and helps a person to communicate effectively (Weintraub et al., 2015). The impressions formed on other people may be different from each other. Different perceptions allow a person's behavior to harm their interactions with other people. Different perceptions are what differentiate the level of message acceptance by each communicant.

Rhetorical theory, which is the concept of the five canons of rhetoric, consists of discovery, organization, style, delivery, and memory. Analysis of the five canons provides a speech evaluation that is useful and meaningful for the audience (Nadhmy, et al., 2021). The audience in the five rhetorical principles is included in the message delivery content. The communication process not only places the communicator as the main element, but the condition of the communicant or the message's recipient also influences communication effectiveness. This research aligns with the previous research results by Fauzan & Novi (2016), which state that the message recipient's condition also determines the process of receiving messages—recipients of socialization messages for sustainable food agricultural land protection programs. If the message's recipient is right on target, the message will be received more effectively.

Table 6 Feedback Communication Audit Parameters

| Parameter | Evaluation | |
|---|-------------|---------------|
| | Appropriate | Inappropriate |
| 1. Responses, perceptions, and opinions | v | |
| 2. Awareness is formed | v | |
| 3. Changes in behavior | v | |

Source: (Analysis, 2023)

The following result of the communication audit is feedback, and when compared with the parameters that the researcher has set, results are obtained as in Table 6. Socialization participants provided feedback during the socialization by offering suggestions and input and asking questions in the discussion forum. Participants from volunteer elements and environmental communities were active in discussion forums during program socialization by providing suggestions and input and asking questions in discussion forums. In contrast, some other participants just listened. The communication process in socializing sustainable soil and water conservation programs in Temanggung Regency was conveying information/messages from communicators (the DPRKPLH Team) through communication media to message recipients (communicants) from various elements of society. Programs that were launched, prepared, and socialized with the hope that they were guided, imitated, and implemented. This follows the socialization theory presented by George Herbert Mead; the stages of socialization include preparation, imitation, and being ready to act (Ferina & Chatamallah, 2016). Likewise, with the ongoing socialization of soil and water conservation programs, the Temanggung

Regency Government hopes that this program will change people's behavior in preserving the environment by implementing conservation programs with vegetative planting independently.

Rhetoric theory is divided into several types, namely deliberative, forensic, and epideictic. The socialization of sustainable land and water conservation programs in Temanggung Regency was classified as deliberate rhetoric. Deliberate rhetoric attempts to persuade the audience to listen and take specific actions, while the persuasion achieved is low because the main issue is already clear (Nadhmy, et al., 2021).

Public responses to sustainable soil and water conservation programs in Temanggung Regency are pretty varied. Not all locations in the Temanggung Regency area are for sustainable soil and water conservation programs, so each region's community response is different. In the Temanggung urban area, there are still many requests for tree felling. The construction of road-widening infrastructure has also led to an increase in the demand for tree felling.

The research results show discussion feedback, questions, suggestions, and opinions in the program socialization in direct meetings. However, not all responded; there were responses, perceptions, and opinions as the communicator expected. There has been an awareness of the conservation program, although not all people know it, so it takes time for behavior to change. The public's response online is in the form of likes, but the public rarely comments on the news broadcast, giving the impression that the online public only sees the information briefly so that the public knows. This research has yet to measure the level of awareness required to implement conservation programs independently in daily life. Like previous research, it can measure public interest in the Jogja Belajar Program (Trisnawati, et al., 2020).

The results of the communication audit are supported by quantitative data, which has been tested for validity on data obtained from questionnaires of respondents involved in sustainable soil and water conservation programs, as shown in Table 7.

Table 7 Validity Test Results

| No | r score | Evaluation |
|----|---------|------------|
| 1 | 0,649 | Valid |
| 2 | 0,649 | Valid |
| 3 | 0,674 | Valid |
| 4 | 0,697 | Valid |
| 5 | 0,602 | Valid |
| 6 | 0,568 | Valid |
| 7 | 0,544 | Valid |
| 8 | 0,651 | Valid |
| 9 | 0,365 | Valid |
| 10 | 0,452 | Valid |
| 11 | 0,311 | Valid |
| 12 | 0,425 | Valid |

Data source: (Analysis, 2023)

Based on Table 7, all instruments used in the survey of 45 respondents from a total population of 450, using purposive sampling, were declared valid and suitable for use as measurements in the context of collecting research data. The instrument item is declared valid if the correlation between items with a total score is more than 0.3 (Sugiyono & Lestari, 2021). The quantitative data obtained was then tested using the Reliability Test to obtain a Cronbach's alpha score of 0.763, so the instrument was declared reliable and suitable for measurement in the context of collecting research data.

The success of socializing the sustainable soil and water conservation program analysis results in Temanggung Regency can be seen in Figure 1. The results of the analysis show that 45 respondents stated that the level of socializing the sustainable soil and water conservation program success in Temanggung Regency, 18 respondents (40%) said it was low, 19 respondents (42%) said it was moderate, four respondents (9%) said it was high. Nine respondents (9%) said it was very high. This diagram shows that, in general, the community states that the level of success in socializing the sustainable soil and water conservation program in Temanggung Regency is at a medium level. The quantitative data analysis results were used to confirm that there was indeed a communication breakdown, and there were obstacles that made the socialization of the program less than optimal.

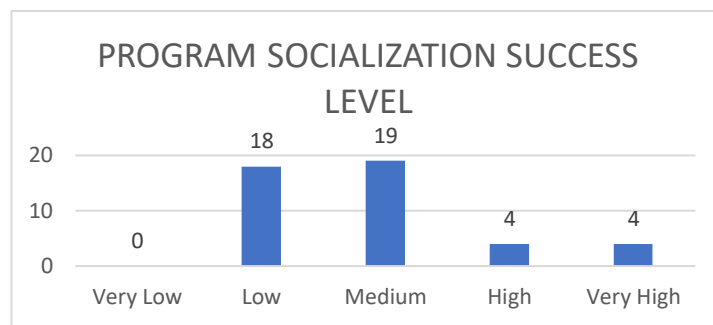


Figure 1 Analysis Results of The Success Level of Program Socialization
Data source: (Analysis, 2023)

Based on the results and discussion above, the researcher provides recommendations as the communication audit process's final result regarding the sustainable soil and water conservation program socialization in Temanggung Regency, namely: 1) The socialization communicator of the sustainable soil and water conservation program in Temanggung Regency have fulfilled the three empirical requirements of ethos, pathos, and logos, but communicators can improve interpersonal communication patterns because the strength of conservation programs is verbal communication with a personal approach pattern. Communicators will better understand what the communicant wants through interpersonal communication; 2) More discussion forums and friendly forums need to be held, not just once a year. It is necessary to create a questionnaire as a form of interactive communication to determine the level of satisfaction with the socialization implementation so that it can be known what the communicants most want regarding the socialization implementation so that it is more effective and on-target; 3) The conservation program socialization needs to be carried out throughout the Temanggung Regency area, with an educational element, not only

at the location of the planting movement carried out in ten sub-districts located on the slopes of Mount Sumbing, Sindoro, and Prau, by maximizing social media for information dissemination. Communicants can act as communicators in disseminating information verbally and in writing. 4) The socialization material is adapted to the communicants encountered; for example, communicants from the farmer element need to collaborate with agricultural extension workers to convey conservation material on agricultural land. Communication from elements of nature lovers needs to be added to material about loving the environment, which has been carried out in climbing areas, for example, with the movement of one climber, one tree; 5) Frequency of socialization can be done by creating a particular social media account for the sustainable soil and water conservation program in Temanggung Regency so that both communicators and communicants can focus more on managing and implementing the socialization of this program, as well as reporting that is not mixed with other program activities; 6) It is necessary to evaluate community feedback on the conservation programs socialization by monitoring and evaluating the success of program socialization. Evaluation can be carried out by distributing questionnaires regarding the implementation of sustainable soil and water conservation programs in Temanggung Regency, which includes the level of community knowledge about conservation programs carried out in Temanggung Regency, community efforts to participate in conservation programs and suggestions for obtaining input for environmental management actions. Appropriately, it was implemented as a follow-up plan for a sustainable soil and water conservation program in the Temanggung district.

CONCLUSION

A communication audit was carried out on the Sustainable Soil and Water Conservation Program Socialization in Temanggung Regency for the communicator observation unit; the messages conveyed, communication media, communicants, and the feedback expected from the Sustainable Soil and Water Conservation program implementation in Temanggung Regency, which resulted in several findings. The diagnosis carried out showed several obstacles that were factors inhibiting the socialization success level carried out by each research observation unit. Communicators have applied rhetorical theory, but communicators need to improve their interpersonal communication abilities/skills and apply interactive communication to create more effective two-way communication. The context for implementing socialization is carried out at the right time to support the effectiveness of message delivery. The message is packaged in clear, straightforward, complete, and simple language adapted to the communication characteristics encountered and carried out at different times and places. Written and bureaucratic communication must be maintained, but the effectiveness of the communication network needs to be improved through Whatsapp groups, Instagram media, and other print and electronic media with complete message content and a more attractive appearance so that the entire Temanggung Regency community more widely knows the message. Recommendations given by researchers include communicators to improve their verbal communication skills with a personal approach, it is necessary to create a questionnaire for the socialization audience as a form of interactive

communication to determine the satisfaction level with the socialization implementation so that it can be known what the audience most wants regarding the socialization implementation so that it is more effective and right on target, socialization is carried out in the morning, creating social media accounts specifically for sustainable soil and water conservation activities so that both communicators and communicants focus more on managing and implementing socialization activities, and it is necessary to evaluate community feedback by distributing questionnaires/questionnaires for implementing soil conservation programs and sustainable water in Temanggung Regency which contains the community knowledge level about conservation programs carried out in Temanggung Regency, community efforts to participate in conservation programs as well as input suggestions for environmental management actions that should be carried out as a follow-up plan for sustainable soil and water conservation programs in Temanggung Regency.

The researchers provide suggestions for the DPRKPLH, as the agency that is technically responsible for the sustainable soil and water conservation program in Temanggung Regency, needs to provide technical guidance for the Socialization Team to improve communication skills by conducting Training of Trainers to improve interpersonal communication skills. DPRKPLH needs to prepare socialization materials in a simple, straightforward, complete manner following the content contained in the Regent's letter regarding Guidelines for Implementing Conservation Movements by recruiting human resources who understand conservation programs and are skilled in designing socialization materials presentations to produce more exciting presentations. The Temanggung Regency Regional Government needs to provide rewards for those who implement this program independently to increase community feedback regarding environmental protection and management. Rewards have been given since 2021 through the Masjchun Sofwan Award, but sanctions have yet to be given to violators of environmental protection and management programs. Preparing a Regent's Regulation that contains rewards and punishments for environmental protection and management is necessary. Regional government program policies on socialization have included the socialization stage in the activity preparation stage. The output delivered is the program or activity output. For the effectiveness of socialization to be known, it is necessary to convey the output/target of the socialization program following the stages of what the communicant expects. A community feedback study on program socialization is necessary to determine the community awareness level of conservation programs by conducting a community awareness survey regarding conservation programs.

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