

The four W: participative communication strategy in Bugel urban village, Salatiga

Rini Darmastuti^{*)}, Dian Novita Kristiyani, Sri Winarso,
Erwin Christianto, Birmanti Setya Utami

*Department of Communication, Universitas Kristen Satya Wacana
52 Diponegoro Street, Salatiga, Indonesia*

Email: rini.darmastuti@uksw.edu and Phone Number: +62 298 321212

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Abstract Community development has shifted from short-term, top-down programs to community empowerment programs that are deeply rooted in the community, as a result, the communication strategies used have also changed. The purpose of this paper is to describe the participative communication model for community empowerment in *Bugel Urban Village, Salatiga*. This paper is based on the results of research conducted using a qualitative approach. Data were collected through in-depth interviews, observation, and focus group discussions. Data analysis was conducted using qualitative analysis. The results of this study are first, *Bugel Urban Village* has health facilities, education, culture, arts, MSMEs, and tourist attractions that have potential for regional development. Second, the communication strategy that can be used to empower the Bugel community is a communication strategy with an informal approach that emphasises community participation. Third, the communication model for community empowerment in *Bugel Urban Village* is a participative communication model with a 4W approach (*wangun, waras, wareg and wasis*). It is urgent to apply these findings, because the 4W approach focuses on structure, health, satisfaction, and wisdom can be used as a reference for participative communication models for communities in *Bugel Urban Village, Salatiga*.

Keywords: communication strategy; community empowerment; participation model

INTRODUCTION

Community development is shifting away from short-term, top-down projects, toward community empowerment programs that are firmly established in the community. The development of this notion centres on community empowerment, which emphasises the community's assets and encourages them to realise their potential (Jacobson, 2003). The aim is to address the root causes of problems in the community by exploring and enhancing their abilities (Kartasasmita, 1996). The focus of community empowerment is to develop the strengths and empower the potential of the community. Community empowerment is a concept that emphasises increasing the ability and involvement of people in decision-making that affects their lives (Jacobson, 2003a). This concept explains that every individual has the opportunity to learn and develop themselves freely to improve their standard of living (Buckingham et al., 2023a). In this view, everyone has the same opportunity to develop themselves. Therefore, the process of community empowerment has to engage all members of the targeted community in a gradual, continuous, and sustainable manner (Nasdian, 2014). Empowerment must be able to change individual behaviour to become empowered (Abdullah, Taufik, Neil Carr, 2022)

^{*)} Corresponding Author

In community empowerment-based and sustainable development, communication and information have a strategic and fundamental role, such as (1) contributing to the interaction of various development factors, (2) increasing knowledge and information exchange, and (3) encouraging the participation of all parties (Servaes, 2020a). There are three keywords of this empowerment, namely participation, transparency, and democracy (Suaib, 2023). Therefore, community involvement and community participation are crucial aspects (Maina, 2020a). The effort to foster community participation can be made through a process of awareness of the situation and environmental conditions, needs, desires, and abilities. Community awareness can be achieved through a dialog process between several parties involved in the development process so that there will be mutual understanding and comprehension that forms awareness among individuals, communities, institutions, and the government (Fonseca & Pacifico, 2017).

However, not all community empowerment-based development activities work well and involve all community members. One of the contributing factors is an inappropriate communication approach, resulting in conflict. Take for example the plan to build a cement factory in Rembang Regency, Central Java. The construction of this factory was resisted by community elements on behalf of the Kendeng Mountains Care Community Network, in Indonesia known as *Jaringan Masyarakat Peduli Pegunungan Kendeng* (JMPPK). Community rejection has been carried out since the beginning of the factory construction, in 2012. The issue and rejection from the community continued to grow during the groundbreaking ceremony on June 16, 2014. The protests from the community were widely reported in the mass media and digital media (Nasional.tempo.co. Accessed on 17 March 2014). Inappropriate communication strategies and approaches that do not match the culture of the Rembang community and the people in Sukolilo are what caused this conflict. (Darmastuti et al., 2016; Maryani & Darmastuti, 2017; Wahono, 2020)

The second example is the case of the mining plan and reservoir construction in Wadas, Purworejo in 2022 (Farisa 2022; Guittara 2022; Sari 2022). The conflict occurred when some communities in Wadas rejected a plan to mine andesites in the village (Kismunthofiah et al., 2022). As a form of rejection of the mine and reservoir development plan, residents who disagreed with the development carried out a series of actions that led to clashes between the community and the authorities. Once again, the conflicts that occurred in the mining and reservoir development plan were also caused by the problems and the inappropriate communication approach of the apparatuses to the community (Misran et al., 2023; Pariyatman et al., 2022). Based on the two cases in Rembang and Wadas village, communication is vital in building a mutual understanding, so those conflicts can be avoided.

In the context of community empowerment in *Bugel Urban Village*, communication plays a very important role. Communication has an essential role in building understanding, trust, and community participation to empower the community (Hadiyanto, 2023). Communication plays a central role in encouraging community empowerment for the development of a region (Hadiyanto, 2023; Setyowati, 2019). As an integral part of communication, communication strategy is the key to success whether a message can be appropriately received or otherwise. By using the right communication strategy, the message conveyed in communication will succeed in building understanding, trust, and community participation (Khairil, 2020; Totok Prasetyo, 2020)

Community awareness building, engagement, and participation are not only needed in Rembang, Sukolilo, and Wadas Lintang, but throughout Indonesia, including in the *Bugel Urban Village* in Salatiga, Central Java. Bugel is one of the urban villages in Salatiga, Central Java. The word 'Bugel' is taken from the word 'Teak Tree Milestone' which was found at the time. The name Bugel is used to this day. Kelurahan Bugel (*Bugel Urban Village*) has an area of 294.371 hectares and is located not far from the city centre of Salatiga, which is about 2 km away. The Bugel area consists of 6 (six) *Pedukuhan* namely- Kebon Samas, Candi Wesi, Kebon Sawo, Nogo Saren, Bugel Krajan, and Sembir. Bugel sub district has tremendous regional potential, both in terms of regional potential and human resource potential. However, this potential has not yet been developed, which is the reason why Bugel is one of the targeted areas in Salatiga's poverty intervention priorities.

On the other hand, *Bugel Urban Village* has an unfavourable brand in the outside community, both in Salatiga and outside Salatiga. This is because the *Bugel Urban Village* has a

localisation centre. As a result, people are more familiar with Bugel as a place of localisation than with its potentials such as MSMEs, culture, and other potentials.

In order to develop the potential of *Bugel Urban Village*, the Salatiga city government implemented the *SUPER TANGGUH PROGRAM MOVEMENT*, which means 'One Regional Apparatus is Fully Responsible for Poverty Reduction'. This movement uses the concept of multilevel collaboration by establishing partnerships with many parties including non-governmental organisations, universities, companies, zakat institutions, religious institutions, and other institutions as an integrated poverty reduction effort and synergises with the Salatiga City Regional Development Plan 2023 - 2026. The problem is what communication strategies can be applied in order to implement this program and to develop the potential of *Bugel Urban Village*?

Communication strategies for community development in *Bugel Urban Village* are urgent, considering that communication strategies are an important means of building public awareness (Indardi 2016). The right communication strategy can be used to build community awareness in *Bugel Urban Village* to develop regional potential. The emergence of potential owned by *Bugel Urban Village* and then developed into a major potential, will make this potential a new brand for *Bugel Urban Village*. The emergence of a new brand in *Bugel Urban Village* will shift the negative brand that has been carried by *Bugel Urban Village*. On the other hand, the right communication strategy will facilitate social transformation, empowerment, and development activities tailored to the specific needs of the community (Awad, 2023; Dzator et al., 2023; Gu et al., 2023)

Based on the region's potential and the problems that exist in *Bugel Urban Village*, the questions are: *first*, what potential does the community in *Bugel Urban Village* have? *Second*, what kind of communication strategy is used by the community in *Bugel Urban Village* to empower the Bugel community? *Third*, what is the model of community empowerment communication strategy for the *Bugel Urban Village* community? Using a constructivist approach, this paper attempts to model a communication strategy for community empowerment in *Bugel Urban Village*. This paper is based on the research results obtained by extracting data using in-depth interviews and Focus Group Discussions (FGDs) with village officials and neighbourhood unit officials in *Bugel Urban Village*.

This research continues previous research regarding communication strategies and community empowerment. Bernard et.al (Maina, 2020b) in their research titled '*Participative Communication Strategies Used in the Implementation of Public Water Projects in Murang's County: Case Study of Northern Collector Tunnel, Kenya*' discovered that participative communication strategies play an essential role in the implementation of water-related socialisation. This study recommended the involvement of community groups, meetings with opinion leaders, and various media platforms including radio, local newspapers, and television illustrations to socialise this clean water program. The second research was conducted by Guisela, et.al (PÚBLICA & DE LOS POBLADORES, 2020) with the title '*Participative Communication Strategy: Basic Sanitation and the Public Health of the Population of Paucartambo-cusco*'. This study analyses the effect of implementing a participative communication strategy on the proper utilisation of basic sanitation services and its impact on the public health of the Paucartambo population. The outcome of this study shows that although efforts to improve basic sanitation have been made, the results were not maximised because the participative communication strategy used was not appropriate from the diagnosis stage to the final evaluation. The third research was conducted by Muniruddin. et al. (Hajji & Lauhi, 2024) with the title '*Participative Communication Strategies for Poverty Alleviation in Remote Indigenous Communities*', this research investigates the poverty alleviation used by social services in Medan and the influence of remote indigenous community projects. This research examines the utilisation of Islamic communication and the help of social institutions to fight poverty.

In addition to the three studies above, there are several previous studies and writings on community development that form the basis of this research. The first, research with Community Empowerment and Disaster Resilience: The Path to Institutionalising Grassroots Governance in the Philippines. This research conducted by Rosales, (Rosales et al., 2023) discusses the Barangay Disaster Risk Reduction and Management (BDRRMC) as an important entity, symbolising the shift towards a more inclusive and community-based approach. The study will offer insights to the discourse of community resilience, providing a roadmap for policymakers

and practitioners to develop effective grassroots governance structures in DRRM initiatives. Second, a study titled 'The Impact of Community Empowerment on Sustainable Tourism Development and the Mediation Effect of Local Support: A Structural Equation Modelling Approach', conducted by Wani, M. D., Dada, Z. A., & Shah, S. A (Wani et al., 2024). These research discussed the impact of community empowerment on sustainable tourism development. The results of these studies indicate that community empowerment has a positive impact on local support and sustainable tourism development. Third, an article titled 'Investigating the Contribution of Community Empowerment Policies to Successful Co-Production-Evidence from Scotland' conducted by Steiner, A., McMillan, C., & Hill O'Connor, C (Steiner et al., 2023). This paper explores the contribution of community empowerment policies to co-production processes. These two studies and one paper show that community empowerment can be used in various fields.

Like the five studies and one previous paper above, this paper will also discuss participative communication strategies and community empowerment. However, this paper will discuss participative communication strategies based on the local wisdom of the *Bugel Urban Village* community, Salatiga as a novelty of this paper.

METHODOLOGY

This paper is based on the results of research titled 'Digital Literacy for *Bugel Urban Village* Economic Development' conducted in 2023. The research, which was conducted in support of the Salatiga city government's Super Tangguh program, used a qualitative approach and a case study research design. Qualitative research requires researchers to understand the data they have, to see and understand what is being studied in the most detail, regardless of the empirical material being analysed (Corte, 2019). Data collection techniques used in-depth interviews and Focus Group Discussions (FGDs). The data analysis technique used qualitative data analysis techniques. To test the validity and reliability of the data, this research was conducted using triangulation of sources.

In this study, data was obtained from in-depth interviews and FGDs. In-depth interviews were conducted on two occasions with Mr. Roji (Head of *Bugel Urban Village*) and Mr. Lambang (Secretary of *Bugel Urban Village*). Mr. Roji and Mr. Lambang are the Lurah (Head of *Bugel Urban Village*) and Secretary of the *Bugel Urban Village* who are in charge of developing community empowerment programs in *Bugel Urban Village*. The first in-depth interview was conducted separately, and the second interview was conducted simultaneously. FGD resource persons were all Citizens Association (RW) and Neighbourhood Association (RT) heads in *Bugel Urban Village*, along with Family Empowerment and Welfare (PKK) administrators at the Citizens Association (RW) and Neighbourhood Association (RT) levels. The FGD resource people were all Citizens Association (RW) and Neighbourhood Association (RT) heads in the *Bugel Urban Village*, along with Family Empowerment and Welfare (PKK) administrators at the RW and RT levels. The educational background of the FGD informants was high school and graduated from a university. In terms of profession, The RW heads, RT Heads, and PKK administrators in *Bugel Urban Village* who became resource people in FGDs were teachers, civil servants, and entrepreneurs and retired.

RESULTS AND DISCUSSION

Community-Centred Empowerment

Community empowerment is a development program with a focus on community development. Target communities are allowed to plan and implement development programs of their preferences, by providing them with opportunities and capacity. Communities are allowed to continue to develop, grow, and achieve progress (Jacob et al., 2023). The basic concept of community empowerment is to increase the ability of the community based on dignity, self-confidence, and self-esteem to change people's lives (Malta n.d.).

Community empowerment is intended to be applied to all regions in Indonesia, including the community in *Bugel Urban Village*, Salatiga, Central Java. Bugel is one of the urban villages in Salatiga, under the Sidorejo sub-district. *Bugel Urban Village* has six (6) Pedukuhan (administrative regional division), namely Kebon Samas, Candi Wesi, Kebon Sawo, Nogo Saren, Bugel Krajan, and Sembir.

Although it is not far from Salatiga city centre (about 2 km), Bugel is one of the neighbourhoods with the highest stunting and poverty rates. On the other hand, *Bugel Urban Village* has unfavourable branding in the outside community because of its localisation background. As a result, people in Salatiga and outside Salatiga are more familiar with Sembir (the localisation site) than Bugel. Bugel is often synonymous with Sembir. This makes Bugel one of the villages prioritised for the SUPER TANGGUH Program, a program that the Salatiga City government has in place to reduce poverty.

According to the results of observations and in-depth interviews with the Head of *Bugel Urban Village*, Mr. Carik (Village Officer), and several residents in *Bugel Urban Village*, as sources for this paper, *Bugel Urban Village* has tremendous potential. *Bugel Urban Village* has the potential for natural and human resources that can be developed for the development of the village and the economic development of the local community. With people-centred development, community empowerment in Bugel can be maximised.

Bugel has tremendous potential (*Bugel Urban Village* profile document 2021). Based on the profile document, this village has great potential as a basis for the development of *Bugel Urban Village* based on community empowerment. Bugel has sufficient health, education, culture, arts, and health facilities. Bugel also has a well-coordinated security protection unit and places of worship located throughout the Urban Village's area.

Interestingly, *Bugel Urban Village*, as one of the villages prioritised for moving out of poverty, has tremendous business potential. Bugel has commerce, financial services and cooperatives, hotels, inns, boarding houses, and even an area that has the potential to be developed as a tourist spot. The vast rubber plantations in the *Bugel Urban Village* have tremendous tourism potential and can be developed to lift the village out of poverty based on community empowerment. Referring to the new paradigm of development that is 'people-centred, participative, empowering, and sustainable' (Chambers, 1995), the potential of *Bugel Urban Village* can be used as a basis for building and developing communities in *Bugel Urban Village* that is 'people-centred, participative, empowering, and sustainable' (Mardikanto, 2010).

Community-centred development can be observed from the involvement of residents, Neighbourhood Associations (RT), Community Association (RW), Family Welfare Program (PKK), village cadres, and young people in *Bugel Urban Village*. This community participation is also shown by the involvement of people in *Bugel Urban Village* who are active in the development of MSMEs in this urban village. dozens of MSMEs produce bread (in RW VI) and dozens of MSMEs produce tempeh (in RW V). The bread and tempeh MSMEs are growing and have the potential to elevate *Bugel Urban Village* as the centre of the bread and tempeh industry. In addition to MSMEs, the development of Bugel is also supported by 25 industries that have developed in this area. These MSMEs and 25 industries have the opportunity to be developed and must receive great attention. This is as stated by Mr. Roni (head of neighbourhood V), in an in-depth interview on 17 November 2023.

"Instead of exploring the uncertainties, it is better to assist the existing ones. Like tempeh MSMEs, for example. Assistance should be provided, and research conducted on why many tempe craftsmen have gone out of business. It is also necessary to think about regeneration and strategies so that the tempeh business can survive and even develop."

Community development centred on sustainable empowerment can be carried out to develop tourism in *Bugel Urban Village*. The potential of the area, with its outstanding natural scenery, means that *Bugel Urban Village* has the potential to become a tourist attraction that can be developed. The rubber plantations around *Bugel Urban Village*, which are currently managed by PTP IX, have the potential to develop tourist attractions in this area. This is supported by the presence of the Salatiga Historical Tourism Park (TWSS) in Dukuh Nogosaren, which is located near the rubber plantation. The TWSS, which was built in 2021, has become a new sports venue for residents who want to jog (HM, Edy Susanto, 2021). This was conveyed by Mr. Agus (head of RW 4, one of the RWs in *Bugel Urban Village*). In an in-depth interview with the author in an in-depth interview on 17 November 2023, Mr. Agus said,

"There are many things that can be explored to develop the tourism sector in Bugel Urban Village, which until now has not been explored. We can cooperate with PTP IX to develop tourism and to bring entrepreneurship to a wider audience."

The human and natural resource potential of *Bugel Urban Village* is a great force to develop this village from the threat of poverty. In addition, the potential of natural resources and human resources can be a great opportunity for *Bugel Urban Village* to create a new branding to change the old branding that is identical to Sembir. The important question in community empowerment in *Bugel Urban Village* is 'how does community empowerment remain focused on the issue of how individuals, groups, and communities seek to organise their own lives and shape their futures in line with their wishes?' (Buckingham et al., 2023).

In this context, community empowerment strategies in *Bugel Urban Village* should emphasise the importance of participation from all levels of society. This means that the community in Bugel must be involved from planning, implementing to evaluating. In this concept, the community is also encouraged to be involved in decision-making in all activities carried out (Indardi 2016). Community empowerment in this concept allows each individual to have control over themselves and their environment, thus expanding their abilities and insights. As a result, each community member in *Bugel Urban Village* can evaluate themselves to a greater level of achievement and satisfaction (Ye & Yang, 2020).

Community Empowerment Communication Strategy

Communication has a pivotal role in the implementation of community empowerment in *Bugel Urban Village*, which incorporates growth and equity (Indardi 2016); (Ye & Yang, 2020); (Malta n.d.). This is because communication strategies are needed to change the behaviour of the target community (in this context, the *Bugel Urban Village* community) of the community empowerment program.

Communication strategy is a communication plan for conveying messages to the target audience effectively, in order to change the way of thinking, emotions, attitudes and behaviour of the audience (Hallahan et al., 2007; Holtzhausen & Zerfass, 2014). By implementing the right communication strategy according to the background of the target audience, the message will be easily understood and accepted by the audience (Van Ruler 2020; Zerfass et al. 2020) to achieve the objectives of a program (Zerfass et al., 2020). Therefore, communication strategies must be designed with the needs, aspirations, and challenges faced by the Bugel urban community in mind. A communication strategy that is by the characteristics of the *Bugel Urban Village* community plays a very large role in the success of this community development and empowerment program (Saleh & Mujahiddin, 2020; Yanti et al., 2020).

In communities with a collectivistic culture, such as the community in *Bugel Urban Village*, the community empowerment communication strategy that is needed is a communication strategy that combines communication planning and communication management to achieve goals (Indardi 2016). The goal is to empower the community through the process of developing, empowering, as well as facilitating the community based on their collective culture (Indardi 2016).

Referring to the opinion of (Laverack, 2006) the communication strategy used to empower the Bugel urban community must identify nine important steps in community empowerment. The nine steps are as follows: First, the communication strategy for community empowerment in *Bugel Urban Village* is a communication strategy that can increase community participation in *Bugel Urban Village*. Second, the communication strategy used provides opportunities to develop local leadership. Third, communication strategies that can increase the capacity of problem assessment. Fourth, communication strategies that can foster critical thinking skills. Fifth, communication strategies can build empowering organisational structures. Sixth, communication strategies that can mobilise natural and human resources. Seventh, communication strategies that can strengthen the relationship between the *Bugel Urban Village* community and other organisations. Eighth, communication strategies that build equitable relationships with external agents. Ninth, communication strategies that increase control over program management.

Culture is an influential factor that must be addressed when determining communication strategies for community empowerment in *Bugel Urban Village*. This is based on the concept that empowerment is the result and reaction to the thoughts, social order, and culture that develop in a society (Patrick & Hollenbeck, 2021) especially the *Bugel Urban Village* community.

Four (4) W, Participative Communication Strategies in Bugel Urban Village Community Empowerment

A proper and effective communication strategy in community empowerment programs (Indardi 2016), will encourage the empowerment of the people in the area (Busch et al., 2021). This is also the case with the empowerment program for the community in *Bugel Urban Village*. The communication strategy used in community empowerment in this urban village is community empowerment using strategies that are designed to solve problems or meet community needs in the context of social change (Busch et al., 2021). This communication strategy must be able to offer something new that can change their lives (Malta n.d.).

Interestingly, the communication strategy used in order to empower the community in *Bugel Urban Village* uses an approach based on their culture, characteristics, and background (Hallahan et al., 2007; Holtzhausen & Zerfass, 2014). According to Mr. Aeruri, one of the informants in this study, the communication strategy is based on the 4Ws, namely *Wangun* (pleasing to the eye), *Waras* (physically and mentally healthy), *Wareg* (full or fulfilled basic needs related to food) and *Wasis* (smart). In an interview with the author, Mr. Aeruri, who is the head of Neighbourhood Association 1, one of the Neighbourhood Associations in *Bugel Urban Village*, said, *"For the development of Bugel Urban Village, communication is conducted using informal direct communication by involving the participation of all communities"*.

In this in-depth interview on 17 November 2023, Mr. Aeruri explained the approach taken to community empowerment in *Bugel Urban Village*. In this interview Mr. Aeruri said,

"The approach used for community empowerment in Bugel Urban Village uses 4W. The four Ws are first, Wangun (appropriate) which means that Bugel Urban Village is very suitable to be promoted because it has tourist attractions. Second, Waras which means healthy physically and mentally. Third, Wareg (full) which means that the people in Bugel Urban Village are fulfilled with their basic needs in terms of food. Fourth, Wasis (smart) makes Bugel a developed village with smart citizens."

According to Mr. Aeruri, the 4 Ws are important components of community empowerment in *Bugel Urban Village* in order to develop community resilience in *Bugel Urban Village* and require every member of the Bugel community to be actively involved in developing an environment characterised by change (Skerratt & Steiner, 2013). In this 4W movement, the Bugel community must be actively involved to realise the Bugel area as a place that is *wangun* (appropriate and beautiful) and perceived as a tourist area. Moreover, in *Bugel Urban Village* there is a rubber forest or often called Alaska with extraordinary views and there is TWS as a sports centre in the area. The community in *Bugel Urban Village* must also be actively involved in creating a sane society, which is a society that is physically and mentally healthy.

In terms of food security, the community in *Bugel Urban Village* must be actively involved in creating a Wareg (full) community, which has sufficient food needs through the development of MSMEs in this area. The potential of MSMEs ranging from bread, tempeh, clothing convection, and other MSMEs is the basic capital to create a 'Wareg' *Bugel Urban Village* that is free from the threat of poverty. The fourth W is *Wasis*. *Wasis* in Indonesian means smart or clever, which means making the community in *Bugel Urban Village* a smart and clever community through mentoring and other learning. According to Mr. Aeruri, through the *Wasis* program, *Bugel Urban Village* is expected to become a 'YouTuber' campus to produce content creators. One of the needs is assistance for digital marketing.

The 'Four Ws' is a concept of Bugel community empowerment based on the strength of internal and external factors of the Bugel community. According to Rogers, these internal factors are age, education, gender, number of household dependents, socioeconomic status, and experience. Meanwhile, external factors are the role of external parties such as the role of

facilitators, the physical environment, the social environment, the economic environment and the availability of business capital (Homayuni et al., 2021).

The Four Ws program (*wangun, waras, wareg and wasis*), is supposed to be a community empowerment program that is able to change the behaviour of every individual in *Bugel Urban Village* to become an empowered person so that they are able to support themselves (Abdullah et al., 2022). Through this 4Ws program, it is expected to improve the community in *Bugel Urban Village* not only in terms of economy, but also dignity, self-confidence, and self-esteem (Indardi 2016). Through the 4Ws program, the community in *Bugel Urban Village* will be more empowered and confident through their strengths and potentials. The negative stigma of *Bugel Urban Village*, which has been identical to Sembir (a term for localization), will change with a positive stigma. Empowerment in the 4Ws concept is expected to change understanding and give important attention to the idea of humans and humanity (humanism) (Ward et al., 2022).

When it comes to communication strategies, as Mr. Aeruri said, the communication strategy used in community empowerment in *Bugel Urban Village* is a direct, informal communication strategy that involves community participation. In this community empowerment program, communication and information have a very strategic and fundamental role. This role is first, contributing to the interaction of various development factors. Second, it has a role in increasing knowledge and exchanging information. Third, it encourages the participation of all parties (Servaes, 2020).

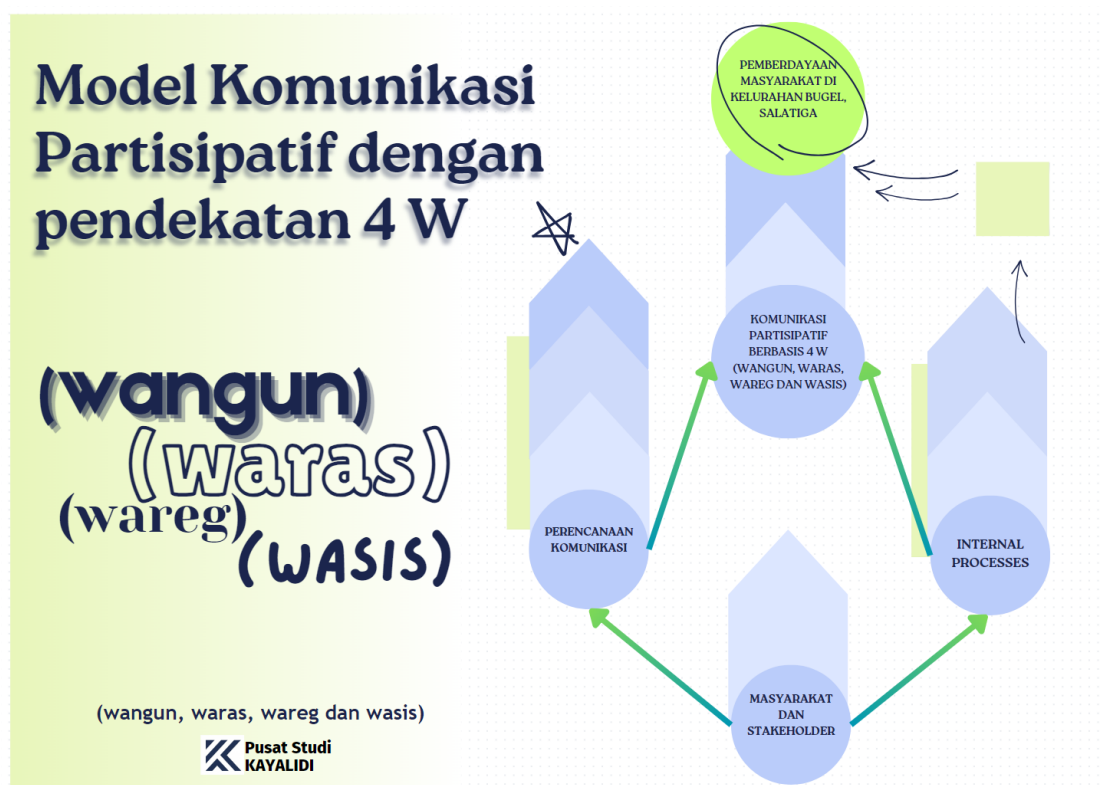


Figure 1. Participatory Communication Model with a 4W approach
Source: Author Documentation (2023)

Communication integrated into the 4Ws program can increase community participation in *Bugel Urban Village*, so that it will produce a positive result for their empowerment program (Abdulai, Muhammed & Anas, 2023). Community participation in *Bugel Urban Village* can be achieved through a process of awareness of the situation and environmental conditions, needs, desires and abilities that they have. On the other hand, community awareness in *Bugel Urban Village* can be done through a dialog process between the parties involved in the development process in the area so that there will be understanding that forms awareness among the parties involved in the dialog: individuals, communities, institutions, and government (Fonseca & Pacifico, 2017b).

Based on the analysis above, the communication strategy for Bugel community empowerment emphasises a communication process that invites community members to contribute and share ideas on how to realise their empowerment in a way that is appropriate and centred on their lives. This communication strategy is often referred to as participative communication (Ibuot et al., 2021; Mulyana, 2012)

Participative communication will be achieved if its implementation takes into account the characteristics of the community based on its potential and local wisdom. Through participative communication, interactive, and transactional communication is expected (Indardi 2016), dialogic (Backhaus, 2020), can be used to understand and overcome local problems (Jacobson, 2003b) and can be used as an opportunity to bring stakeholders together. When the level of participative communication increases, the knowledge, attitudes, and practices among stakeholders also increase (Kheerajit & Flor, 2013). The involvement of these stakeholders is expected to play a role in the progress of *Bugel Urban Village* so that it can lead *Bugel Urban Village* to become a developed urban village and be free from poverty. In simple terms, the theoretical understanding of community empowerment in *Bugel Urban Village* can be described on bahasa Indonesia in the figure 1.

This model shows how important participative communication involving the village government and the community is in community empowerment activities. It is also a process of generating joint communication planning and management that is in accordance with the circumstances, abilities, and conditions in the community. The process of participative communication to communication planning carried out aims to see how the dynamics of community empowerment towards 4W.

CONCLUSION

Community development today focuses on community empowerment, which emphasises the strengths of the community and encourages them to explore their potential and strengths. This is also the case with community empowerment-based development in *Bugel Urban Village*, Salatiga, Central Java. As a result, the communication strategies used have also changed. Based on the research results that form the basis of this paper, the conclusions of this paper are, first, *Bugel Urban Village* has healthcare facilities, education, culture, arts, MSMEs, and tourist attractions that are potentially used for regional development.

Second, the communication strategy that can be used to empower the Bugel community is a communication strategy with an informal approach that emphasises community participation. Third, the communication model for community empowerment in *Bugel Urban Village* is a participative communication model with a 4W approach (*wangun, waras, wareg, and wasis*). This paper focuses on participative communication strategies based on the culture of the local community. Participative communication will certainly evolve in the current digital era. Therefore, further research and writing can be conducted related to participative communication strategies in community empowerment for today's digital society.

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