

The Leadership Style Method of the Village Head in Sembuluh Dua Village in Educating the Community About the Land Registration Process

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Abstract

This study examines the communication methods used by the Head of Sembuluh Dua Village to educate the community about the land registration process. This education is crucial considering the importance of land ownership certificates for village residents to ensure legal certainty over their land. The study employs a qualitative approach with observation and in-depth interviews with the Village Head and local residents. The results show that the Head of Sembuluh Dua Village applies several communication strategies, including face-to-face meetings, mass counseling, the use of print media such as pamphlets and posters, and digital media such as the village WhatsApp group. Face-to-face meetings are considered effective in building trust and allowing for two-way dialogue, while mass counseling and print media help reach a broader community. The use of digital media facilitates the rapid and efficient dissemination of information, though there are challenges in accessibility for some residents. In conclusion, the combination of these various communication methods successfully enhances the community's understanding of the importance of land registration and the procedures that must be followed, although further efforts are needed to overcome digital information access barriers.



INTRODUCTION

Communication is an important aspect of human life. There are various communication methods such as speaking, writing, body gestures, and others. Communication is something that happens frequently in daily activities, proving that humans are social beings who cannot live without others. In a society, communication strengthens human relationships for exchanging information, thoughts, and more. Anything that involves conveying information can be considered communication. Humans cannot avoid communication, as they are social and the community greatly depends on it. People can communicate with each other in daily life, whether at home, at work, in the market, or anywhere else. No one can reject participating in communication interactions (Arni, 2013).

Furthermore, communication plays a very important role in human life. Humans cannot be separated from communication in their community environment. Communication is used by everyone, everywhere, and at any time. Additionally, communication can occur within a community or organization, whether in community organizations or government bodies. In any organization, communication is necessary. For instance, communication between leaders and members, leaders and society, and so on. Communication is crucial for any organization because it is the main tool for members to cooperate in management activities to achieve the organization's predetermined goals. For example, in a village government organization, the village head requires communication.

In an organization, there are always leaders such as the village head, customary head, or tribal head, who are leaders or representatives of a village. A village is an area where the population knows each other, practices mutual cooperation, shares similar customs and norms, and has its own way of managing community life. Additionally, villages generally consist of agricultural, plantation, and fisheries areas, making these sectors the main livelihoods. Villages are under the administration of sub-districts.

The village head is a figure who serves as the extension of the village government bureaucracy and the main implementer of development programs in the village. This is understandable, as in developing countries, the government often becomes an active promoter and sponsor in handling documentation. Therefore, all document registrations in the village are signed by the village head. Whether capable or not, the village head must carry out the land registration program. Thus, the village head must act as the program's executor and the link between the government and the community, directly conveying all land registration messages.

In many villages, there are still residents who do not have land certificates because they do not understand the importance of having a land certificate. This can hinder the land registration system. The problem that occurs in Sembuluh Dua Village is in stark contrast to the fundamental law that grants the community the right to own land certificates. The area of Sembuluh Dua Village spans 37,844 hectares, with residents controlling 8,000 hectares of land. Only 40 hectares of land have certificates, which accounts for only 0.11%. This makes it very difficult for the village head to handle land disputes between residents and migrants or factories that might come in the future. In 2024, 39 land disputes occurred where residents and migrants both claimed ownership of the land, and this is hard to trace because the land has not been registered at all.

Therefore, the village head is required to motivate the community in every implementation activity, whether it's land registration or others, so that the community becomes aware of the importance of registering their land. As a leader, the village head must possess a strong commitment to educating the community. Moreover, as a leader, the village head must have influence and understand local customs. Since the village community lacks guidance or input from those who are aware of the times' developments, it is hoped that the village head can raise awareness among the community regarding land registration in the village.

To raise awareness in the community, efforts are needed to communicate the programs that will be implemented in the village. In building community awareness, not only the village head bears the responsibility but also the community must participate in its implementation. The community must also participate in land registration and accept and utilize the results of the land registration. The community has both rights and obligations. As a right, the community has the opportunity to benefit from the opportunities arising from the land registration process. As an obligation, the community is required to bear the responsibility for land ownership and ensure the success of the land registration process.

The success or failure of implementing tasks in government administration is influenced by how the leader leads and encourages cooperation to achieve a common goal, often referred to as leadership. The purpose of this study is to identify which communication methods are most suitable for Sembuluh Dua Village to ensure continuous community education and to apply these methods to other villages facing similar land-related issues.

METHOD

The type of research used is descriptive research with a qualitative approach. According to Kriyantono (2014), qualitative research can involve words, sentences, or narratives, whether obtained from in-depth interviews or research observations. Qualitative research is research that uses inductive thinking, starting from specific things (empirical facts) and moving towards general concepts. The data is collected through observations, in-depth interviews, with the interviewees being two individuals who possess relevant information related to the topic being discussed: Mrs. Syarifah Okta Nurjannah and Mr. Tuan M. Riduan Muslim, the Secretariat of

the village and the Land Affairs Department of Sembuluh Dua village, respectively, as well as through focus group discussions and documents. The data is then classified into specific categories.

RESULTS AND DISCUSSION

Based on the research conducted by the researcher with 2 informants located in Sembuluh Dua Village, Danau Sembuluh District, Seruyan Regency, regarding group communication carried out by the Village Head to raise public awareness about land registration in the village, including participation in discussions and announcements.

The research was conducted at the Sembuluh Dua Village Hall in Seruyan Regency, where the researcher interviewed Mrs. Syarifah Okta Nurjannah and Mr. Tuan M. Riduan Muslim, the Village Secretariat and the Land Affairs Department of Sembuluh Dua Village. They explained that the role of the village head in converting land rights from letter C to a land certificate is very complex.

The Village Head has an important role and position in the Village Government. The Village Head is the leader of the administration and governance in the village. A Village Head is both the organizer and the person responsible for the governance and development of the area. Besides running government affairs, the Village Head also has other duties such as organizing community affairs, maintaining public order and peace, and fostering the spirit of mutual cooperation. The duties and responsibilities of the Village Head are quite extensive, so the community often entrusts various matters to the Village Head, including the conversion of land rights from Letter C to a land certificate.

Article 8 and 39 of Government Regulation No. 24 of 1997 outlines the strategic tasks of the Village Head to help implement land registration as follows:

1. As a member of the adjudication committee, which assists in land registration (Article 8, paragraph (2) of Government Regulation No. 24 of 1997).
2. Authorized to issue a certificate that strengthens proof of ownership (Article 39, paragraph (1) of Government Regulation No. 24 of 1997).
3. In areas outside the city where the Land Office is located, the certificate issued by the Land Registration Office Head can be replaced by a statement letter from the Village Head (Article 39, paragraph (1) of Government Regulation No. 24 of 1997).
4. In land registration due to inheritance, the Village Head is entitled to issue a certificate confirming the heir's rights (Article 39, paragraph (1) of Government Regulation No. 24 of 1997).
5. In remote villages, the National Land Agency (BPN) may appoint the Village Head as a Temporary Land Deed Official (Article 7, paragraph (2) of Government Regulation No. 24 of 1997).

The informants explained that the position of the Village Head in the conversion process from Letter C to a land certificate is crucial because the Village Head is the party that legalizes and verifies the initial documents or the land history. Without the initial evidence issued and legalized by the Village Head, the conversion process could not proceed.

Once the land has been converted and registered, the Village Head will maintain the data because failing to do so could lead to future disputes. The Village Head also serves as a witness, meaning the Village Head, who is familiar with the area, can provide information about the land to be registered.

The role of the Village Head in converting land from Letter C to a land certificate also extends to being a facilitator or educator. The Village Head's role in education involves conducting legal outreach activities to inform the community about land-related legal orderliness. During these outreach activities, the Village Head usually collaborates with BPN representatives, community leaders, local authorities such as Babinsa and Babinkantibmas, youth organizations, and neighborhood heads (RT and RW). The background for this outreach is because the Village Head is an extension of the government, which has found that many lands in Indonesia are still unregistered or lack certificates. Land certification is essential for citizens to gain legal certainty and authentic proof of land ownership, evidenced by a land certificate. This outreach program provides the community with knowledge about the registration process and the importance of land certificates.

In this research, in addition to group communication, personal communication conducted by the Village Head was also found, such as communication with subordinates and the community regarding land disputes, agriculture, environmental issues, security, orderliness, mutual cooperation, and development. Furthermore, public communication carried out by the Village Head with the community was also found, such as speeches about the importance of public awareness of land certificates.

The research also examined the media used by the Village Head to convey information to the community. The media used by the Village Head to communicate information to the community includes face-to-face communication. In addition to direct communication, the Village Head also uses announcements to convey information, as stated by all the informants.

Regarding the discussion of the Village Head's organizational communication in building public awareness about land certificates, the data found that the communication in the organization carried out by the Village Head to raise public awareness is already good. The community itself has become aware of the importance of land certificates. The community has participated in registering land through land books in the village, carried out by the Village Head. The community is becoming more active in land-related matters.

From the discussion above, it can also be related to the theory of organizational communication according to Goldhaber (1990), who defines organizational communication as "Organizational communication is the process of creating and exchanging messages within a network of interdependent relationships to cope with environmental uncertainty." This means that in an organization, the exchange of information, whether between superiors and subordinates or among peers, is crucial for creating effective cooperation in achieving the organization's goals.

CONCLUSION

Based on the interview data obtained from 2 informants regarding the Village Head's Organizational Communication in Building Community Awareness About Land Registration in Sembuluh Dua Village, Sembuluh District, Seruyan Regency, the conclusions drawn from this research are as follows:

1. The result of this research indicates that the Village Head's efforts in building public awareness about land certificates in the village are effective. The community itself has become aware of the importance of land registration in the village. The community has actively participated in the land book registration conducted by the Village Head.
2. The Village Head's approach includes holding discussions and mutual cooperation activities, as well as visiting households to address land-related issues in the village. This approach helps raise awareness among the community about the importance of land registration.

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