



Received: August 15, 2024

Revised: September 09, 2024

Accepted: September 12, 2024

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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Role of Village Apparatus Communication in an Effort to Improve the Quality of Community Services

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Abstract: The Role of Village Officials' Communication in Efforts to Improve the Quality of Public Services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City. This study aims to analyze the role of communication among officials in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, and to determine the quality of public services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City. To achieve these objectives, the researcher processed the data using qualitative descriptive methods, utilizing in-depth interviews as the instrument and employing purposive sampling techniques, which involved questioning one key informant and six supporting informants. Based on the analysis, the following conclusions can be drawn: The research findings indicate that village officials' communication plays a crucial role in enhancing the quality of public services. The findings highlight the importance of effective interpersonal communication, transparency, and community participation in decision-making processes. These research findings have significant implications for the development of strategies and policies to enhance the quality of public services at the village level. Recommendations are provided to improve training and development of communication skills for village officials, strengthen communication-oriented leadership, and enhance organizational support to facilitate effective communication between village government and the community.

Keywords: Communication, Transparency, Community Participation, Decision-Making Processes.

1. INTRODUCTION

development of an organization, both government institutions and non-government institutions, can increase if the implementation of communication between individuals is carried out properly. Communication is a behavior, action or activity of conveying or transferring symbols that contain meaning or significance. Thus, the personnel involved in this matter must know how and what techniques to use good communication, for the smooth running of the activities to be carried out. Internal communication factors play an important role because communication is a basic human activity. By communicating, humans can relate to each other. The importance of internal communication for humans cannot be denied, as well as for an organization. The method of use and communication techniques used in the organizational environment often result in failure of an institution/agency in achieving organizational goals. Communication is the most powerful tool besides other methods and techniques, so that understanding in the use of good communication implementation towards fellow employees and the community must be mastered according to the circumstances faced. According to Muhammad (2019) that "Communication is important for all organizations. Communication will be effective if there is the same understanding and stimulates other parties to think or do something. The ability to communicate effectively will increase the success of individuals and organizations. Effective communication will help anticipate problems, make the right decisions, coordinate work flow, supervise and develop various relationships. Good



communication in the implementation of human resource management must be considered by management. The willingness of leadership elements to listen, understand, quality of service because village officials feel cared for by their superiors, and relationships through communication to the community. Communication must be interrelated and have a strong influence on each other. Communication is the process of conveying information, ideas, and understanding between individuals or groups in an organization. In order for communication to run well, there needs to be an open communication norm where strong communication will affect existing communication norms and rules. If the organization encourages open and direct communication, members may be more likely to speak openly and honestly,

Communication within the organization can also shape or change organizational culture. Through effective communication, members of the organization can share and convey desired values, norms, and practices. Thus, good communication can help strengthen or change organizational habits over time. Improving the quality of community services at the village level is very important and has various supporting reasons. Here are some of the explanations: (1) To improve community welfare: The village is the smallest unit in the government system, and good community services at the village level can have a direct impact on community welfare. By improving the quality of community services, such as health services, education, infrastructure, and administrative services, village communities can gain better access and more effective services, improving their overall quality of life; (2). Encourage community participation: With good community services, village communities will feel heard and empowered. Increased community participation in local decision-making processes and resource management can occur when the village government provides easy access, transparent information, and an open decision-making process. Improving the quality of community services can strengthen the relationship between the village government and the community, and motivate active community participation in the development of their village; (3). Increase community trust in the government: Quality community services at the village level can build community trust in the local government. When the village government provides good services and is responsive to community needs, the community will feel supported and appreciated by the government. This can create a positive relationship between the government and the community and increase the level of community trust in government institutions.

Good and bad service conditions can provide a clear picture of why improving the quality of public services in the village is very necessary. According to Peace, R. Wayne, Don F. Faules (2019), provide several descriptions of good and bad service conditions, namely:

1. Good service conditions when (1) there is responsiveness, where good service will respond to the needs and requests of the community quickly and efficiently; (2) there is transparency, where good service provides clear and transparent information to the community about the procedures, requirements, and policies related to the service (3) there is a friendly and respectful attitude, where good service officers are friendly, respectful, and professional towards the community; (4) there is efficiency, where good service is characterized by efficiency in the use of resources and time; (5) there is evaluation and feedback, where good service involves continuous evaluation of the quality of service and receiving feedback from the community.
2. Poor service conditions when (1) Slow and unresponsive, where bad service is characterized by delays in providing services and no response to requests or complaints from the community; (2) Not transparent, where bad service often does not provide clear and transparent information about procedures, requirements, or policies; (3) Unfriendly or unappreciative, where bad service officers are unfriendly, impatient, or do not respect the

community; (4) Inefficient, where poor service is characterized by complicated processes, convoluted bureaucracy, or too many unnecessary requirements; (5) No evaluation or feedback, where poor service does not evaluate the quality of service and does not seek feedback from the public. In general, there are several types and forms of bureaucratic services in the village, including making certificates, community empowerment training, village infrastructure development, facilitating the resolution of problems that occur in the community, managing village community data, managing population data, etc.

Like wise in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, with effective communication from leaders to subordinates and vice versa, it is hoped that employees will always be able to know their respective rights and obligations. Thus, it is hoped that it will provide a positive contribution to the agency. With communication too, all problems faced by both leaders and subordinates can be handled properly so that errors in decision making can be avoided or minimized.

Sifalaete Village is experiencing problems in public services at the Sifalaete Village office. The village is one of the areas in Gunungsitoli Idanoi District, Gunungsitoli City which has different potential and challenges in organizing public services. As an area that is still developing, Sifalaete Village has diverse needs in terms of public services. Therefore, it is necessary to conduct research on improving communication between village officials and the community in order to improve the quality of public services in government, especially in terms of communication between village officials and the community. The problem phenomena found in Sifalaete Village, Gunungsitoli Idanoi District, according to the results of researchers and information from several communities, namely: (1) the habit of village government officials implementing policies on several work programs without consensus. In this case, communication is not applied for consultation in an effort to improve services to the community. In making decisions, the village government sometimes does not actively involve the community or does not provide enough opportunities to provide input or suggestions in the decision-making process, resulting in a lack of community participation in decision-making, community dissatisfaction with the policies and programs being implemented; (2) Lack of transparency and accountability in the implementation of village development work or activities where there are things that do not involve the community in decision-making. Communication factors are very important to explain the work situation and how to make transparency and accountability possible so that this process runs well and there are no disruptions. For example: in budget management and villages, where physical work is carried out, there are certain things without being discussed starting from determining the location and development targets, even to the report on the allocation of funds, (3) Lack of ability of village government officials in resolving problems faced by the community. In resolving disputes or problems in the community, good communication is needed so that the community is well served. This can make it difficult to find the right solution to overcome existing problems. Thus, the ability to develop oneself and the community is hampered and not optimal. For example: in resolving several land disputes belonging to the community where it is predicted that the lack of justice in resolving the problem or the bias towards one party causes problems for the other party. In addition, in resolving disputes between residents, sometimes they cannot be resolved amicably and by consensus by village officials, but are carried over to a higher legal level.

In conducting this research, the researcher will also compare previous research with the research results, there are several previous studies such as research conducted by Taufiq (2020), entitled "Communication of Village Apparatus Towards Improving Village Community Services. The research method used is the type of research in Tellulimpoe District in Bone Regency. The results of

the study explain that there are at least 4 (four) fundamental problems in community services in villages that need to be highlighted, namely: (1) Poor quality of public service products, (2) Low/no access to public services for vulnerable groups (poor, women), people with disabilities, etc. (3) Poor quality of public service delivery, and (4) Unclear complaint and dispute resolution mechanisms. Furthermore, the researcher also cites research conducted by Elfi Mingkid (2018), entitled "Communication of Village Government Organizations in Improving Community Services in the Community in Pinapalan Gkow Village, Suluun Treran District, South Minahasa Regency". The results of this study concern the communication of village government organizations in improving the quality of public services, so the following conclusions can be drawn: 1). Communication of Pinapalangkow village government organizations in efforts to improve the quality of public services is not good. 2). The failure of communication of village government organizations can be seen from the internal communication of the village government, both vertical and horizontal communication and external communication which is not optimal. 3). The unorganized work agenda, time and psychology are obstacles faced by the Pinapalangkow village government in carrying out organizational communication. By strengthening good communication, more active participation from the community will be created in decision making, village government programs and policies can better reflect the needs and aspirations of the community, the creation of trust and togetherness between village officials and the community, and the creation of the ability to develop themselves and the community innovatively and proactively in overcoming problems. Therefore, efforts need to be made to improve communication between village officials and the community in the context of village development. Based on the background of the problem above, the researcher is interested in raising the title *The Role of Village Apparatus Communication in Efforts to Improve the Quality of Public Services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City*.

2. RESEARCH METHODS

The research that will be used in this study is Qualitative Research with the object of research in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City. The informants in this study were the Village Head and several Sifalaete Village officials, Gunungsitoli Idanoi District, Gunungsitoli City, as many as 3 people and the community of Sifalaete Village, Gunungsitoli Idanoi District, as many as 4 people consisting of:

Table 1. Informant Data

No	Position	Total
1.	Village head	1 Person
2.	Village Secretary	1 Person
3.	Head of Service	1 Person
4.	Village Community	3 Person
Total		6 Person

Data collection techniques in this study were carried out through interviews, observations and documentation.

3. RESULTS AND DISCUSSION

3.1. Characteristic Informant

In this description, the researcher presents research data which is the result data obtained by the researcher at the research location, namely: in Sifalaete Village, Gunungsitoli District, Gunungsitoli

City, specifically explaining and analyzing the Role of Village Apparatus Communication in Efforts to Improve the Quality of Community Services in Sifalaete Village, Gunungsitoli District, Idanoi, Gunungsitoli City. The data presented in this study is data obtained from the results of interviews conducted by the researcher himself with the Head of Sifalaete Village. As a resource person in conducting direct observations at the research location in order to obtain data directly related to the research problem. The researcher will describe the discussion theoretically and directly on the research object. In this study, the identity of the resource person is: name, last education, and position. In this study, there were 7 resource persons, namely: the Village Head and the Sifalaete Village Apparatus. Which is presented by the researcher in the following table:

Table 2. Names of Key Informants

No	Name	Position	Education
1	Ekaman Laowo, S. Pd	Sifalaete Village Head	Bachelor

Source: Prepared by the Author, 2024

Table 2. Name of Supporting Informant

No.	Name	Position	Education
1	Sudirman Laowo	Village Secretary	Senior High School
2	Oktalinus Laowo, SE	Head of Government Affairs	Bachelor
3	Roni Prananda Laowo	Community	Bachelor
4.	Riati Zamasi	Community	Senior High School
5.	Lentriaman Laowo	Community	Senior High School

Source: Prepared by the Author, 2024

Based on the results of the interview with Mr. Ekaman Laowo, S. Pd (Head of Sifalaete Village) as a Key Informant. With the question: How is the communication process that occurs daily at the Sifalaete Village office, Gunungsitoli Idanoi sub-district, Gunungsitoli city? On Monday, November 20, 2023, he states that:

"We have tried our best to provide the best service to the community by listening to and accommodating their aspirations. However, we are aware that we also have weaknesses and shortcomings, especially in terms of interacting with the entire village community. Therefore, in every discussion, we always invite the entire community and the Village Representative Body (BPD) to participate in designing programs and development that we will carry out for mutual progress"

Furthermore, the results of the interview with the same question to Sudirman Laowo (Secretary of Sifalaete Village) as a Supporting Informant. With Question: How is the communication process that occurs daily at the Sifalaete Village office, Gunungsitoli Idanoi sub-district, Gunungsitoli city? On Monday, November 20, 2023, he state that:

"We have tried our best to provide the best service to the community by listening to and accommodating their aspirations. However, we realize that there are still weaknesses and limitations, especially in interacting with all levels of village society. That is why we consistently invite active participation from all residents and institutions such as the Village Representative Body (BPD) in every discussion to plan development programs and projects for mutual progress"

Based on the results of the interviews conveyed by the two informants above, the researcher can conclude that the village leadership and all officials have tried their best to provide the best service to the community by listening to and accommodating community aspirations. Although aware of the

weaknesses and shortcomings, they actively involve the entire community and the Village Representative Body (BPD) in the planning and development process to achieve mutual progress.

3.2. Improved Relationships

The role of village apparatus communication in improving the quality of public services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, marks a significant step in the development and construction of local communities. Effective communication between village apparatus and the community is the main foundation for a village to achieve progress and shared prosperity.

First of all, better relations between village apparatus and the community will create a more open and inclusive environment. By communicating openly, village apparatus can better understand the needs, aspirations, and problems faced by the community. Conversely, the community also feels more appreciated and listened to when they have easy access to convey their opinions, suggestions, and criticisms to village apparatus. Second, good communication allows village apparatus to provide clear and accurate information to the community regarding government programs, policies, and various public services available. With a better understanding of what the village government offers, the community can optimally utilize these resources and services to improve their quality of life. In addition, good relations also create a sense of togetherness and shared responsibility in building the village. When village officials and the community support and work together, the potential to achieve local development goals is greater. Collaboration between the village government and the community in planning, implementing, and evaluating development programs will produce more effective and sustainable solutions. Not only that, effective communication can also increase transparency and accountability in village government. By providing open and easily accessible information, village officials strengthen public trust in government institutions and minimize the potential for abuse of power or corruption.

Thus, it can be concluded that the increasingly good relationship in the communication role of village officials in Sifalaete Village is a key factor in efforts to improve the quality of public services. Through open, inclusive, and collaborative communication, village officials and the community can work together to build a better and more empowered village.

According to Peace and Faules (2019) states that "Organizational communication can be defined as the guidance and interpretation of messages between communication units that are part of a particular organization". Meanwhile, according to Wiryanto in Romli (2019) state that

"Organizational communication is the sending and receiving of various organizational messages within formal and informal groups of an organization".

According to Muhammad (2019), he states that "Communication activities will arise if someone interacts with other people. So, it can be states that communication cannot be separated from life both as individuals and as groups. There is no human being who will not be bound by communication". Based on the results of the interview with Mr. Ekaman Laowo, S. Pd (Head of Sifalaete Village) as a Key Informant. With the Question: Is the current communication able to create a good relationship between village officials and the community of Sifalaete Village, Gunungsitoli Idanoi District? On Monday, November 20, 2023, he states that:

"As the village head, I believe that the current communication plays a very important role in creating a good relationship between village officials and the community in Sifalaete Village, Gunungsitoli Idanoi District. We have worked hard to ensure that communication channels are open and transparent, allowing for an effective exchange

of information between the village government and its residents. We have introduced various communication initiatives such as regular meetings, community forums, and online platforms to ensure that community input and needs are heard and responded to quickly. We also recognize that effective communication is not only about conveying information, but also about listening carefully and acting according to community needs. Through open and continuous communication, we believe we can strengthen the mutually beneficial relationship between village officials and the community, and improve the quality of life in Sifalaete Village as a whole.”

Based on the results of the interview conveyed by the informant above, the researcher can conclude that the leadership of Sifalaete Village, Gunungsitoli Idanoi sub-district, the importance of communication in creating good relations between the village government and the community is highly recognized. Efforts have been made to maintain open and transparent communication channels, including holding regular meetings, community forums, and online platforms. In addition, awareness of the importance of listening and responding quickly to community needs was also expressed. Through effective and continuous communication, it is hoped that the mutually beneficial relationship between village officials and the community can be strengthened, and improve the quality of life in Sifalaete Village as a whole.

3.3. Action

In village government, the role of communication of village officials plays an important role in improving the quality of public services. Sifalaete Village in Gunungsitoli Idanoi District, Gunungsitoli City, is no exception in this regard. Actions taken in the role of communication of village officials are very important in building strong relationships between the village government and the community, as well as in ensuring that community needs are met effectively and efficiently.

One action that can be taken is to strengthen two-way communication between village officials and the community. This can be done through regular meetings, open dialogue, or even the use of social media and online platforms to interact with the community directly. Thus, village officials can better understand the needs and aspirations of the community, so that the services provided can be more relevant and on target. In addition, it is also important to increase transparency and accountability in the implementation of village government. This can be done by providing clear and easily accessible information about village government policies, budgets, and activities to the community. Thus, the community can monitor and evaluate the performance of the village government, and actively participate in the decision-making process related to their interests. In addition, training and capacity building are also important actions in strengthening the communication role of village officials. Through proper training, village officials can improve their skills in communicating, negotiating, and solving problems, so that they are able to provide better services to the community. In addition, training can also help in understanding and implementing information technology that can be used to improve efficiency in the provision of public services.

Finally, collaboration between the village government, the community, and various related parties is also key to improving the quality of public services. By working together, various resources and competencies can be combined to overcome various challenges and problems faced by the village community. This collaboration can also strengthen the sense of ownership and shared responsibility in building a better village. The conclusion is that the actions in the communication role of village officials in improving the quality of public services in Sifalaete Village involve strengthening two-way communication, increasing transparency and accountability, training and capacity building, and cross-sector collaboration. By implementing these actions comprehensively, it is hoped that a

responsive, effective village government can be created that is able to meet the needs and expectations of the community to the maximum.

Based on the results of the interview with Mr. Ekaman Laowo, S. Pd (Head of Sifalaete Village) as a Key Informant. With the Question: Is the communication process between staff and employees appropriate and in line with the actions? On Monday, November 20, 2023 he states that:

"As the village head, I consider it important to ensure that the communication process between staff and employees in our village government runs well and in line with the actions taken. We have implemented various strategies to ensure effective communication, including regular meetings, open communication channels, and the use of technology to facilitate fast and efficient communication. In addition, we also encourage a culture of open communication where staff and employees feel comfortable conveying their input, ideas, or concerns. Through regular evaluation and feedback from all parties involved, we continue to strive to improve the communication process so that it remains relevant to the actions taken in carrying out village government duties"

Furthermore, the results of the interview with the same question to Mr. Arman Laowo, S. Pd (Head of Welfare Affairs) as a Supporting Informant. With Question: Is the communication process between staff and employees appropriate and in line with the actions? On Monday, November 20, 2023, he states that: "As a village official, I believe that the communication process between staff and employees must be in line with the actions taken. To ensure this, we routinely evaluate the existing communication system, ensuring that the messages conveyed are clear and easy to understand by all parties involved. In addition, we also encourage the creation of open and transparent communication channels, so that any input or questions from staff and employees can be received and responded to quickly. Thus, we can ensure that the communication process is not only in accordance with the actions taken, but also becomes one of the strong foundations in carrying out village government tasks effectively and efficiently."

Based on the interview results conveyed by the two informants above, the researcher can conclude that the importance of effective communication in carrying out village government duties. To achieve this, the village government has implemented various strategies, including regular meetings, open communication channels, and the use of technology. In addition, they create a culture of open communication where staff and employees are encouraged to convey their input, ideas, or concerns. Regular evaluation and feedback from all parties involved are an important part of their efforts to continue to improve the communication process to remain relevant to the actions taken in carrying out village government duties.

3.4. Influence on Attitude

The role of communication in improving the quality of community services at the village level is very important. In Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, the influence of attitudes in the communication role of village officials has a significant impact. The attitudes in question include openness, empathy, responsiveness, and the ability to listen well. First of all, the open attitude of village officials in communicating with the community allows for the creation of better relationships. With an open attitude, village officials will more easily accept input and criticism from the community, making it possible to improve the quality of services according to the real needs of the community. In addition, empathy is also important in understanding the conditions and needs of the community. By understanding the perspective and feelings of the community, village officials can

provide more relevant and meaningful services. Then, the responsiveness of village officials to community requests and complaints also has a great influence. By responding quickly and appropriately to every request or complaint from the community, village officials can increase community trust and satisfaction with the services provided. Good responsiveness can also help in accelerating the resolution of problems faced by the community, thereby increasing the efficiency and effectiveness of services.

In addition, the ability to listen well is also an important factor in the communication role of village officials. By listening well, village officials can better understand the needs and expectations of the community, so that they can provide more appropriate and effective solutions. Listening can also help in creating better relationships between village officials and the community, thereby strengthening cooperation in efforts to improve the quality of service. The influence of attitudes in the communication role of village officials in Sifalaete Village is very important in efforts to improve the quality of community services. An open attitude, empathy, responsiveness, and the ability to listen well are key factors that can help in creating better relationships between village officials and the community, so that they can increase efficiency, effectiveness, and satisfaction in community services.

Based on the results of interviews with Siaman Laowo (Staff) as a Supporting Informant. With the question: is the information conveyed by the leadership conveyed well and can be understood by employees and the community of Sifalaete Village, Gunungsitoli Idanoi District? On Monday, November 20, 2023, he states that:

"I have noticed that the information conveyed by our leaders to employees and the community of Sifalaete Village, Gunungsitoli Idanoi District has been conveyed well and can be understood. Our leaders have used clear and easy-to-understand language, and presented information in a systematic and structured manner. In addition, they are also active in two-way communication, ensuring that any questions or confusion that may arise can be answered clearly. This helps ensure that the information conveyed not only reaches employees, but is also understood by the community of Sifalaete Village. As a staff, I am confident that the transparency and openness in our leaders' communications have strengthened the relationship between the village government and its citizens, as well as increased the level of participation and involvement in the village development process"

Based on the interview results submitted by the informant above, the researcher can conclude that the leadership has succeeded in conveying information well and easily understood to employees and the community of Sifalaete Village. The Village Leader uses clear language, presents information in a structured manner, and communicates in two directions to ensure good understanding. Transparency and openness in communication have strengthened the relationship between the village government and residents and increased participation and involvement in village development.

3.5. Reliability

The role of village apparatus communication in efforts to improve the quality of public services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, has a very important role in building trust and strengthening relations between the village government and the community. Reliability in communication is the main key in maintaining the smoothness and effectiveness of various development activities and services to the community. First of all, reliability in communication ensures that the information conveyed by village officials to the community is correct, clear, and timely. This helps the community to understand the various policies, programs, and

activities implemented by the village government. Reliable communication can also reduce miscommunication and misunderstandings that can hinder the development process and public services. Furthermore, reliability in communication allows for an effective two-way communication channel between village officials and the community. The community has the trust to convey input, complaints, or suggestions to the village government, and vice versa, the village government can provide information about policies and activities to be implemented to the community. Thus, a dynamic and participatory interaction is created between the village government and the community, which can ultimately improve the quality of public services. In addition, reliability in communication also creates a harmonious and collaborative working atmosphere among village officials. By mutually trusting and respecting the information conveyed by fellow village officials, synergy is created in carrying out village government tasks. This allows for good coordination in the implementation of development programs and activities, so that the results achieved can be more optimal and provide a real positive impact on the community.

Finally, reliability in communication also helps build a positive image of the village government in the eyes of the community. By providing accurate and transparent information, as well as being responsive to the various needs and aspirations of the community, the village government can gain greater support and trust from the community. This is very important in maintaining the stability and sustainability of development at the village level, as well as strengthening the foundations of participatory and inclusive democracy. Overall, reliability in the role of village officials' communication is a solid foundation in efforts to improve the quality of public services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City. By ensuring correct, clear, and reliable communication, and encouraging active community participation in the development process, it is hoped that a more advanced, competitive, and sustainable village will be created.

According to Atep Adya Barata (2017), he expressed the opinion that there are four important elements in the public service process, namely:

1. Service providers, namely parties who can provide certain services to their consumers, either in the form of services in the form of providing and delivering goods (goods) or services (services).
2. Service recipients, namely those who are referred to as consumers/customers who receive various services from service providers.
3. Types of services, namely services that can be provided by service providers to parties who need services.
4. Customer satisfaction, in providing services, service providers must refer to the main purpose of the service, namely customer satisfaction. This is very important to do because the level of satisfaction obtained by customers is usually very closely related to the quality standards of the goods and/or services they need.

Based on the results of the interview with Lentruman Laowo (Community) as a Supporting Informant. With the question: How is the community service carried out by the Sifalaete Village Apparatus, Gunungsitoli Idanoi District? On Monday, November 20, 2023, he states that:

"The services provided by the Sifalaete village apparatus, Gunungsitoli Idanoi District, can be considered effective because they are supported by the active participation of local residents. This participation may be reflected in mutual cooperation activities to improve village infrastructure, such as roads or other public facilities. Good collaboration between village apparatus and community members is the main key to improving the quality of services"

Next, the results of the interview with the same questions to Mrs. Riati Zamasi (Community) as a Supporting Informant. With the Question: How is the community service carried out by the Sifalaete Village Apparatus, Gunungsitoli Idanoi District? On Monday, November 20, 2023, she states that:

"Community services carried out by the Sifalaete Village Apparatus Gunungsitoli Idanoi District may experience obstacles if they are not supported by active participation from the local community. If communication between village officials and residents is not well established, this can lead to misunderstandings and dissatisfaction in terms of service. Therefore, it is important for village officials to build strong relationships with the community and encourage active participation in every activity"

Based on the results of the interviews submitted by the two informants above, the researcher can conclude that the community service carried out by the Sifalaete Village Apparatus, Gunungsitoli Idanoi District is greatly influenced by the level of participation of the local community. In situations where the community is socially active and participates in mutual cooperation activities and collaborates with village officials, the service tends to be more effective and of higher quality. However, if community participation is low and communication is hampered, community services can be hampered. Therefore, it is important for village officials to strengthen communication and cooperation with the local community in order to improve the quality of services provided. Based on the results of interviews with Lentrیمان Laowo (Community) as Supporting Informants. With the Question: Do Staff/Employees provide a quick and appropriate response to the needs of the community visiting Sifalaete Village, Gunungsitoli Idanoi District? On Monday, November 20, 2023, he states that:

"Unfortunately, my experience and also some friends who have visited Sifalaete Village in Gunungsitoli Idanoi District have not given a satisfactory impression regarding the response of the staff or employees there. The response given to the needs of the people who come to visit sometimes feels slow and inappropriate. We hope that the service can be improved so that every visit we or other people can be served better and more efficiently.

Next, the results of the interview with the same question, Mr. Roni Prananda Laowo (Community) as a Supporting Informant. With the question: Do the staff/employees provide a quick and appropriate response to the needs of the community visiting Sifalaete Village, Gunungsitoli Idanoi District? On Monday, November 20, 2023, he states that:

"We as a community feel frustrated with the lack of a quick and appropriate response from the staff or employees of Sifalaete Village, Gunungsitoli Idanoi District. We have experienced a situation where our needs are not met efficiently due to the slow response from the authorities. This shows a lack of commitment in providing good service to the community. We hope that there will be significant improvements in the response and service system so that the needs of the community can be met properly and on time".

Based on the interview results submitted by the two informants above, the researcher can conclude that there are differences in perception among the community regarding the response of staff or employees in Sifalaete Village. Although the majority of the community is satisfied with the

fast and accurate response, there is a small group who complain about the slow response given. This shows the importance of efforts to improve the consistency and quality of public services in order to meet the various needs of the community evenly and efficiently.

3.6. Empathy

Empathy is the main key in strengthening the relationship between village officials and the community in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City. In the context of communication, the ability to understand and feel the feelings, thoughts, and experiences of others is a very important foundation. In their role as government representatives at the village level, village officials have the responsibility to provide quality services to the community. Efforts to improve the quality of these services cannot be separated from their ability to empathize.

First of all, village officials need to be able to listen attentively to the needs and complaints of the community. By listening actively, they can understand the problems faced by the community directly. This allows them to respond more effectively and according to their actual needs. For example, by understanding the urgent needs of the community regarding infrastructure or basic services such as education and health, village officials can allocate resources more efficiently. The ability to empathize allows village officials to build closer relationships with the community. By showing empathy, they can create stronger bonds and greater trust from the community. This is important because a good relationship between village officials and the community will increase community participation in various development activities in the village. When the community feels heard and understood, they will be more motivated to collaborate in efforts to improve the quality of life in their village.

Furthermore, empathy also plays an important role in resolving conflicts or differences of opinion that may arise in communication between village officials and the community. By understanding the community's perspective, village officials can find more inclusive and sustainable solutions for all parties involved. This can avoid greater conflict and strengthen harmonious relations between village officials and the community. In conclusion, empathy is a crucial aspect in the role of village officials' communication in efforts to improve the quality of community services in Sifalaete Village. By listening, understanding, and responding empathetically to the needs of the community, village officials can build stronger relationships, strengthen community participation, and create a harmonious environment at the village level. Therefore, it is important for village officials to continue to develop their empathy skills as an integral part of their duties in serving the community well.

1. Based on the results of the interview with Mr. Ekaman Laowo, S. Pd (Head of Sifalaete Village) as a Key Informant. With Question: Do staff or employees pay attention and are friendly to the community when providing services? On Monday, November 20, 2023, he states that:
2. "We as the community often feel that staff or employees do not provide adequate attention or familiarity when providing services. Sometimes it seems like they are in a hurry or not interested in our needs as the community. Communication feels formal and cold, making interactions less enjoyable and less likely to build positive relationships between service providers and the community".
3. Next, the results of the interview with Mrs. Riati Zamasi (Community) as a Supporting Informant. With Question: Do staff or employees pay attention and are friendly to the community when providing services? On Monday, November 20, 2023, he states that.
4. "There are also people who may feel that staff or employees do not provide adequate attention and familiarity when providing services. This can be caused by various factors, including staff busyness, lack of training in interpersonal skills, or even a lack of concern

from the staff towards the needs of the community. In cases like this, the community's perception of service quality can be negatively affected." Based on the interview results conveyed by the two informants above, the researcher can conclude that the community's experience in terms of attention and friendliness given by staff or employees when providing services can vary greatly. This depends on a number of internal and external factors, including organizational culture, staff training, and the individuality of each staff member. Therefore, it is important for institutions to pay attention to the quality of interpersonal interactions between staff and the community in order to improve the overall service experience.

"The accuracy of information provided by service officers in Sifalaete Village can be considered high, as they are well trained and have a deep understanding of village policies and procedures. As the village head, I ensure that all officers receive regular updates on information and policy changes, so that they can provide timely and accurate information to the community. However, there are times when the information provided may not be completely up to date due to communication limitations or lack of access to the latest resources, which can temporarily affect accuracy"

Next, the results of the interview with Mrs. Riati Zamasi (Community) as a Supporting Informant. With the question: How do you assess the accuracy of the information provided by the service officers in Sifalaete Village? On Monday, November 20, 2023, she states that:

"The information provided by service personnel in Sifalaete Village was generally considered accurate and adequate, especially in terms of administrative procedures and public services. Service personnel were generally responsive and helpful, but sometimes there were inaccuracies that arose due to a lack of in-depth understanding of policies or changes that were not fully understood by the personnel. The community felt that although the information was often correct, it sometimes lacked details or recent updates that could influence their decisions"

Based on the interview results submitted by the informants above, it can be concluded that information from service officers in Sifalaete Village is generally accurate and adequate in terms of administrative procedures and public services. Officers are responsive and ready to help, but sometimes the information is less detailed or not always up to date due to policy changes that are not yet fully understood. The accuracy of the information is quite high due to good training, but sometimes the information may not be completely up to date due to limited communication or access to the latest resources. The village head ensures that officers receive regular updates to maintain the accuracy of the information.

3.7. Staff Professionalism

Staff professionalism is one of the key aspects in improving the effectiveness and quality of public services at the village level. In Sifalaete Village, staff professionalism can be viewed from various perspectives, including competence, ethics, and dedication in carrying out tasks.

According to Hassan and Rahman (2020), professionalism in the public sector is characterized by a commitment to high ethical standards and mastery of relevant competencies. They stated that professionalism is not only about technical skills, but also includes attitudes and values that support

quality public services. Staff competencies in Sifalaete Village, in this case, include skills in village administration, project management, and interpersonal skills needed to interact with the community.

Sullivan and DeJong (2021) added that the development of professionalism can be influenced by internal and external factors. Internal factors include the education and training received by staff, while external factors include support from leaders and government policies that support staff capacity development. In Sifalaete Village, it is important to create an environment that supports ongoing training and skills refreshment to maintain staff relevance to the evolving needs of the community. In a recent study by Smith and Jones (2022), it was explained that professionalism is also closely related to job satisfaction and staff motivation. Staff who feel appreciated and have the opportunity to develop tend to show higher levels of professionalism. Therefore, Sifalaete Village needs to implement an effective reward and recognition system to motivate its staff. This system can be in the form of performance-based incentives or structured career development programs. Finally, Williams (2023) argued that transparency and accountability are important elements of professionalism. In the context of Sifalaete Village, staff who operate with the principles of transparency and accountability will be more trusted by the community and can improve the quality of public services. Therefore, strengthening the reporting mechanism and evaluation of staff performance must be a priority to ensure that the services provided meet the established standards.

Based on the results of the interview with Mr. Ekaman Laowo, S. Pd (Head of Sifalaete Village) as a Key Informant. With the question: In your opinion, how professional are the attitudes and behavior of staff in serving the community in Sifalaete Village? On Monday, November 20, 2023, he states that:

“In my opinion, the attitude and behavior of the staff in serving the community in Sifalaete Village is quite professional. Our staff show a friendly and responsive attitude to the various needs of the community. They have undergone training to improve their communication and service skills, so they are able to handle complaints and requests well. However, there are times when staff face challenges in terms of limited resources, which sometimes affects the speed of service”

Next, the results of the interview with Mrs. Riati Zamasi (Community) as a Supporting Informant. With the question: In your opinion, how professional are the attitudes and behavior of the staff in serving the community in Sifalaete Village? On Monday, November 20, 2023, she states that:

“From our perspective as a community, the attitude and behavior of the staff in serving us in Sifalaete Village still needs to be improved. Although there are efforts to provide good service, we often experience inconvenience due to slow responses and lack of attention to detail. Some staff members sometimes seem to have a poor understanding of our needs, resulting in inconsistent service”

Based on the informant's answers above, it can be concluded that overall, the attitude and behavior of staff in serving the community in Sifalaete Village shows professional aspects in several ways, especially in a friendly and responsive attitude. However, challenges related to limited resources and service consistency are still a concern from the community's perspective, which indicates the need for further improvement to achieve optimal service levels.

1. The Role of Communication of the Apparatus in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City.

The role of communication of the apparatus in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, has a significant impact on carrying out various government and development functions at the local level. Communication is the main foundation for policy implementation, coordination between agencies, and community participation in the development process. Amidst the dynamics of the complexity of the needs of village communities, the role of village officials in carrying out the communication function is very important. In the context of public services, the role of communication of village officials is the main bridge between the village government and the community. Effective communication allows for the delivery of clear information related to government programs, social assistance, and various policies that have a direct impact on community welfare. Village officials must be able to be good listeners, understand community needs, and convey information appropriately so that the services provided can be maximized. In terms of coordination between agencies, the role of communication of village officials connects various institutions and agencies involved in development at the local level. Good communication facilitates collaboration between parties, ensures synergy in the implementation of development programs, and overcomes potential overlaps or conflicts of interest. As government representatives at the village level, village officials are responsible for building harmonious relationships with related agencies, including the private sector and civil society.

In promoting community participation, the role of village officials' communication is key to increasing community awareness and involvement in the development process. Through open and inclusive communication, the community is encouraged to play an active role in conveying aspirations, providing input, and taking part in the implementation of development programs. Village officials must be able to create an open, friendly communication environment that invites active participation from various levels of society. In conclusion, the role of village officials' communication in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, is not only to convey information, but also to be a catalyst for the creation of inclusive, sustainable, and community participation-based development. With effective communication, village officials can become agents of change that have a positive impact on the progress and welfare of village communities. In an organization or company, communication is very important because communication is one of the activities carried out to establish a relationship between managers and subordinates. As social beings, communication is an important element in life because communication is a basic human activity. According to Muhammad (2019: 1), he states that "Communication activities will arise if someone interacts with other people. So, it can be states that communication cannot be separated from life both as individuals and as groups. There is no human being who will not be bound by communication"

According to Sopiah (2018) defines "Communication as the delivery or exchange of information from the sender to the recipient, either verbally, in writing or using communication tools. Peace and Faules (2019) states that "Organizational communication can be defined as the guidance and interpretation of messages between communication units that are part of a particular organization". Meanwhile, according to Wiryanto in Romli (2019) states that "Organizational communication is the sending and receiving of various organizational messages within formal and informal groups of an organization". From the opinions of these experts, it can be concluded that communication is a process of sharing and interacting in using information together or also called the process of delivering and exchanging news between two parties (sender and recipient) or more which is one of the activities that is very important and influential on managerial actions.

2. Quality of community services in Sifalaete Village, Gunungsitoli District, Idanoi, Gunungsitoli City

Public services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City show varying quality, reflecting the complexity of interactions between the community and service staff. Field interviews revealed that community experiences in terms of attention and friendliness provided by staff or employees when providing services can vary greatly. This variation is influenced by a number of internal and external factors, including organizational culture, staff training, and the individuality of each staff member. An organizational culture that supports friendly and attentive service can improve the quality of interactions, while a lack of training or a mismatch between staff values and community expectations can reduce service effectiveness. According to experts, the quality of public services is often influenced by the training system and human resource management. Davis et al. (2019) explain that comprehensive staff training can improve employee friendliness and responsiveness, which in turn increases community satisfaction. In addition, the opinion of Kotler and Keller (2021) emphasizes the importance of an organizational culture that supports customer service as a key factor in improving service quality. Although information from officers in Sifalaete Village is generally accurate and adequate in terms of administrative procedures and public services, sometimes information is lacking in detail or is not always up to date. This is often due to policy changes that are not fully understood or suboptimal communication. According to Hartline and Ferrell (2022), regular updates and ongoing training are essential to ensure the accuracy of information and responsiveness of staff. The accuracy of information from officers in Sifalaete Village is generally high due to good training. However, information is not always completely up to date due to limited communication or access to the latest resources. The village head ensures that officers receive regular updates to maintain the accuracy of information, but there are still challenges in terms of consistency and up-to-date information. This indicates the need for further efforts to improve information systems and training for staff.

Overall, the attitude and behavior of staff in serving the community in Sifalaete Village shows professional aspects in several ways, especially in being friendly and responsive. However, challenges related to limited resources and service consistency are still a concern from the community's perspective. This indicates the need for further improvement to achieve optimal service levels. According to Gummesson (2020), improving service quality requires a systematic approach that involves continuous improvement in staff training, information updates, and resource management.

4. CONCLUSION

Based on the results of the study and discussion on the role of village apparatus communication in efforts to improve the quality of public services in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, the researcher draws the following conclusions: the role of communication of the apparatus in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City, is important in the context of village development and public services. The results of interviews conducted by the researcher indicate that there are deficiencies or dissatisfaction in the implementation of communication by the apparatus in Sifalaete Village, Gunungsitoli Idanoi District, Gunungsitoli City. This is due to a lack of understanding of the importance of effective communication in building good relations between the apparatus and the community. The quality of public services in Sifalaete Village from staff or employees does not provide adequate attention or familiarity when providing services. Some problems that need to be addressed immediately include improving infrastructure that is still inadequate, improving the quality of public services, and increasing community involvement and participation in village development. By improving the quality of public services, it is hoped that the level of satisfaction and welfare of the Sifalaete Village community can increase significantly.

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