



## Pujakesuma Organizational Communication In Langkat Regency For Regional Development Optimization

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### ABSTRACT

*The purpose of this article is to learn how the Pujakesuma organization communicates in order to optimize regional development. The descriptive qualitative method was used in this study. The Langkat Regency Family Association is the subject of this study's research. The findings revealed that the Pujakesuma organization's communication in Langkat Regency was effective in optimizing regional development. One of the efforts to assist the Langkat district government in optimizing regional development is the establishment of good relations with the local government. The Pujakesuma Family Association agreed to continue supporting the Langkat Regency regional development program. Infrastructure, equality, and even human resource development are all examples. Pujakesuma, as a social organization, also intends to establish a tafiz school in the Langkat district in the future to produce more qualified human resources.*

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## 1. INTRODUCTION

The existence of Langkat Regency has been known since the 17th and 18th centuries, with the recognition that the King of Langkat named Tengku Musa Abdul Jalil Rahmandsyah assumed the position of Sultan of Langkat who had the title Prince Indera Diraja Amir in 1969. As is known, the natives who inhabited the region and the kings the king of Langkat is of Malay ethnicity, although it cannot be denied that until now many other ethnic groups besides Malay have settled in the Langkat area. Langkat Regency is an area with a multiethnic community, which in general are not natives of Langkat, but migrants. Each ethnic group and the existing ethnic groups have norms, relations and kinship networks with each other, especially in their economic and political interests.

Langkat Regency consists of 23 sub-districts with an area of 6,273.29 Km<sup>2</sup> with a population of around 1,041,775 people. Based on the results of the 2019 Population Census, the majority of

the population of Langkat Regency are Javanese 56.87%, Malays 14.93%, Karo tribes 10.22%, Batak 4.76%, Madina 2.54%, Acehese 2.29%, Minang 1.29%, China 0.88% and others 6.3%. (Central Bureau of Statistics of Langkat Regency, 2020). Lubis (2005) asserts that one ethnic group has a distinctive identity that is different from other ethnic groups, which is easily seen from the way they express or articulate their culture, including in terms of how they conceptualize and organize the management and control of natural resources (natural, economic, and social), and politics). In this case, it emphasizes that there are patterns of relationships that are built and used within ethnic groups to manage resources, especially in the regional development sector. These patterns of relations are certainly inseparable from the kinship network built by each of these ethnic groups.

This phenomenon can make the ethnic identity of an ethnic group stronger in Langkat Regency. The existence of this diversity is characterized by vertical differences which are indicated by the existence of sharp upper and lower social layers and each layer is a social unit that has its own pattern of thinking. The nature of this diversity is the pride of the Indonesian nation which is embodied in the symbol of the State, namely *Bhinneka Tunggal Ika*, which means that although they are different, they are still one. One of the ethnic groups that have a different culture from the culture of the local population in North Sumatra is the "PKB Pujakesuma" community group, namely the **JAVA LARGE FAMILY PAGUYUBAN ESTABLISHED IN SUMATERA**. Actually, the term Pujakesuma was originally an acronym for "PUTRA JAVA BORN SUMATERA". PKB Pujakesuma itself was founded on the initiative of the late

H. Mas Sukardi on July 10, 1980, at the Musda (Regional Deliberation) in 1994 the term Putera Jawa Born in Sumatra was straightened out to become Putera Jawa Domiciled in Sumatra.

Pujakesuma was established in Langkat Regency for a long time, in the early 1980s when Pujakesuma was first established this organization quickly spread to almost all corners of Sumatra, it continued and spread to Langkat Regency, so Pujakesuma was established in Langkat Regency. The presence of Pujakesuma which is rich in Javanese ethnicity is quite in demand by the community and plus the Javanese in Langkat Regency are also not small because they have a majority when compared to other ethnic groups so that the presence of the Pujakesuma community is also well received in Langkat Regency. And make this association organization rapidly develop in line with various other ethnic associations in Langkat Regency.

Paguyuban Pujakesuma as an organization engaged in social and cultural fields, one of the routine activities carried out is by doing mutual cooperation to clean the housing environment. This activity is routinely carried out as an effort to maintain good relations with the local community. Apart from that, other activities such as mass circumcision and mass marriages were also organized by this association. Such activities are proof that the Pujakesuma community cares about other people. Several events, such as mass circumcision and mass weddings, were carried out with the aim of helping other people who could not afford it and slightly reducing the burden of others. Activities that are mutual in nature as mentioned above are not only carried out by Javanese who are members of the Pujakesuma community, but also the surrounding community.

This is done to prove that Pujakesuma really wants to build and maintain good relations with the wider community, so that the relationship between local communities is maintained. Community welfare is one of the important factors considered in regional regional development, regional development basically cannot be separated from the phenomenon of symptoms of strengthening ethnic identity and the role of the Pujakesuma community in Langkat Regency. Development is a process of changing regional development, it concerns the development of the community as a whole so that from the Pujakesuma community program, the government hopes that the community will participate and socialize with each other and work together towards

changes that are better than before and the community will be directly involved in optimizing regional development in Indonesia. Langkat Regency. Community welfare is one of the important factors considered in regional regional development, regional development basically cannot be separated from the phenomenon of symptoms of strengthening ethnic identity and the role of the Pujakesuma community in Langkat Regency.

Based on the explanation above regarding the history of Pujakesuma, the profile of Pujakesuma, the activities of Pujakesuma in various fields, we can see that Pujakesuma is not an ordinary organization that can be underestimated, from various observations in the field this organization has considerable potential to become an even greater force. Pujakesuma's strengths can also be based on SWOT analysis, SWOT analysis is a method of formulating a company or organization strategy that is a single business unit. The scope of the single business can be either domestic or multinational. SWOT itself stands for Strength (S), Weaknesses (W), Opportunities (O), and Threats (T) which means strengths, weaknesses, opportunities and threats or constraints, which can systematically help identify external factors (O and T) and internal factors (S) and W). These words are used in an effort to prepare a mature plan to achieve goals for both the short and long term.

According to one of the Indonesian SWOT experts, Freddy Rangkuti, "SWOT analysis is the systematic identification of various factors to formulate company strategy. This analysis is based on the relationship or interaction between internal elements, namely strengths and weaknesses, to external elements, namely opportunities and threats. (Freddy Rangkuti, 2004: 3). In this study, SWOT analysis was used to find important aspects of the strengths, weaknesses, opportunities and threats within the Pujakesuma organization of Langkat Regency in Optimizing Regional Development.

Based on the description above, the author is interested in researching what the Pujakesuma community's organizational communication looks like in optimizing regional development in Langkat Regency through its programs.

## **2. RESEARCH METHODE**

This study uses a qualitative descriptive method with an ethnographic approach. According to Sugiono, qualitative research is research where the researcher is placed as a key instrument, data collection techniques are carried out in combination and data analysis is inductive (Sugiono, 2010: 9). While Spradley (in Batuadji, 2009: 35), explains ethnography as a description of a culture, to understand a view of life from the point of view of the natives. In ethnographic research, there is a process, in which one culture studies another culture, to build a systematic understanding of culture from the perspective of people who have studied that culture. Research informants in this study are the management structure of Pujakesuma Langkat Regency. which will later be selected by several high-ranking organizations as key informants, such as the Chair, Secretary and Treasurer as well as several Heads of Divisions. Data collection in this study was carried out using observation, interviews and documentation.

## **3. RESULT AND ANALYSIS**

Pujakesuma Organization is located on Jl. Proclamation, Stabat, Langkat Regency. Pujakesuma organization has been established since 1978. Pujakesuma until now continues to strive to preserve Javanese culture and society, this organization also has many work programs in various fields which are realized in various forms of activities. As a community organization Pujakesuma which is basically engaged in the field of culture, operates on the principles of

togetherness and mutual cooperation and aims to build a better society, especially for the Javanese ethnic group.

Pujakseuma has a personality that is not widely known to the public, as a community organization Pujakesuma also has a strong personality to face the challenges that will be faced in the future. The personality that is the basis for this Pujakesuma organization is a.) Sepi ing pamrih rame ing gawe, meaning that they do not expect any strings attached or reward but do a lot for the public interest by not prioritizing personal interests and prioritizing the nature of mutual cooperation. b.) Mikul duwur has a grudge, which means always lifting the goodness of others and hiding it

The blame is mainly on both parents, teachers and superiors. c.) Ing ngarso sung toludo, meaning that a good state leader is one who always appears in front to set an example for all his people. Therefore a leader who commits corruption and acts that are not commendable will be blasphemed by all his people. His authority as a leader will fall apart. d.) Ing madyo mangun karso This means that a state leader must be in the midst of his people to express the spirit and motivation so that life becomes more prosperous through real struggle.

As a social organization Pujakesuma has a pretty good vision and mission as a community organization, this is because the foundation of Pujakesuma is based on the nature of kinship. As the oldest Javanese ethnic community in Sumatra, the Pujakesuma Community has a goal other than to improve the quality of human resources, but also to improve the socio-economic life of Pujakesuma residents in their environment. In addition, this association is also a forum for Pujakesuma's participation in developing arts, culture, sports, human resources and the economy in the Sumatra Region and other regions. The vision and mission of Pujakesuma include:

Vision: Unity and unity in protecting and creating a proper life order for Pujakesuma residents. The mission of Pujakesuma is a.) To promote the unity and integrity of members based on Pancasila and the 1945 Constitution. b.) Empowering qualified human resources of members effectively to build Pujakesuma. c.) Building the common welfare of members based on the people's economy. d.) Provide shelter for every citizen of Pujakesuma. e.) Fostering a sense of concern among the residents of Pujakesuma through Javanese arts and culture and the philosophy of mutual cooperation "sepi ing pamrih rame ing gawe".

In looking at Pujakesuma's membership, it is very difficult to identify it. Because the term Pujakesuma itself is very common to mention Javanese born in Sumatra. Pujakesuma members are people of Javanese descent, besides that this association is also widely followed by people who are not Javanese, they are people who want to build cultural values together and also maintain physical and non-physical cultural values. Pujakesuma membership can be divided into two parts, namely: a.) Active members: are people who join and become members of the Pujakesuma community, whether people of Javanese descent or not. In general, they are people who are active as administrators in the association. b.) Passive members: are all Javanese in Sumatra who are permanent members or sympathizers of this association.

In any activity or organization, it certainly does not always run as easily, smoothly and as desired. There will be several things that become obstacles, obstacles or problems that suddenly appear and must be faced. Likewise in the implementation of communication in the Pujakesuma Community, from several interviews and observations, it shows that there are several ways and obstacles in communicating:

#### 1. Technology

Technology is a willingness to provide goods needed for the survival and comfort of human life, technology is also created to facilitate humans. The use of technology by humans begins with converting natural resources into simple tools. Along with the changing times,

technology is also experiencing rapid development. The development of various kinds of technology makes it easier for humans to communicate.

The rapid development of technology does not reduce the importance of communication between people who are members of the organizational environment, especially the Pujakesuma Community.

The above statement is in accordance with what was expressed by Mr. Sunardi as Advisor to the Pujakesuma Family Association of Langkat Regency "This cellphone or smartphone is one of the communication tools produced by technological developments, the use of gadgets can indeed make it easier and really help us to communicate with each other. In the midst of a pandemic situation like this, face-to-face activities are also very limited, of course the presence of this smartphone makes communication relations between members, as well as members and leaders continue to run well" (Interview with Mr. Sunardi, at Pujakesuma Hall, Stabat, On August 20, 2021)

## 2. Attitude of the Leader / Chairperson with Pujakesuma members

Attitudes are behaviors or movements that appear and are displayed in their interactions with the surrounding environment. In this interaction, there is a process of responding to each other, influencing each other and adapting to each other. What is meant by the attitude of the leadership towards members here is an action displayed by the leader or chairman towards members that can influence and respond to the attitude received, especially in communicating.

In communicating, a leader or chairman should have a communicative attitude. Which means that communication is carried out in two directions, or dialogue that requires openness from both leaders and members for the realization of good relationships in achieving the goals of the vision and mission of the organization itself. This statement was also expressed by Mr. Sunardi in an interview conducted on August 27, 2021 which took place at the Pujakesuma Hall, "the communication relationship between the leadership and members can also be said to be very good, this is a factor that can affect the goals of the organization itself. If the relationship between the leadership and members is good and there are no problems, automatically all programs and activities also run well, in addition to good communication, good leadership attitudes are also an important factor in the relationship between leaders and members.

## A. Communication of the Langkat Regency Pujakesuma Organization in Optimizing Regional Development

### 1. Maintain good relations with the Langkat district government

Maintaining good relations with the local government is one of the efforts to assist the Langkat district government in optimizing regional development. The Pujakesuma Family Association agreed that they would continue to support the regional development program in Langkat Regency. Both in terms of infrastructure, equality or even human resource development. Pujakesuma as a social organization also plans to establish a tahfiz school in Langkat district in order to create more qualified human resources in the future, this was conveyed directly by the chairman of Pujakesuma Langkat Regency Mr. Pujiyanto, SE during the visit of Mr. Djohar Arifin as a Member of the DPR - RI. This is in line with Mr. Sunardi's statement, "We have always had good relations with the Langkat district government, we agree that we will always support any program from the Langkat district, provincial or central government if it is positive. We also plan to build a tahfiz school to create a more qualified

Langkat community. In establishing good relations with local governments, we also always invite local governments to participate in enlivening or attending every event we organize, be it religious events or other celebrations. We also always participate in every Langkat Regency Birthday celebration by displaying art from Pujakesuma”.

The participation of the Pujakesuma Family Association in every activity and celebration of the birthday of Langkat Regency is also a way to show its existence to the community with good things and impress the people's hearts.

## 2. Maintain good relations with the community

Paguyuban Pujakesuma which is an ethnic Javanese association, as an organization engaged in the social sector, of course, also maintains good relations with the community, both Javanese and non-Javanese. One of the routine activities carried out is by doing mutual cooperation, cleaning the environment. This activity is carried out by every member of Pujakesuma in Langkat Regency. This is done in an effort to establish good relations with the community. This is in line with what Mr. Sunardi said in his interview “In addition to routinely establishing good relations with the government, we also maintain good relations with the community, one of which is by routinely conducting mutual cooperation activities. Holding religious events in the community around Pujakesuma.”

Activities that are mutual cooperation as mentioned above are not only carried out by Javanese people who are members of the Pujakesuma community. But it is also followed by all people around the Pujakesuma area, this proves that Pujakesuma really wants to build and maintain good relations with the wider community so that the friendship between Javanese and non-Javanese ethnic groups remains strong. With the solidity of the people of Langkat Regency who care for and protect each other, it makes it easier for the local government to carry out development evenly without competition and conflict.

## B. Pujakesuma Strength Based on SWOT Analysis

SWOT analysis is identification as a factor to formulate organizational strategy. This analysis is based on logic that can maximize strengths, opportunities (opportunities), but collectively can minimize weaknesses (weaknesses), and threats (threats).

According to one Indonesian SWOT expert, Fredy Rangkuti, SWOT analysis is the systematic identification of various factors to formulate strategies. This analysis is based on the relationship of internal elements, namely strengths and weaknesses to external elements, namely opportunities and threats.

Based on the explanation above regarding the history of Pujakesuma, Pujakesuma programs and activities. So we can see that Pujakesuma is not an ordinary organization that can be underestimated from sharing observations in the field. This organization has considerable potential to become an even greater force. So based on this, the Pujakesuma SWOT analysis is as follows:

### 1. Strength

The strength referred to here is the general strength possessed by the Pujakesuma organization in running its organization and these strengths have an influence on the development of the organization for the better and closer to the goals to be achieved. As a regional organization with a majority population in Langkat, it makes it easier for the Pujakesuma Family Association organization to develop and become an organization that is getting bigger and its existence is recognized. This is in line with the words of Mr. Sunardi in his interview with researchers conducted at the Pujakesuma Pendopo Langkat "as the majority ethnicity, it makes it easier for Pujakesuma to continue to grow and get

bigger with a very external kinship and spread to almost all corners of Langkat." As a fairly large social organization, Pujakesuma has more power, the power to care for and protect each other between members and outside members. This has been instilled long ago, as a basis for brotherhood among Pujakesuma members.

#### 2. Weakness

Pujakesuma's membership, which can be said to be numerous, does not stabilize the economy within the organization. The lack of funds is one of the factors that causes the limited space for activities held by the Pujakesuma Family Association, this is in line with the expression of Mr. Sunardi in the interview "one of the problems in this social organization is material, there is no definite incoming funds in the community. In this organization, the situation is often unstable, especially when you want to make a big event, of course, large funds are needed. It is this problem that has yet to be resolved."

#### 3. Opportunities

Pujakesuma organization is a large organization, said to be large because it is spread throughout Langkat. With a large membership, Pujakesuma is an organization that has strong and broad social power, with a rich culture.

#### 4. Threats

In addition to obstacles and obstacles along with the growing organization in the midst of a pandemic situation like this. Pujakesuma also identified some of these things as a threat to the sustainability of this pujakesuma organization community. Some things that are considered as threats are: The difficulty of conducting face-to-face meetings In the midst of the current pandemic situation, several agendas are hampered in conducting gatherings between members. This must be a threat to the loyalty of the members.

## 4. CONCLUSION

Based on the results of this study, several conclusions can be drawn that the communication of the Pujakesuma Regency Langkat Regency in optimizing regional development. The Pujakesuma Family Association agreed that they would continue to support the regional development program in Langkat Regency. Both in terms of infrastructure, equality or even human resource development. Pujakesuma as a social organization also plans to establish a tahfiz school in Langkat district in order to create more qualified human resources in the future. SWOT analysis is identification as a factor to formulate organizational strategy. This analysis is based on logic that can maximize strengths, opportunities (opportunities), but collectively can minimize weaknesses (weaknesses), and threats (threats). The strength (Strengst) of Pujakesuma is that the ethnic Javanese in Langkat are the majority population and the kinship between the Pujakesuma residents is very strong. Pujakesuma's weakness is the lack of funds within the organization. Opportunities Pujakesuma is the Pujakesuma organization to become a large organization that has social and cultural strengths. Pujakesuma's threats are that this pandemic situation makes it difficult to carry out face-to-face activities between members and causes a decrease in the loyalty of Pujakesuma members and a weakening of the sense of kinship between members.

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