Communication Policy In Realizing A Great North Labuhan Batu Through The “Regency Of Ngantor” Program In The Village” With An Islamic Communication Perspective

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Abstract
Regent of Ngantor in Villages (BungDesa) is a national program launched by the Minister of Villages, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia. This program is widely known by the public, because with the help of various media, it has become a national agenda which is expected to provide great benefits for accelerating development, especially in rural areas. This research used a qualitative approach with the research location being carried out in North Labuhan Batu with the time allocated for this research being 13 months from February 2023 to February 2024. The research informants were 5 people and were supported by elements of the community. Data collection used a triangulation approach (observation, interviews and documentation). Data analysis uses three stages, namely data reduction, data presentation and drawing conclusions. So that the validity of the data and the credibility of the research results can be trusted and correct. The research results show that 1) The Ngantor Village Regent Program is an initiative aimed at bringing local government closer to rural communities and increasing access to public services at the village level. 2) The Ngantor District Government program in this village is also in line with the ideals of “great labura" for intelligent, prosperous and religious human resources. 3) This program lays the foundation for mutually beneficial cooperation between the government and rural communities through close dialogue and coordination.
I. Introduction

Ngantor Regent in Villages (BungDesa) is a national program launched by the Minister of Villages, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia, Dr. (HC) Drs. A. Halim Iskandar, M.Pd. This is in line with Law Number 6 of 2014 concerning Villages. The development objectives are to improve welfare and quality of life, reduce poverty, develop infrastructure, improve community services, utilize natural resources and apply Appropriate Technology (TTG).¹

This program is widely known by the public, because with the help of various media, it has become a national agenda which is expected to provide great benefits for accelerating development, especially in rural areas. Information and communication technology, one of whose products is a global wide network, namely the internet with its various features. Having a website that can be used to disseminate various government programs at this time is very appropriate. Including the "Regent Ngantor in the Village" (BungDesa) program as owned by North Labuhanbatu Regency with its website: https://bungdesa.labura.go.id/

From the description above, the researcher is interested in finding out more about the communication policies related to the dissemination of the Ngantor Regent program in the Village, abbreviated as "BungDesa" in order to serve the community wholeheartedly for transparency and accountability to realize the vision of North Labubanbatu "Great", especially when seen from the Islamic Communication side.²

By applying an Islamic communication perspective in policy making, the government can create a more harmonious, inclusive and just environment. The policies made will be more in line with Islamic values that encourage peace, justice and shared prosperity.³ Thus, the Islamic communication perspective can be a valuable guide in carrying out government duties well. In this case the focus is on program policy regulations, program goals and objectives, communication methods and models implemented and their relationship to the principles and ethics of Islamic Communication.⁴

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The starting point for the Ngantor Regent’s activities in the Village (BungDesa) is an inspiring step in realizing the vision of the Great Labura as stated above. From here, socialization is also carried out as part of communication to disseminate government policies, especially those related to villages.⁵ That villages in this connection are the core of community development, in fact villages are a true reflection of democracy within the framework of the Unitary State of the Republic of Indonesia. Thus, village community development is not only necessary but is the spearhead of development of Indonesian society more broadly. Not only economic development, but also human resource development.⁶

The Ngantor Regent Program in Villages offers a variety of interesting aspects to be used as research subjects. First of all, this program is an innovation in government administration that changes the traditional paradigm of public services. Research on this program can deepen understanding of how innovation in public services can have a positive impact on society, especially at the village level.⁷

This research can examine the extent to which the presence of the Regent of Ngantor in the Village is able to increase accessibility, responsiveness and quality of public services provided to the community at the village level in realizing the Great Labuhanbatu. The Ngantor Regent Program in Villages is also interesting to research in the context of community participation in development and decision making. This research can explore the extent to which this program has succeeded in increasing community participation and involvement in the development process in North Labuhanbatu.⁸

The Ngantor Village Regent Program offers great potential as a research subject that can provide valuable insights into the fields of government, regional development and public services. By digging deeper into the impact, effectiveness and implications of this program, this research can make a significant contribution to the understanding and development of policies in an effort to improve community welfare at the village level.

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2. Research Method

Qualitative research carried out in this paper is carried out to attempt to reveal a problem, situation or event (fact finding) experienced by the object of research, including behavior, perception, motivation and action holistically, then described in the form of words and language in a context. specifically natural ones and by utilizing various natural methods. (Moleong, 2005). The research location was carried out in North Labuhan Batu with the time allocated for this research being 13 months from February 2023 to February 2024. The research informants were 5 people and were supported by elements of the community. Data collection used a triangulation approach (observation, interviews and documentation). Data analysis uses three stages, namely data reduction, data presentation and drawing conclusions. So that the validity of the data and the credibility of the research results can be trusted and correct.

3. Results and Discussion

Communication policy of the "Regent of Ngantor in the Village" program in realizing a Great North Labuhanbatu

History of the Birth of North Labuhan Batu

After Indonesia became independent, these four sultanates became the territory of Labuhan Batu Regency, based on the Decree of the State Commission for Settlement of East Sumatra dated 19 June 1946. North Labuhanbatu Regency was a division of Labuhanbatu Regency based on Law Number 23 of 2008 dated 21 July 2008 which established Labuhanbatu Regency North in North Sumatra. North Labuhanbatu Regency was born from the need for community aspirations, with the aim of improving administrative management, development implementation and local services in order to improve community welfare in the North Labuhan batu area.

North Labuhanbatu Regency is one of the areas on the East Coast of North Sumatra Province. Geographically, North Labuhanbatu Regency is located at 99°25' - 100°05' East Longitude (East Longitude) and 1°58' - 2°50' North Latitude) with an altitude of 0 - 700 meters above

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sea level (asl). North Labuhanbatu Regency occupies an area of 354,580 Ha. Administratively it borders on: Administratively, North Labuhanbatu Regency has 8 (eight) sub-district areas and 82 (eighty-two) villages and 8 (eight) sub-districts with the area based on sub-districts can be seen as follows:

Table. 1. The area of North Labuhan Batu Regency

<table>
<thead>
<tr>
<th>No.</th>
<th>Subdistrict</th>
<th>District Capital</th>
<th>Area (Ha)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>NA IX-X</td>
<td>Aek Kota Batu</td>
<td>55,400</td>
<td>15.62</td>
</tr>
<tr>
<td>2.</td>
<td>Marbau</td>
<td>Marbau</td>
<td>35,590</td>
<td>10.04</td>
</tr>
<tr>
<td>3.</td>
<td>Aek Kuo</td>
<td>Aek Korsik</td>
<td>25,020</td>
<td>7.06</td>
</tr>
<tr>
<td>5.</td>
<td>Kualuh Selatan</td>
<td>Damuli</td>
<td>34,451</td>
<td>10.87</td>
</tr>
<tr>
<td>6.</td>
<td>Kualuh Hilir</td>
<td>Kampung Mesjid</td>
<td>38,548</td>
<td>9.72</td>
</tr>
<tr>
<td>7.</td>
<td>Kualuh Hulu</td>
<td>Aek Kanopan</td>
<td>63,739</td>
<td>17.98</td>
</tr>
<tr>
<td>8.</td>
<td>Kualuh Leidong</td>
<td>Tanjung Leidong</td>
<td>34,032</td>
<td>9.60</td>
</tr>
</tbody>
</table>

From this table it can be seen that of the 8 (eight) sub-districts, the administrative area of North Labuhanbatu Regency which has the largest area is Aek Natas Sub-district with an area of 67,800 Ha (19.12%), while the smallest area is Aek Kuo Sub-district with an area of 25,020 Ha (7.06%) (North Labuhanbatu Regency RPJMD 2021-2026). North Labuhanbatu, as a district located in North Sumatra Province, stands out by having an administrative area consisting of eight sub-districts. These sub-districts stretch widely across various parts of the district, covering geographically, demographically and socioeconomically diverse areas. This diversity provides extensive opportunities for multidisciplinary research on various aspects of community life and development potential in North Labuhanbatu.11

The Ngantor Regent Program in the Village is an integral part of the Great North Labuhanbatu development strategy stated in the RPJMD. Through this program, the regional government aims to get closer to rural communities, increase accessibility to public services, and strengthen active community participation in the development process. Thus, the Ngantor Regent program in the Village is a concrete manifestation of the regional government's commitment to implementing the vision and mission stated in the RPJM.12

The Ngantor Regent Program in Villages (Bung Desa) also involves OPD as part of efforts to strengthen collaboration between institutions in providing services to the community.13 This collaboration aims to find concrete solutions that answer the needs and demands of village

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11 Atmajia et al., "Islam and the Struggle for Multiculturalism in Singkawang, West Kalimantan: Local Ulama, Theological-Economic Competition and Ethnoreligious Relations."
communities. With the presence of the Regent and OPD at the village level, the community has the opportunity to directly communicate the various problems they face, provide input and discuss various development programs being implemented in their village. This creates a participatory and transparent atmosphere in decision making, so that the policies developed are more appropriate and able to have a positive impact on village development.

The aims and objectives of the "Regent of Ngantor in the Village" (BungDesa) program in relation to realizing a Great North Labuhanbatu

The provision of public services through the activities of the Regent of Ngantor in the Village (Bung Desa) brings a new dimension to the effort to create a government that is closer to the community. This activity provides direct services from the government center to the village level and facilitates residents to interact directly with the Regent and OPD. As part of this activity, village communities will have direct access to various public services such as population management, health, education and development planning. Placing the Regent of Ngantor in a village can make the population control process more efficient and faster. Villagers will have the opportunity to register, obtain identity-related information, or process administrative documents without having to travel long distances to government headquarters. This not only reduces logistical efforts for village communities but also speeds up the entire management process.

The Ngantor Regent Program in Villages is considered effective in making it easier for the community to implement public services. More than just basic services, the Ngantor Regent’s activities in the village also open the door to listening to community aspirations and open the door to exploring local potential. This direct interaction creates a participatory space where village residents can contribute to the development planning process. The sustainability of these activities can be the basis for more accurate and responsive decision making to the needs of village communities. Through the Ngantor Regent’s activities in the village, public services are not only physically involving but also a means of building emotional and participatory closeness between the local government and the village community. Maintaining and developing these activities can strengthen the foundation of popular government and support the interests of the people. Apart from that, by implementing this program, the Regent can directly see the potential of resources, both human and natural resources in the Village.

The target of implementing the Bung Desa program is considered appropriate, especially for the community in North Labuhanbatu Regency, this is because with this program many elements of society are helped in various public service matters such as managing population administration, health services and others. Therefore, the Regent of North Labuhanbatu formulated the activities of the Regent of Ngantor in the Village by making a decree and regulations to make the implementation of the Regent of Ngantor in the Village (Bung Desa) more structured and focused during its implementation.16

The formation of a committee for implementing the Ngantor Regent program in the Village for North Labuhanbatu Regency was formed in 2021 through the Decree of the North Labuhanbatu Regent Number 414/227/DPMD/2021 concerning the formation of the Ngantor Regent activities implementation committee in the Village of North Labuhanbatu Regency. This decree determines the Regent and Deputy Regent as directors and each OPD must plan, prepare and open a public service stand at the location where the Ngantor Regent’s activities are carried out in the Village, both technical services and guidance. Furthermore, in 2022, through the Regulation of the Regent of North Labuhan Batu Number 28 of 2022 concerning the implementation of public services through the Ngantor Regent program in the Village, the implementation of the Ngantor Regent’s activities in the Village is more focused because the clarity of the implementation of the Ngantor Regent’s activities in the Village in North Labuhan Batu (Labura) is reflected in a series of regulations issued by local district and regional governments.17

The Regent of Ngantor in the Village was implemented as an effort to improve services by involving SKPD which organizes service-related affairs. The target of the Regent’s Regulation is to create synergy within the Regional Government in public administration. This regulation can also identify the types of services that will be offered, including population administration, health, education, or other sectors. Thus, this regulation becomes a guide for village governments and government officials in preparing and implementing these activities.18

The importance of the regulations made by the Regent is also reflected in the mechanism for citizen participation in following the implementation of the Regent of Ngantor in the Village. This legal basis provides guidance on how the community can be actively and effectively involved in utilizing the services provided and can meet directly with the Regent to convey

17 Hasmawati, "PENGGUNAAN KOMUNIKASI ISLAMI DALAM KUALITAS PELAYANAN PUBLIK."
their aspirations. Therefore, structured community participation can provide space for village communities to convey their aspirations, contribute and convey their true needs. Overall, the regulatory framework not only ensures legal clarity, but also creates focus and objectives for the Ngantor Regent’s program in the Village. By creating a Regent’s Regulation as a guide, this program can be implemented more efficiently in responding to community needs and provide a greater positive impact at the village level.

The public’s enthusiasm is also reflected in their support for the program’s goal of creating a government that is closer to the people.19 The community feels appreciated and listened to by the local government, thereby creating a closer relationship between the government and the community.20 The success of this program lies not only in the community’s physical participation, but also in their sense of ownership and emotional involvement in the governance process. The success and enthusiasm of the community for the Ngantor Regent’s program in the village can be measured by the increasing demand for the Regent’s involvement in village activities.21 The community hopes that activities like this can become a daily activity and provide a space for direct interaction, problem solving and exchange of ideas between local government and village communities.22

The high level of community enthusiasm and participation in the implementation of the Ngantor Regent program in the Village strengthens community participation in the government process and supports local government efforts to achieve sustainable development at the village level. The community’s enthusiasm for the Ngantor Regent program in the Village was supported by the statement of informant 4 who said that during the Bung Desa implementation in Simpang Empat Village, a large number of people attended. In this case it can be seen that the village community comes with various needs, both to obtain population administration services, health and education. This massive presence created a positive and enthusiastic atmosphere throughout the activity area. The large number of people who attended the implementation of the Ngantor Regent’s program in the village shows that this activity is not just a public service, but a comprehensive activity that requires active involvement that encourages residents in regional development. This situation creates the impression that local government is at the heart of its people, listening and responding

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directly to their needs and desires, rather than sitting behind a desk. but rather being present in the midst of the community, listening and responding directly to their needs and aspirations.  

The Ngantor Regent Program in Villages is an innovative policy in the context of regional government administration. This policy marks a paradigm shift in the way the government interacts and provides services to the community, especially at the village level. The Ngantor Regent Program in Villages aims to provide new solutions to specific challenges faced by communities at the village level. One of the main objectives of this program is to improve the accessibility and quality of public services in rural areas. Providing government services directly in villages, this program aims to reduce the physical and emotional distance between the government and the community, making it easier to access various needed services. In addition, this program aims to increase community involvement and participation in the regional development process. This program provides an opportunity for the community to express their desires, needs and contributions directly to the local government through direct dialogue and discussion between the regent and village stakeholders. The aim is to ensure that policies and programs designed taking into account the actual needs of society receive broad support from society.

Innovation in this program can also be seen from its responsive approach to the needs and challenges faced by rural communities. Compared to conventional public service models which are often centralized and less responsive to local needs, the Ngantor Village Regent program offers a more decentralized and responsive approach. This allows the government to more quickly respond and overcome problems faced by communities at the village level.

4. Conclusion
The Ngantor Regent's Program in the Village is a carefully prepared policy, in line with the goals and objectives set to realize the Great Labura. The Ngantor Village Regent program is also designed to improve the quality of public services at the village level. With the direct presence of the government in villages, it is hoped that public services such as health, education, infrastructure and administration can be more easily accessed and enjoyed by the community. This effort is in line with the vision of Labura Besar which wants to create a great North Labuhanbatu district with intelligent, prosperous and religious human resources. The Ngantor Regent Program in the Village is one of the important instruments in realizing the Great Labura. With this policy, the regional government seeks to create a development order that is inclusive, participatory and oriented towards quality public services.

23 Tiara et al., “Efektivitas Penggunaan Teknologi Informasi Dan Komunikasi Terhadap Tata Persuratan Elektronik (Literature Review Manajemen Sekuriti).”
The Ngantor Regent Program in Villages is an initiative that aims to bring local governments closer to rural communities and increase access to public services at the village level. This program pursues goals and objectives that are very important in achieving the vision of better regional development. One of the main objectives of this program is to ensure that all levels of society, especially rural communities, receive direct benefits from the presence of local government. Through the work of the Ngantor Regent’s program in villages, the government can gain a better direct understanding of the various problems and needs of local communities, ensuring that the policies and development programs developed are more targeted and relevant to the real needs of the community.

**References**


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