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Communication Model Between Regional Institutions Towards Regional Development and Environment in North Sumatra Province

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ABSTRACT

This study aims to prove and form a model of Communication between Regional Institutions towards regional development in North Sumatra Province. This research provides reinforcement and evidence of the truth of communication between regional institutions in integrating and synergizing communication development concerning regional development. The novelty of this research is in the form of originality in the field of communication between regional institutions and their impact on regional development and a model of communication between regional institutions in the context of regional development formed from the constellation of communication development relationships and communication effectiveness through inter-institutional communication moderated by public satisfaction with the regional product.

1. INTRODUCTION

Regional planning is expected to be more focused on economic and participatory development planning and carry out integrated cooperation between the government (excursive), legislative and private parties through a partnership pattern in supporting development programs through community development and participatory planning with success indicators can be assessed from economic, social, cultural and political aspects that affect regional development and development activities, following the provisions of Article 1 Paragraph (2) of the Constitution of the Republic of Indonesia of 1945 [1]. Sovereignty is in the hands of the people and is exercised according to the Constitution [2]. Furthermore, according to the provisions of Article 1, paragraph (3) of the 1945 Constitution of the Republic of Indonesia, the Indonesian state is a state of law [3]. This means that the system of administration of the Republic of Indonesia must be based on the principle of people's sovereignty and the direction of the state of law [4]. Based on these principles, all government decisions and administrative actions must be based on the power of the people and the law, which reflects Pancasila as a state ideology [5].

In the context of the relationship between the executive and the legislature, the task of the executive body in the Trias Politika principle is only to carry out the policies that the legislature has established and to implement laws made by the legislative body [6]. However, nowadays, there has been a common symptom that the weight point in the legislative field has shifted a lot to the executive body [7].

Regional regulations on regional budgets (APBD) will guide the government in managing provincial finances. The one-year process of making regional regulations is the key to the birth of the Regional Budget (APBD). Establishment of Regional Regulation on Regional Budget and Regulation of the Minister of Home Affairs No. 31 of 2016 concerning executive and legislative authority guidelines to summarize the 2020 APBD as a reference for development for the next year [8].

2. LITERATURE REVIEW

Regional planning experts have defined regions. Glasson (1974) in study of Talitha et al. [23] described the region as a continuous area located between the local level and the national level [9]. In Indonesia, the definition of the region has been defined in Law No. 24 of 1992 concerning spatial planning; the region is a space that is a geographical unit along with all related elements with boundaries and systems determined based on administrative aspects and functional aspects, this understanding can be understood that the region is not always physical but instead emphasizes the interaction between humans and the resources that exist in a particular geographical unit [10]. Conceptually, regions can be divided into four types, namely: (1) homogeneous areas; (2) nodal areas; (3) administrative areas; and (4) planning areas. Homogeneous areas are areas that are viewed from one [11].

According to kasikoen [12] based on the application of regional planning theory can be divided into four components:

a. Physical Planning [13]. Planning needs to be done to plan the region's development physically;

b. Macro-Economic Planning [14]. This planning deals with the economic planning of the region;

c. Social Planning [15]. Social planning discusses education, health, social integrity, living and working conditions, women, children, and criminal issues;

d. Development Planning. This concerns planning a comprehensive development program to achieve regional development [16].

Regional development is also an effort to empower three elements of stakeholders: The community [17], government, and entrepreneurs/private sector in a region, in utilizing natural resources and the environment by using technology [18]. According to the Director General of Spatial Planning (2003), the basic regional development principles are one as a growth center [19]. (1) Regional development is not only internal to the region but must be considered the spread or influence (spread effect) of growth that can be caused to the surrounding area, even nationally [20]. (2) Regional development requires cooperative development efforts between regions and is an essential requirement for the success of regional development [21]. (3) The pattern of regional development is integral, which is the integration of the areas covered in the region through an equitable approach [22]. (4) In regional development, market mechanisms must also be a prerequisite for regional development planning.

Communication models are idealized descriptions of what is needed for communication [23] (Figure 1).

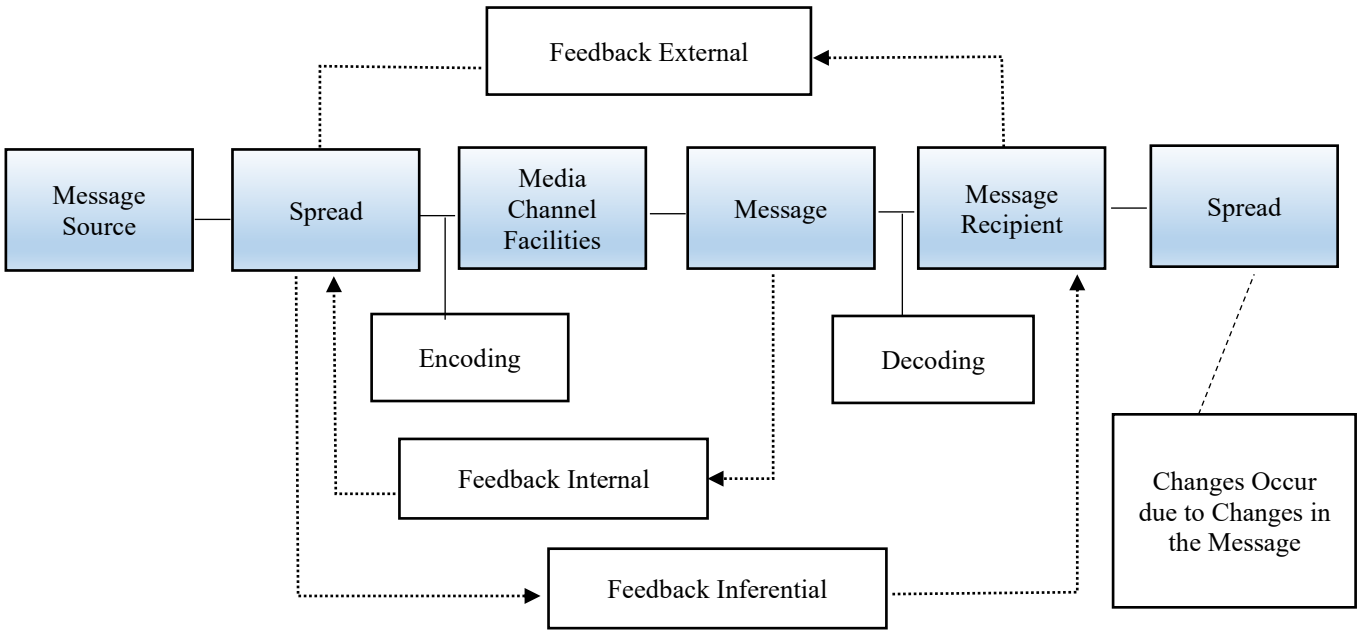

Figure 1. Elements and process of communication

3. METHOD

This research is by data type, and its analysis can be grouped into quantitative data. According to the level of explanation, the kind of research is quantitative/associative/correlational; that is, the data analysis uses inferential statistics. The study was conducted in the North Sumatra Provincial Government area. This research is by data type, and its analysis can be grouped into quantitative data. According to the level of explanation, the kind of research is quantitative/associative/correlational; that is, the data analysis uses inferential statistics. The research was conducted in the North Sumatra Provincial Government area. Two types of data are used in this study, namely: (1) primary data as main data and (2) secondary data as supporting data. Primary data in this study were obtained by disseminating a list of questions related to the variables studied, which were given to respondents. These secondary data include materials related to research topics obtained from journals, agencies, and other sources that can be used as input to support research.

Exogen variables form influences, namely the development and effectiveness of communication. At the same time, endogenous variables are variables created from the impact of exogen variables, namely communication between institutions and regional development. In addition, researchers also used a moderating variable, namely public satisfaction (Table 1).

Table 1. Variables, sub variables, and indicators

Variable	Sub-Variable	Sub- Indicator
Communication Development (X1)	Planning (X1.1)	-Initiation -Programming -Budgeting -Dissemination
	Organizing (X1.2)	-Development Committee -Executor of activities
	Movers (X1.3)	-Types & ways of Participation -Self-help power -Fundraising
	Supervision (X1.4)	-Material supply -Financial statements -Physical progress -Evaluation of activities
Communication Effectiveness (X2)	Openness (X2.1)	-Communicator honesty
	Empathy (X2.2)	-Responsibility -Able to understand feelings -Sensitive to feelings
	Attitude (X2.3)	- Support each other -Teamwork
	Equality (X2.4)	-Equality of rights and obligations

Development Region (Y)	Economics (Y1)	-Gender equality -Income -Expense -State of residence
	Social (Y2)	-Ease of service health -Ease of tiers education
	Infrastructure (Y3)	-Residential facilities -Ease of transportation
	Economics (Y4)	-Income -Expense -State of residence
Communication Interagency Area (Z)	Two Stage (Z1)	-Change agent role -Condition monitor -Disseminator of information -Spokesman
	Persuasive (Z2)	-Participation drivers -Messages containing benefits -Messages containing aftermath -Messages containing rewards -Messages containing concerns -Reinforcing postulates -Feedback
	Dialogic (Z3)	-Proposal opportunity -Problem responses -Objections -Question responses
	Deliberative (Z4)	-Program assignment -Budget setting -Schedule setting -Ways & types of participation -Determination of the committee

Validity shows the accuracy and skill of measuring instruments in performing their measuring functions. Santoso [24] said that two critical conditions apply to a questionnaire, namely the necessity of a questionnaire to be valid and reliable. Based on this test, invalid question items have a positive r-result and are more significant than the r-table. The technique used to test the validity of the questionnaire is based on Pearson's Product Moment Coefficient Formula, namely:

$$r_{xy} = \frac{N(\sum XY) - (\sum X \sum Y)}{\sqrt{(N\sum_x 2 - (N\sum_x 2))}.\sqrt{(N\sum_y 2 - (N\sum_y 2))}}$$

where, r_{xy}: Product Moment Correlation coefficient; X: the value of the item (question); Y: the value of the total item; N: the number of respondents or research samples.

This study uses a model of causality or influence relationships. Thus, the Partial Least Square - Structural Equation Modeling (PLS-SEM) analysis technique operated through the SmartPLS 3.2.4 program to test the proposed hypothesis (Figure 2).

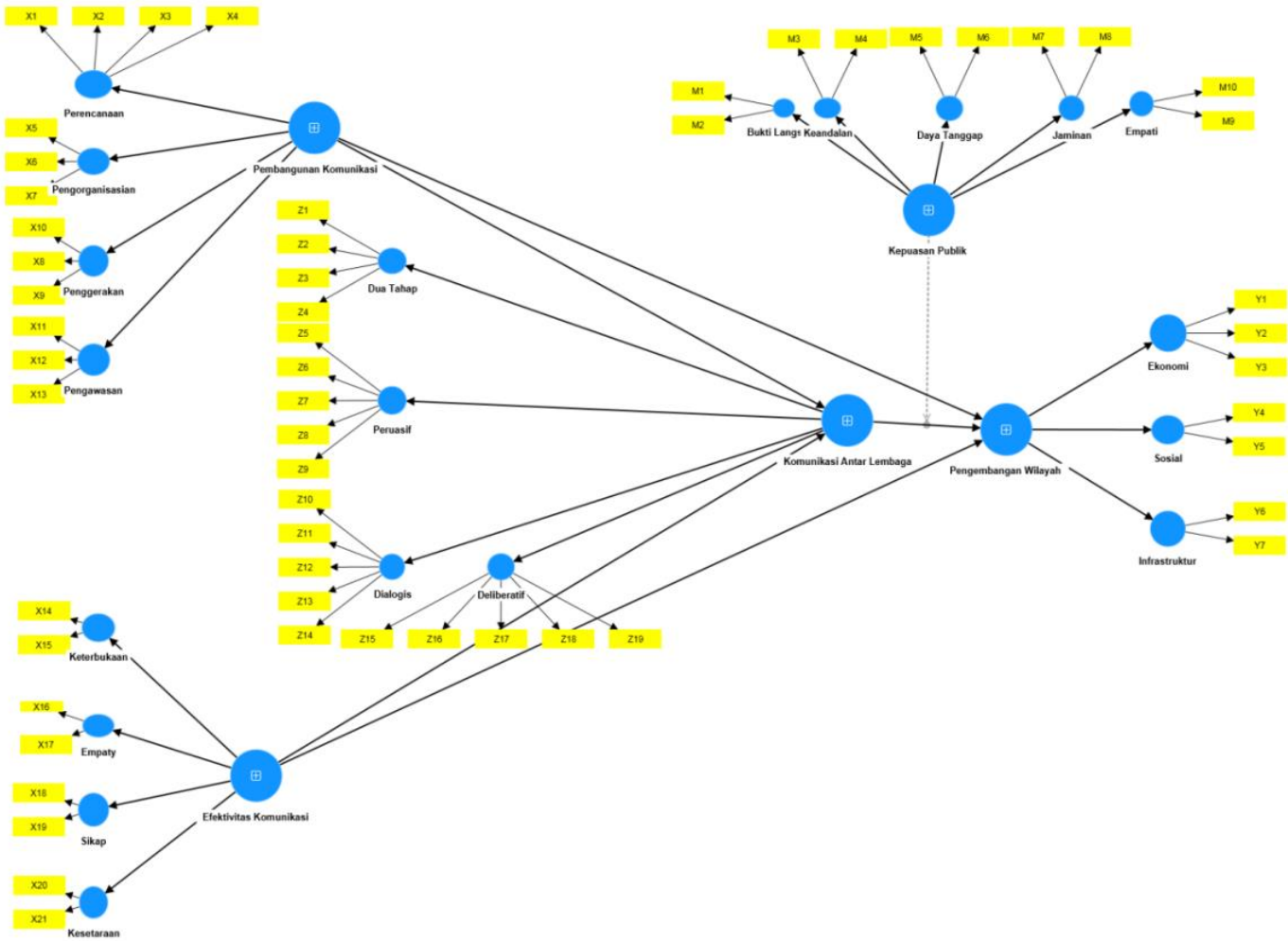

Figure 2. Partial least square path diagram model latent variables

This model specifies the relationship between latent variables and their indicators, or it can be said that the outer model defines the relationship of each indicator with its latent variables. The basic equation model of the measurement model or outer model can be written as follows:

Formula basic equations of the measurement model for exogenous latent constructs (X):

$$X=\lambda x\ \xi+\delta$$

For endogenous latent constructs (Y):

$$Y=\lambda y\ \eta+\varepsilon$$

4. RESULT AND DISCUSSION

4.1 Data quality testing validity test

Convergent validity is the correlation between the indicator score and its construct score. The PLS-SEM model meets convergent validity and can be valid if the outer loading value > 0.7 and the AVE value is > 0.5. The following results from the correlation between the indicator and its construct show the outer loading value > 0.7. The external loading value in the model can be seen in Table 2.

The variables in this study already have an AVE value of > 0.5. The AVE values in the model can be seen in Table 2 below:

Table 2. Average variance extracted (AVE) value

	The Average Variance Extracted (AVE)
Immediate Evidence	0.910
Responsiveness	0.820
Deliberative	0.809
Dialogic	0.853
Two Steps	0.691
Communication Effectiveness	0.653
Economic	0.838
Empathy	0.896
Empathy	0.893
Infrastructure	0.926
Guarantee	0.906
Reliability	0.877
Public Satisfaction	0.506
Equality	0.874
Openness	0.817
Inter-Agency Communication	0.877
Communication Development	0.743
Supervision	0.849
Area Development	0.594
Movement	0.861
Organizing	0.843
Planning	0.813
Persuasive	0.731
Attitude	0.897
Social	0.908

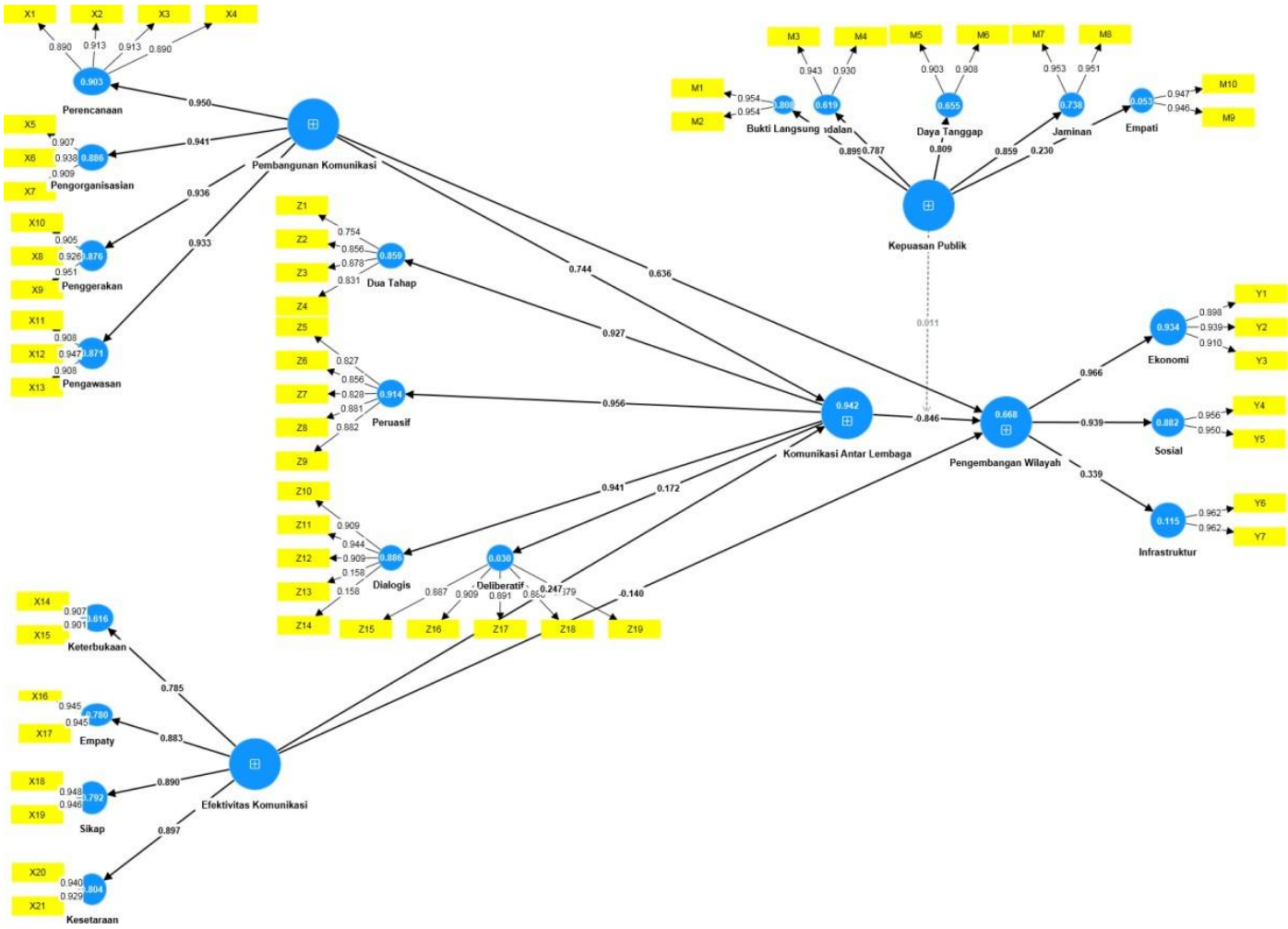

Figure 3. Outer loading

4.2 Discriminant validity

On the discriminant validity, used cross-loading values. An indicator is said to meet discriminant fact if the indicator's cross-loading value against its variables is the largest compared to other variables. The cross-loading value in the model can be seen in the Figure 3.

Based on Figure 4, three indicators are invalid because they have a loading factor of < 0.70; namely, in the interagency communication indicator on the dialogical dimension, there are two indicators, and in the deliberative size, one hand. Meanwhile, other indicators that make up each variable in this study have met the discriminant validity, namely the cross-loading value exceeding the value of 0.7. Therefore, it is necessary to dispose of invalid indicators. Here is a validity model after the disposal of a weak hand. Based on Figure 5. It can be known that all hands that make up each variable in this study have met the discriminant validity, namely, the cross-loading value exceeds the value of 0.7.

4.3 Reliable test

Composite reliability tests the reliability value of indicators on a variable. A variable is said to meet composite reliability if it has a combined reliability value of > 0.7. The composite reliability value of each variable can be seen in Table 3.

The table shows that the composite reliability value has qualified more than 0.7 [25]. The value of Cronbach's Alpha above indicates a value above 0.6, proving that the measurements in this study are reliable.

Table 3. Composite reliability and Cronbach alpha values

	Cronbach's Alpha	Composite Reliability (rho_a)
Immediate Evidence	0.901	0.901
Responsiveness	0.780	0.781
Deliberative	0.921	0.922
Dialogic	0.914	0.914
Two Steps	0.849	0.853
Communication Effectiveness	0.923	0.928
Economic	0.903	0.906
Empathy	0.884	0.884
Empathy	0.880	0.880
Infrastructure	0.920	0.920
Guarantee	0.896	0.897
Reliability	0.860	0.866
Public Satisfaction	0.875	0.915
Equality	0.856	0.859
Openness	0.776	0.776
Inter-Agency Communication	0.907	0.955
Communication Development	0.971	0.971
Supervision	0.911	0.911
Area Development	0.868	0.931
Movement	0.919	0.919
Organizing	0.907	0.907
Planning	0.923	0.923
Persuasive	0.908	0.910
Attitude	0.885	0.885
Social	0.899	0.902

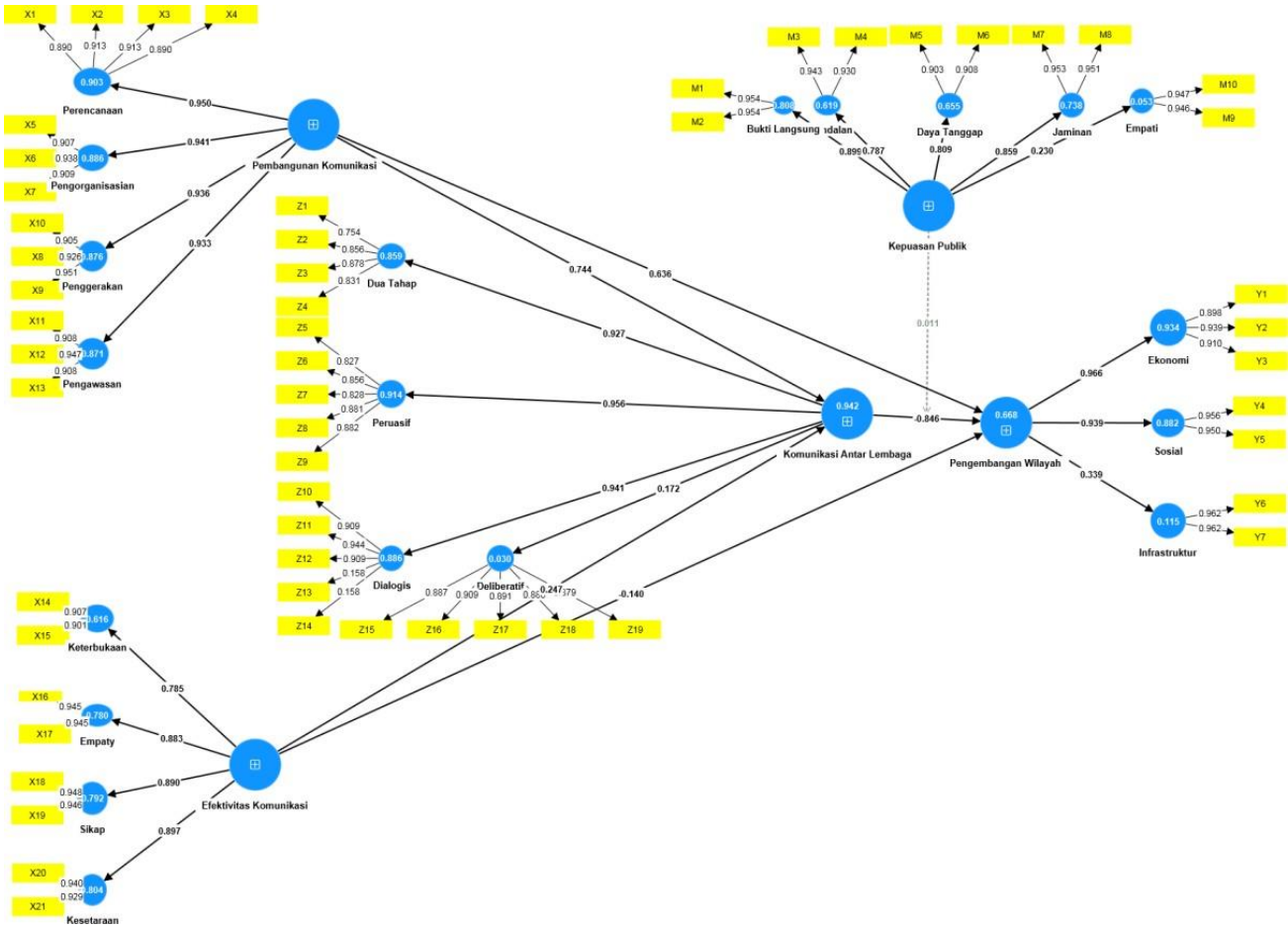

Figure 4. Loading factor

4.4 Testing data analysis requirements (Inner model evaluation)

Evaluate the inner model or test the structural model to see the direct and indirect influences between the variables. Evaluation of the internal model with PLS-SEM begins by looking at the R-square value. Based on data processing with SmartPLS 3.0 Professional, the R-square value is generated in Table 4.

Table 4. R-square value

Dependent Variable	R Square
Inter-Agency Communication	0.944
Area Development	0.669

Based on the data above shows that the R-square value for the interagency communication variable is 0.944. This means that the percentage of the influence of communication development and communication effectiveness on communication between institutions is 94.4%, while other factors influence the remaining 5.6%. Furthermore, the R-square value for the regional planning variable is 0.699. This means that the percentage of the magnitude of the influence of communication development, the effectiveness of communication, and communication between institutions on regional development is 69.9%. In comparison, other factors influence the remaining 30.1%. Further, evaluate the inner model by looking at the path diagram, which shows how much influence the independent variable has on the dependent variable.

4.5 Data match test

For a model to meet the fit model criteria, the SMSR value must be less than 0.05 [26]. However, from the explanation on the SMART PLS website, the limitations or criteria of the FIT model include the following: RMS Teta or Root Mean Square Theta value (0.102 SRMR or Standardized Root Mean Square value <0.10 or < 0.08 NFI value > 0.9.

Table 5. FIT model fit test

	Saturated Model	Estimated Model
SRMR	0.012	0.011
d_ULS	2.629	2.604
d_G	1.024	1.053
Chi-square	478.496	482.253
NFI	0.942	0.901

Based on Table 5, it can be seen that the SRMR value is 0.012 < 0.05, while the NFI value is 0.942 > 0.90, so in conclusion, the model used can be said to be FIT.

4.6 Hypothesis testing

Simultaneous tests are used T-statistical tests intended to test the significance of the influence of Xi's exogenous variables as a whole on endogenous variables Y. This test is carried out by comparing the T values resulting from T-statistical calculations with T-table values. The null hypothesis will be accepted if the T-statistic value is smaller than the T-table value (T-statistic < T-table); this means that the alternative hypothesis is rejected. Conversely, the null hypothesis will be rejected if the T-statistic value is greater than or equal to the T-table value (T-statistic ≥ T-table); this means that the alternative view is accepted. The T-table value can be known based on a significance level of 0.05 with an observation number of 217, which is 1.25356. The following Table 6 shows the results of the t-statistical test.

The data shows t-statistics greater than 1.25356, proving that eight research hypotheses are accepted. The truth in the above hypothesis test is conducted by rejecting how the study's idea is acceptable. There is only one insignificant variable. Namely, the effectiveness of communication does not affect the region's development. Based on the UTAUT2 model [27], testing was carried out to determine whether public satisfaction could moderate the model in the study. Moderation testing in this study was carried out with two steps: negotiating effect analysis and multiple group analysis. The results of moderation testing using moderating effect analysis can be seen in Table 7.

Table 6. Path analysis results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
Communication Effectiveness-> Inter-Agency Communication	0.244	0.241	0.068	3.593	0.000	Accepted
Communication Effectiveness-> Area Development	0.138	-0.151	0.145	0.950	0.342	Rejected
Public Satisfaction-> Area Development	1.143	1.125	0.153	7.456	0.000	Accepted
Inter-Agency Communication ->Area Development	-0.876	-0.885	0.283	3.091	0.002	Accepted
Communication Development-> Inter-Agency Communication	0.661	0.702	0.243	2.724	0.006	Accepted
Communication Development-> Area Development	0.161	0.164	0.038	4.231	0.000	Accepted
Communication Development-> Inter-Agency Communication -> Area Development	0.532	0.612	0.251	2.689	0.004	Accepted
Communication Effectiveness-> Inter-Agency Communication ->Area Development	0.675	0.733	0.224	2.173	0.013	Accepted

Table 7. Public satisfaction moderation results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P Values	Conclusion
Public Satisfaction x Communication Between Institutions -> Area Development	-0.089	-0.093	0.029	3.059	0.002	Accepted

4.7 Communication development positively affects regional institutions in North Sumatra Province

The results of the SEM-PLS model prove that communication development positively affects communication between institutions (the proposed H1 can be supported/accepted). Civil Servants and Members of the North Sumatra Provincial Parliament feel the involvement of communication developed by the communication needs between institutions. So respondents should try to build and be able to have reliable (good) and superior communication and provide the highest benefit to the public. When political influence on institutions increases significantly, the need for a proper and practical framework for the development and analysis of public policy will be alarming; public policy is often inconsistent and unclear because the approaches of interagency communication for regional development adopted by many governments are often opposite.

Mc Call (2010), communication for development is realized as a strategy that promotes the social welfare of specific communities so that they can align the vision and mission of the region through interagency communication. The author concludes that communication for development is a social process based on promoting dialogue between society and decision-makers at the local, national, and regional levels. Its purpose is to promote, develop and implement policies and programs that improve the quality of life.

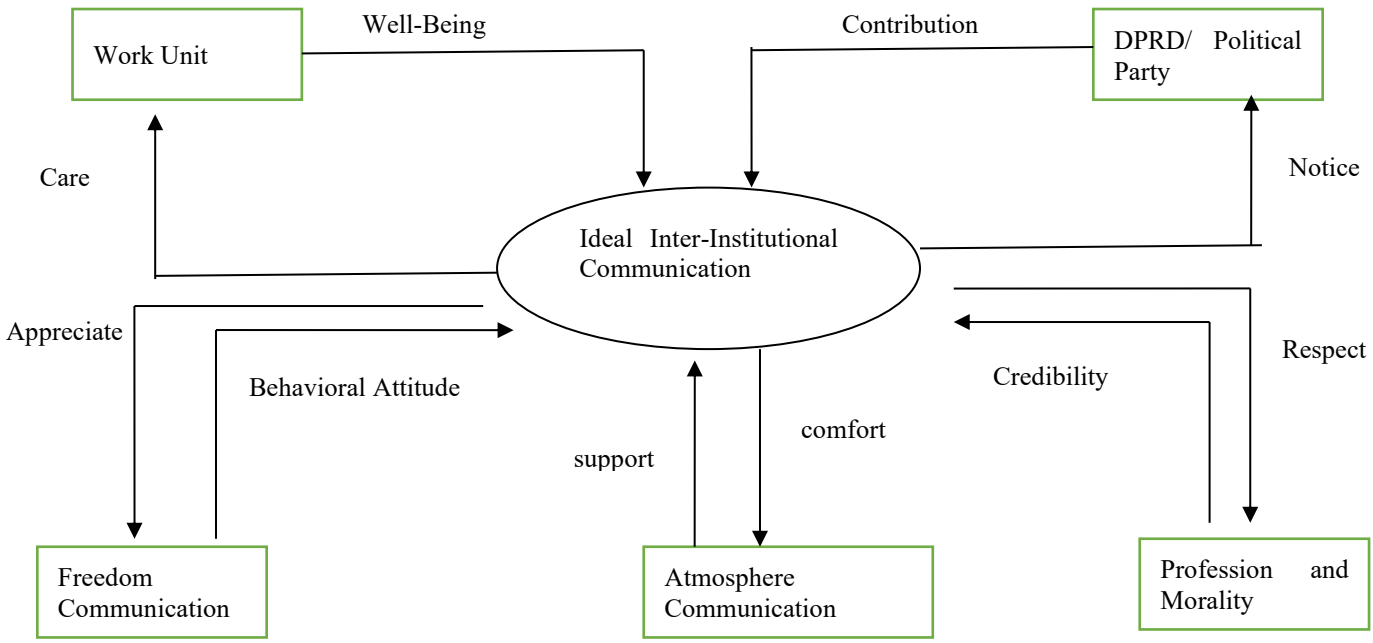

Figure 5. Interagency communication model

Researchers learned information about priority scale institutional activities through channels of various media tailored to different levels of education: weekly news bulletins in several local languages broadcast on National Radio and its regional branches, bulletin boards, and information broadcast platforms that provide information about local government activities. The culture of government in the regions that are still feudalistic and the authority of the DPRD in legislation, budget, and supervision has the potential to cause synchrony of relationships to cause inequality of communication between institutions. In addition, the imbalance of political power in the DPRD has implications for the relationship between the local government and the DPRD.

The political process of drafting the Regional Budget often raises debates about the collaborative relationship between the legislature and the executive. This research aims to show the political communication of regional heads in North Sumatra Province in preparing the Draft Regional Revenue and Expenditure Budget in collaboration with the Regional House of Representatives [28].

4.8 Communication positively affects regional institutions in North Sumatra Province

The results of the SEM-PLS model prove that the effectiveness of interagency communication has a positive effect on communication between institutions (the proposed H2 can be supported/accepted). Given the growing number of dialogues as a concept in public and government relations, it is essential to have a shared understanding of the effectiveness of communication. Substantive discussion of the effectiveness of communication in establishing and maintaining interagency communication relationships with

all the public affected by the effectiveness of communication itself. The results of this study support the theory of Buber (1981), suggesting that the effectiveness of communication involves an attempt to recognize the other party's value to see it as an end and not just as a means to achieve a desired goal. Buber also suggests that individuals should see others not as objects based on reciprocity, mutuality, engagement, and openness. Communication between institutions is not synonymous with debate, i.e., about the clash of ideas. Communication is more like a conversation between lovers in which each has his desires but seeks the good of the other.

The development model of interagency communication can be formed through the Feedback Concept, which is essential for understanding the work of interagency communication systems.

4.9 Communication development has a positive effect on regional development in North Sumatra Province

The results of the SEM-PLS model prove that communication development positively affects the development of the institution's territory (the proposed H3 can be supported/accepted). Public policy changes can potentially increase the problem of developing areas that cannot be appropriately managed. Optimal communication and coordination development is needed to accelerate regional growth. This needs to be built by the Civil Affairs Apparatus and Members of the North Sumatra DPRD to be able to open and provide information as clearly as possible.

For example, creating a dialogue between tobacco companies, smokers, and anti-smoking groups. Other times, however, talk is equated with debate, or what Heath calls the construction of rhetorical communication. According to Heath, the construction of communication consists of statements and counter-statements. In this conception of communication development is the advocacy function of organizational communication in the public policy process in realizing regional development. The model of communication development towards the development of the territory can be formed through the Concept of political party power and bureaucratic power.

4.10 Communication does not affect regional development in North Sumatra Province

The results of the SEM-PLS model prove that the effectiveness of communication has no significant effect on regional development (the proposed H4 cannot be supported/rejected). These results do not help the theory of some experts who explain public relations has described the effectiveness of communication as a more moral model of communication than monological, "manipulative."

The model of effective communication strategy towards regional development must be towards the Basic Principles of Democracy [29], namely: (1) Government based on the constitution; (2) Democratic elections; (3) Lawmaking; (4) An independent justice system; (5) The power of the presidential institution; (6) The role of a free media; (7) Role of interest groups: NGOs; (8) The public's right to know; (9) Protecting minority rights; and (10) Civilian control over the military. Regional development planning strategies are based on determining development priorities. Development prioritization is determined by sector performance: sustainable comparative advantage, faster growth, and competitiveness. Comparative advantage relates to the region's specialization. Comparative advantage can increase economic resilience and welfare [30].

4.11 Communication positively affects regional institutions in North Sumatra Province

The results of the SEM-PLS model prove that communication between institutions positively affects the development of the institution's territory (the proposed H5 can be supported/accepted). The central challenge government agencies face today is the lack of communication between agencies, which hamper the government's strategic programs in accelerating regional development.

Communication between institutions is not the only option in developing the territory. Sometimes the approach of communication between agencies cannot force the organization to behave ethically, even inappropriately, in some circumstances, but the organization lacks an active role in communicating. The final result will be ineffective if one of the partners undermines the communication process between agencies through manipulation, disconfirmation, or exclusion. Because communication between agencies must involve "trust," "risk," and "vulnerability," dialogue participants (and the public) can be manipulated by immoral organizations or the public. In such cases, "strategic communication" may be more effective at achieving the organization's or public's interests than an interagency communication approach.

4.12 Communication between institutions positively affects regional development in North Sumatra Province

The results of the SEM-PLS model prove that intervening communication between communication effectiveness and regional development (H7 submitted can be supported/accepted). Unlike bargaining/negotiating, communication effectiveness is not about winning, losing, or compromising. All individuals involved in the development of the territory must have their position and advocate for the work vigorously. on Philosopy's theory, communication is the process of two people understanding each other. Thus, it is characteristic of any proper communication that each opens up to others, genuinely accepting his point of view as a worthy consideration. Collaboration is an important area of communication between agencies. It provides a framework that will help professionalize public relations, help organizations (including activist groups) serve their vested interests, and help move communities democratic from confrontation and division to a more collaborative culture of weaving its territory.

4.13 Communication relations between institutions and regional development in North Sumatra Province

The results of the SEM-PLS model prove that public satisfaction moderates the relationship between interagency communication and regional development (the proposed H8 can be supported/accepted). Globally, governments increasingly leverage general satisfaction as a vehicle for regional development as they continue demonstrating the capacity to produce positive commercial results for the regions.

Regional Heads and Regional People's Representative

Councils have the highest authority as formal leaders, so the attitude of regional leaders' resistance to regional development has a significant impact on the sustainability of this institution. As a form of resistance to the Development of the North Sumatra Region as a representative of formal leaders, it is necessary to form communication between institutions that conduct judicial reviews (material test rights) on the Master Plan for the Acceleration of Regional Development (RIPPW) so that there is a need to assess public perception of its Satisfaction.

An empathetic organizational-public relationship has characterized successful organizational communication-building practices. The rationale behind government-sponsored regional development, partner benefits, and philanthropic stakeholders recognizes the role of communities in local, regional, national, and international communities. A sympathetic orientation to the public can help organizations improve relations with external groups. However, any dialogical relationship has potential financial, psychological, and relational risks to the organization and the public.

5. CONCLUSIONS

Based on the results of hypothesis testing, the conclusions that can be drawn from each hypothesis test are as follows:

(1) Communication development positively affects communication between regional institutions in North Sumatra Province. The conclusion that can be drawn is that communication development plays an active role and becomes a solution that can influence the behavior and actions of communication between existing institutions in local government agencies and the DPRD.

(2) The effectiveness of communication positively affects communication between regional institutions in North Sumatra Province. The conclusion that can be drawn is that the point of contact plays an active role and is a solution that can affect the effectiveness of communication between institutions in local government agencies and the DPRD.

(3) Communication development has a positive effect on regional development in North Sumatra Province. The conclusion that can be drawn is that the product of communication is the driving force for achieving the outcome of the area in North Sumatra.

(4) The effectiveness of communication has a positive and insignificant effect on regional development in North Sumatra Province. The conclusion that can be drawn is that the point of contact has not been a solution that can bridge the area development process in North Sumatra. Communication between regional institutions positively affects regional development in North Sumatra Province. The conclusion is that communication between institutions that run well will be able to undermine the creation of accelerated regional development in North Sumatra.

(5) Communication development positively affects regional development in North Sumatra Province through communication between regional institutions. The conclusion is that communication between institutions can bridge the relationship between communicative development and the achievement of regional development in North Sumatra.

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