

Village Government Communication Strategy toward Freedom Cigarette Smoke in Bone-Bone, Enrekang District (Study of Rural Management Sociology Analysis)



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ABSTRACT: Discussion of village government strategies and supporters so that the community is smoke-free in the sociology of rural management with the aim that every citizen understands the importance of smoke-free implementation. This research is qualitative in nature by using a scientific sociological approach, to analyze the informants are determined through observation, interviews, and documentation, while the research instrument itself because it has social sensitivity, the data collected is primary and secondary with data analysis with data reduction stages, presentation data, and drawing conclusions.

The results of the study show that the communication strategy carried out by the village government so that the community is smoke free is in the following ways: a). Organizational Communication Strategy; about smoke-free, b) Group communication (interaction between groups); revolves around certain topics of common interest, c) Interpersonal Communication (Interpersonal); Strategies for receiving development messages or smoke-free outreach. While supporters of smoke-free society are the crowds of congregations in the mosque, the cohesiveness of institutions or organizations in the village, and. There is awareness of the residents themselves; about smoking-free socialization

KEYWORDS: Communication strategy, Government, Smoke-free, Interaction, Rural management

INTRODUCTION

Humans as social beings always want to relate to other humans. He wants to know the environment around him, therefore the strategy becomes an important thing in social and community life. Communication strategy and society are two twin words that cannot be separated from one another. Because without communication it is impossible for society to form, conversely without society, humans cannot develop communication.¹ On the other hand, society must become an object of development that must be achieved through a communication process, because all development messages must be communicated. National development is essentially the development of Indonesian people as a whole, the elaboration of which is the improvement of the quality of human life. To achieve this goal, the role of various parties, both government and society, is needed. This is carried out evenly throughout the territory of the country, which is not only for a group or part of society, but for all the people.

Development communication launched by village governments in Indonesia will be different and must be different from development communication in other countries because the subjects and objects involved in development communication are indeed different. These differences, both visible and invisible, are caused by peculiarities in the goals of the state, the system of government, cultural background, the nation's outlook on life, and the values inherent in the people, namely the Indonesian people who are *Bhinneka Tunggal Ika*. The purpose of rural development communication is to promote development. Development requires people who have literacy levels and low incomes and socio-economic characteristics. Therefore those related to it must be informed about the existence of new technologies and ideas that should be implemented by them. Motivation is the most important element in rural development communication, especially regarding smoke-free development in rural areas.² Development as a process of social change that aims to improve the quality of life of all or the majority of people, regardless of the natural and cultural environment in which they are located and tries to involve as many members of society as possible in this endeavor and make them the determinants of their own goals.

¹Ahmed, Prime. 2014. *Qur'anic Healing Technology*. Jakarta: Tarbiah Library Smesta

²Onong Uchjana Effendy, *Communication Dynamics*, (Cet. 7, Bandung: PT Remaja Rosdakarya, 2008)

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On the other hand, smoking as a societal phenomenon, when it is connected with development in rural areas, including the fields of health, environmental hygiene and pollution, becomes a topic that is always discussed. Currently smoking is increasingly widespread in various places, many industrialized countries consider that smoking has become a behavior that is considered socially unacceptable. According to Pangestu, the temptation to smoke has been present since someone was young. Pressure from friends is one of the main causes. The case that occurred in Canada was that 70 percent of children who smoked claimed to be influenced by their friends who had smoked beforehand because they felt social appreciation when they smoked. Parents also have an influence on children in terms of smoking, especially smoking parents. Some research though may actually have clearly proven that children of parents who smoke are more likely to smoke "tobacco sticks" than children of non-smoker parents. On the other hand the development of village government as a process of social change with broad participation in a society for social and material progress through the greater control they gain over their environment.

The era of village government development that is currently underway is the era of regional autonomy, this is intended to make regional governments more responsible and encourage the implementation of development in the countryside. One of the basic capital of development is community participation in development. Community participation depends a lot on the awareness of the community itself. In the Village Law no. 60 of 2014 Chapter 1 Article 1 Paragraph 12 states that village community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through the establishment of appropriate policies, programs, activities and assistance with the essence of the problem and the priority needs of the village community.³

Community awareness is usually determined by the village government or community leaders concerned. Therefore, leaders in the village or village head must be able to organize, influence and direct all members of the village community to participate in development. The Village Head as the community leader in the village should be aware of his role in the implementation of national development so that he can unite members of the community in the national development movement. According to Achmad (1985; 116) that the leadership system in the countryside is very influential in national development. A Village Head must be able to explain the meaning of the development being carried out at this time to his community. Thus, the leadership system in rural areas, both formal and informal, needs to be aligned with the development goals to be implemented. One of the efforts to achieve this is the leadership strategy which is very important, especially in socializing development programs, both development programs that are national (central government) in nature, moreover development programs launched by local governments and programs (products/regulations). village itself).

One of the remote villages in South Sulawesi, namely in Bone-Bone Village, Baraka District, Enrekang Regency, is considered a unique and well-known village in several countries, because of the success of the leadership in the village in implementing a policy in the form of village regulations, so that in the village it is known as smoke free village. Based on the description of the background, what is explored in this research is the communication strategy of the village government so that the community is smoke-free in a socialological analysis study of rural management.

LITERATURE REVIEW

Strategy

The word "strategy" comes from the Greek, namely "strategos" (stratos = military and ag = lead), which means "generalship" or something that war generals do in making plans to win the war.⁴ Strategy in the Big Indonesian Dictionary is the science and art of using all the nation's resources to carry out certain policies in war and peace, or careful planning of activities to achieve specific goals.⁵ Strategy is basically the art and science of using and developing strengths (ideological, political, economic, socio-cultural and defense) to achieve predetermined goals. Communication strategy is a combination of communication planning with communication management to achieve the goals that have been set. This communication strategy must be able to show how practically it must be operational, in the sense that the approach can differ at any time depending on the situation and conditions.⁶ The definition of strategy according to experts, namely: a). In Ansoff's opinion, strategy is a rule for making decisions and determining guidelines, strategy is also called the company's business concept.⁷, b). In the opinion of William J. Stanton Strategy is a broad basic plan of an organizational action to achieve a goal, c). In the opinion of David Hunger and Thomas L. Wheelen

³Government Regulation Number 22 of 2015 concerning Amendments to Regulations Government Number 60 of 2014

⁴Rachmat, *Strategic Management*, (Cet. 1, Bandung: Setia Pustaka Bandung, 2014)

⁵Pusat Bahasa RI, *Ministry of National Education Language Center*, Big Indonesian Dictionary Edition III (Jakarta: Balai Pustaka, 2005)

⁶Onong Uchjana Effendy, *Communication Studies: Theory and Practice*, (Cet. I, Bandung: PT Remaja Rosdakarya, 2006)

⁷Supriyono. R. A, *Strategy Management and Business Policy*, (Cet. IV, Yogyakarta: Faculty of Economics Publishing Agency, 1990)

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Strategy is a series of managerial decisions and actions that determine the company's performance in the long run, d). In Anwar Arifin's opinion, strategy is the overall conditional decision about the actions to be carried out in order to achieve goals.⁸

By looking at some of the opinions above, it can be concluded that strategy is the stages that must be passed towards the desired target. A good strategy will provide an overview of the main actions and decision patterns that will be chosen to realize agency goals. The stages of the strategy according to Fred R. David that in the strategy process there are stages that must be taken, namely: formulation of the strategy; Matters included in the formulation of the strategy are the development of goals, regarding external opportunities and threats, determining internal strengths and weaknesses, generating alternative strategies, and selecting strategies to be implemented. At this stage is the process of designing and selecting various strategies that ultimately lead to the achievement of the mission and goals of an organization.

Strategy Implementation

Strategy implementation is also known as action within strategy, because implementation means mobilizing to change the formulated strategy into action. Activities included in strategy implementation are developing a culture in achieving strategy, achieving effective structures, changing directions, preparing budgets, developing and utilizing incoming information systems so that they are disciplined, motivated, and work hard. James M.Black in Tjokroamidjojo states that leadership is the ability to convince other people to work together under their leadership as a theory to achieve or carry out a certain goal.⁹ Another opinion states that leadership is a collection of a series of abilities and personality traits, including authority to be used as a means in order to convince those they lead so that they are willing and able to carry out the tasks assigned to them voluntarily, enthusiastically, have inner joy and they not forced.¹⁰ In line with this, the success of a leader in carrying out his leadership duties is determined more by his ability and expertise in mobilizing other people, this is what is called managerial skill.¹¹

Development Communication Strategy

According to the Academy for Educational Development (AED) (1985), there are four development communication strategies that have been used so far, namely: Media based strategy Communicators using this strategy usually group their activities around certain preferred. This strategy is indeed the easiest, most popular, and of course the least effective technique.

Instructional Design Strategy

This strategy is generally used by educators. They focus their strategy on targeted individual learning as a fundamental objective. This group strategy, based on formal learning theories, and focused on a systems approach to the development of learning materials such as formative evaluation, trials, and tiered program design.¹² Instructional designers are plan and systems oriented people. They first identify: (1) Objectives to be achieved, (2) Criteria for success, (3) Participants, (4) Sources, (5) Approach used, (6) Time. Typically, their activities can be classified into three interrelated stages namely: planning, implementation, and evaluation stages.

Participant Strategy

In this participatory strategy, important principles in organizing activities are community cooperation and personal growth. And in this strategy the emphasis is not on how much information a person learns through development communication programs, but rather on the experience of participating as an equal in the process of sharing knowledge or skills. The implementation of this strategy is reflected in forms of non-formal education activities such as animation programs.

Marketing Strategy

This strategy grows as a communication strategy that is direct and feels normal in terms of social marketing principles, namely marketing techniques that do not only seek profits from a sale, but instead focus on what consumers need and want from something produced by producers.

Sociological Communication

The term communication in English is called communication, derived from the word communicatio or from the word communis which means "same" or the same meaning or shared understanding, with the intention of changing thoughts, attitudes, behavior,

⁸Anwar Arifin, *Communication Strategy*, (Bandung: Armilo, 1984)

⁹ Bintoro Tjokroamidjojo, *Introduction to Development Administration* (Jakarta: LP3ES, 1974).

¹⁰Ngalim Purwanto, *Administration and Education Supervision* (Bandung: Rosdakarya Youth, 1987),

¹¹Burhanuddin, *Analysis of Education Management Administration and Leadership* (Jakarta: Bumi Aksara, 1994)

¹²Rochajat Harun and Elvinaro Ardianto, *Social Change Development Communication*, (Jakarta: PT RajaGrafindo Persada, 2011)

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recipients and carrying out what the communicator wants.¹³ The notion of communication is paradigmatic and many are defined by experts. In terms of terminology, communication can be defined as a mechanism for establishing relationships between human beings by developing all the symbols and thoughts along with the meanings that accompany them. This understanding implies that in communication between a person and another there is a relationship of collectively pouring out all his thoughts through meaningful symbols. Corel L. Hovland argues that communication is a systematic effort to formulate firmly the principles of conveying information and forming opinions and attitudes. The definition above shows that what is used as the object of communication studies is not only the delivery of information, but also the formation of public opinion and the formation of attitudes which play a very important role in social life. Another opinion regarding communication, namely according to Brent D. Ruben, communication is a process through which individuals in relationships, in groups, in organizations and in society create, transmit, and use information to coordinate their environment and other people.¹⁴

According to Anderson, communication is a process whereby we can understand each other and be understood by others. Communication is a dynamic process and constantly changes according to the prevailing situation.¹⁵ It can be concluded that communication is the process of conveying a statement by one person (communicator) to another person (communicant). Communication is also a very important conversation tool in every aspect of life. And it is undeniable that the scientific treasures of communication are influenced by the social sciences, which are the mother of communication and are supported by other disciplines. Humans in communicating not only aim to provide information, but also provide entertainment, education and influence other people so that they want to carry out the message conveyed by the communicator. In that verse, it is explained that call on, that is, continue your efforts to call on all that you can call on the path indicated by your Lord, namely the teachings of Islam, with good wisdom and teaching and refute them, that is, anyone who rejects or doubts the teachings of Islam, by means of the best. From some of the above understandings regarding strategy and communication, it can be concluded that the sociology communication strategy is a guide for communication planning and communication management to achieve a predetermined goal. To achieve this goal, the communication strategy must be able to show how the operational tactics are practically carried out. And the communication strategy also determines the success or failure of communication activities effectively.

Forms of Sociology Communication Strategy

Sociological communication can be classified into four forms, organizational interpersonal communication, mass communication, group communication, and interpersonal communication. Organizational communication is the sending and receiving of various organizational messages within the formal and informal groups of an organization. In organizations, communication is very important, because communication is an integral part of the organization, both internal communication and external communication.¹⁶

Mass and group communication (mass and group interaction)

Mass communication is a process through which communicators use the media to disseminate messages widely and continuously create meanings and are expected to influence a large and diverse society in various ways. Its characteristics are: There are very many people who communicate or become communicants (public, audience, audience). The public, audiences, audiences involved in the communication are scattered everywhere (in various regions and regions). If you were in one place, then the public, audiences, audiences are very diverse. The things that are conveyed (the topics discussed) are general in nature and concern the interests of many people.¹⁷ Most or even all of the public or audience do not know each other.¹⁸ Group communication is a group of people who have common goals who interact with each other to achieve common goals, get to know each other, and view them as part of the group. Group communication is divided into two parts, namely large group communication and small group communication. Big group communication is a group of communicants who, because of their large number, in a communication situation have almost no opportunity to provide verbal responses, aimed at the communicant's affections and the process takes place in a linear fashion. Small group communication (small group communication) is communication that takes place face to face because the communicator and communicant are in a situation of facing each other and seeing each other. Its members interact with each other. The characteristics of group communication, namely: The number of people involved in communication is approximately 50-100 people, The things discussed revolve around a certain theme or topic that concerns common interests

¹³H.A.W. Widjaja, *Communication: Communication and Public Relations*, (Jakarta: Bumi Aksara, 2002)

¹⁴Arni Muhammad, *Organizational Communication*, (Cet. I, Jakarta: PT Bumi Aksara, 1992)

¹⁵Divine Revelation, *Da'wah Communication*, (Cet. I, Bandung: PT Remaja Rosdakarya, 2010)

¹⁶Romli, Khomsahrial, *Complete Organizational Communication*, Jakarta: PT Grasindo, 2011)

¹⁷Anwar Arifin, *Communication Strategy*, (Bandung: Armilo, 1984)

¹⁸Teuku May Rudy, *Communication and International Public Relations*, (Cet. I, Bandung: PT Refika Aditama, 2015)

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(certain groups), There are interests and interests that are almost the same among members group members, usually some of the participants already know each other or all of them know each other

Interpersonal Communication (Interpersonal)

Interpersonal communication is communication that takes place face to face (face to face) between two or more people by delivering verbal and non-verbal messages so that each can understand each other and interact effectively. In interpersonal communication, a good relationship between the communicator and the communicant must also be maintained properly, because the success or failure of communication depends on a good relationship between them. According to Kathleen S. Verderber (2007), interpersonal communication is a process through which people create and cultivate their relationships, carry out reciprocal responsibilities in creating meaning.¹⁹ In every communication process there are elements or components, namely the communicator (sender), message (message), channel (media), communicant (receiver), effect (effect), feedback (feedback) and the environment.

Dissemination of Smoke-Free Village Regulations

Society and rural or village, two words that have their own meaning. To get the meaning of these two words, society is defined as large groups and small groups consisting of several humans with or because of themselves group related and influencing one another.²⁰ Society can also be interpreted as a group of people who interact. From the explanation above, it has been explained that rural community are two separate words or have their own meanings, to be able to get the meaning of these two words, they must be interpreted word by word first so that the two words can be made into the meaning as expected. Paul H. Landis, a rural sociology scholar from the United States, suggested a definition of village by making 3 choices based on the purpose of the analysis. For analysis purposes, a village is defined as a neighborhood of less than 2500 people. For the purpose of social psychological analysis, the village is defined as an environment where the inhabitants have intimate relationships and often share information among their fellow citizens. Meanwhile, for economic purposes, the village is defined as an environment whose population depends on agriculture.²¹ Rural or village communities can be interpreted as communities that have a deeper and closer relationship than the general life system in groups on the basis of kinship and the majority of rural community members live from agriculture. The community is homogeneous, such as in terms of livelihoods, religion, customs, and so on. In other words, rural communities are synonymous with the term gotong royong which is cooperation to achieve their interests. In the introduction to the Law of the Republic of Indonesia No. 6 of 2014 concerning Villages it is stated that.²² : a). That the Village has the rights of origin and traditional rights in regulating and managing the interests of the local community and plays a role in realizing the ideals of independence based on the 1945 Constitution of the Republic of Indonesia, b). That in the course of the constitutional administration of the Republic of Indonesia, the Village has developed in various forms so that it needs to be protected and empowered so that it becomes strong, advanced, independent and democratic so that it can create a strong foundation in carrying out governance and development towards a just, prosperous and prosperous society, c). Whereas Villages in the composition and procedures for administering government and development need to be regulated separately by law.

Meanwhile, in the Village Law and government regulations of the Republic of Indonesia No. 22 of 2015 Chapter 1 Article 1 Paragraph 5 it says that Village meetings or what are referred to by other names are meetings between the Village consultative body, the Village government and community elements held by the Village consultative body to agree on strategic matters. Likewise in Article 1 Paragraphs 7 and 8 it is stated that: Village Regulations are statutory regulations stipulated by the Village Head after being discussed and agreed with the Village Consultative Body. And Village Development is an effort to improve the quality of life and life for the welfare of the Village community as much as possible. In Article 85 of the Village Law and government regulations of the Republic of Indonesia No. 22 of 2015 : 1). The development of rural areas is carried out by the government, Provincial Regional Government and Regency/City Regional Government, through regional work units, Village government, and/or Village Owned Enterprises (BUMD), involving Village communities, 2). The development of rural areas carried out by the government, regional, provincial and district/city regional governments and third parties must utilize the potential of natural resources and human resources and involve the village government and village community, 3). Development of rural areas on a local Village scale must be handed over to the Village and/or cooperation between Villages. In relation to the development socialization system, it is necessary to have basic guidelines regarding the implementation of socialization and information on

¹⁹Muhammad Budyatna, *Interpersonal Communication Theory: An Introduction*, (Ed. 2, Cet. 1, Jakarta: Kencana, 2011)

²⁰Hasan Shadily, *Sociology for Indonesian Society*, (Jakarta: Rineka Cipta, 1993)

²¹Raharjo, *Introduction to Rural and Agricultural Sociology*, (Yogyakarta: Gadjadara University Press, 1999)

²²Republic of Indonesia, *Village Law No. 6 of 2014 Concerning Villages*, (Jakarta; Permata Press Team, 2014)

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village development and development of rural areas. namely: a). Paragraph 1 that the Village has the right to access information through the Village information system developed by the Regency/City Regional Government, b). Paragraph 3 that the Village information system as referred to includes hardware and software facilities, networks, and human resources, c). Paragraph 5 that the intended Village information system is managed by the Village government and all stakeholders. One of the virtues of the nature of messages or information according to Alo Liliweri regarding law (policies and regulations) in counseling is persuasive, meaning how to design messages in such a way as to influence other people so that they can find out information, enjoy information, decide to change their thoughts, words and actions according to by the will of the attorney.

Cigarettes and the Phenomenon of Society.

Cigarettes are rolled or rolled tobacco rolled or wrapped in paper, leaves or corn husks the size of a little finger with a length of 8-10 cm, usually smoked by someone after burning the tip. Smoking is one of the habits of the Indonesian population, from all walks of life, including the lower economic community. Smoking habit is an important problem nowadays. For some people, cigarettes have become a necessity and a lifestyle that cannot be left behind in everyday life. Smoking is a habit that is detrimental to health. This fact can not be denied, many diseases have been shown to be a bad result of smoking.²³ Sondang Simarmata stated that smoking has become one of the common habits that we often encounter in everyday life, including rich or poor, men or women, parents, and even many teenagers who have started to try smoking. Cigarettes seem to have become one of the needs that almost match the basic needs. Smoking behavior has become a serious problem marked by increasing health problems such as cancer, respiratory diseases, fetal abnormalities in pregnant women who are smokers and impotence. Therefore, smoking has become a national and international problem.²⁴

According to the World Health Organization (WHO) in 2003 stated that smoking is one of the problems that can never be resolved when talking about the right way of handling it. For some men and women in Indonesia, smoking forms a culture of its own, they will definitely smoke while waiting or smoking before or shortly after eating. Uniquely, cigarettes have become a phenomenal object in Indonesia because they are both revered and reviled. This is proven by the fact that even though many people are aware of the dangers of smoking for their health, there are still many people who insist on continuing their smoking habit. It is undeniable that for some people smoking is needed but on the other hand it becomes an enemy for people who are aware of the dangers of smoking. Indonesia is in the 3rd position with the largest number of smokers in the world after China and India (WHO, 2008) and remains in the 5th position as the largest cigarette consumer after China, the United States, Russia and Japan in 2007. Not only that, what is more concerning is the high number of smokers in Indonesia aged 10 years and over. Everywhere it can be seen that smokers can smoke as they please and as much as they want wherever they are and under any circumstances, this is a fact that people are free to smoke wherever they are, for example in the office. , public transportation, parties and even in air-conditioned rooms, even though there is a warning that says "No Smoking" it turns out that a smoker does not hesitate to smoke.

SIGNIFICANT AND METHODS

This type of research uses qualitative research methods with a descriptive approach, which is a series of activities or process of filtering data or information that is reasonable about a problem in certain conditions, aspects or fields in the object's life.²⁵ The descriptive method describes variable by variable, one by one, this study does not seek or explain relationships, does not test hypotheses or make predictions.²⁶ The research approach uses two perspectives, namely the communication approach and the sociology approach. The data source is the subject from which the research data was obtained. Based on the source, the data were obtained directly from the informant or the source to be studied, either through interviews, observation or other means. The secondary data sources referred to are in the form of books, magazines, newspapers, the internet, and other data sources that can be used as complementary data.²⁷

Researchers direct the field to collect accurate data from informants in the data collection process. The data collection techniques used in research; observation, interview, and documentation.²⁸ The research instrument is the researcher himself with

²³Rani Dwi Nurjanah, *Definition of smoking and its consequences*, <http://ranidwi68.WordPress.Com/203/01/09/pertinence-smoking-and-its-consequences/>, Accessed 01 February 2018.

²⁴Sondang Simarmata, *Smoking Behavior in Model Kuok State Madrasah Tsanawiyah Students, West Bangkinang District, Kampar Regency, Riau Province*, 2012, (University of Indonesia Thesis, 2012)

²⁵Nawawi Hadari, *Scientific Research Methods*, (Jakarta: Rineka Cipta, 1994)

²⁶Rahmat, Jalaluddin. *Communication Psychology*. (Bandung: Teen PT Rosadakarya.-, 2005)

²⁷Syamsuddin AB, 2017, *Fundamentals of Theory of Social Research Methods*, (Ponorogo, CV Wade Group, 2017)

²⁸Wiratna Sujarweni, *Research Methodology*, (Yogyakarta: PT Pustaka Baru, 2014)

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assistive devices such as books, photographs, documents, biographies, as well as supporting tools such as cameras, voice recorders and notebooks. Researchers use qualitative data analysis, the steps are: data reduction, data presentation (data display), inference and data verification

DISCUSSION

The background to the birth of the smoke-free rule in Bone-Bone is related to issues of science, the economy, their relation to people's income levels as well as problems of unemployment, public health, and especially religious issues. As a rule that was born at the village level, it has a positive impact on community development. The enactment of the village regulations regarding smoke-free in Bone-Bone, namely when the village head was still the head of the Bone-Bone hamlet, when it was not yet in the form of a Bone-Bone village, at that time the socialization of smoke-free issues among the people of the Bone-Bone hamlet began. Accordingly, there are several village government strategies and supporting factors so that the community is smoke-free in the study of sociological analysis of rural management in the village of Bone-Bone as follows:

Organizational Communication Strategy

In organizations, communication is very important, because communication is an integral part of the organization. The village is a formal institution and organization, which is led by a village head and organizationally equipped with a village secretary and other village officials, thus creating a dynamic organization because communication and cooperation are established within it (internally), besides that it is important to accommodate community components. (externally). The socialization strategy regarding smoke-free in Bone-Bone village, is explained through the intended organization's communication channels. Before starting this rule, community leaders, religious leaders and even the elders in the community must be socialized and invited to a meeting and gather at the village office to start the smoke-free rule stage. It has been agreed upon as a rule/product of the village itself. What was stated by the informant, illustrated the existence of internal communication, then moving on to external organizational communication. When socializing smoke-free rules was about to start, people who were considered to be educated were summoned or invited to come to a meeting at the village office to implement smoke-free steps. Moreover, these rules are followed by sanctions against those who violate them, there are social sanctions and some are subject to payment. The socialization of smoke-free rules with a communication strategy for official events, whether carried out individually or by the government, is always conveyed or always reminded that smoking is very bad for health and very draining for the economy. Organizational communication in the framework of smoking-free socialization in Bone-Bone Village is not only carried out in village government organizations but every time there are activities in the community this communication is also carried out. This is in line with communication theory which states that organizational communication is the sending and receiving of various organizational messages within formal and informal groups of an organization. In organizations, communication is very important, because communication is an integral part of the organization, both internal communication and external communication.²⁹ From this brief description it is illustrated that the socialization of smoke-free regulations in Bone-Bone was carried out with an organizational communication strategy, both internal and external communication.

Group Communication (Interaction Between Groups)

Group communication or interaction between groups is a group of people who have a common goal who interact with each other to achieve common goals, get to know each other, and view them as part of that group. When it is related to some of the characteristics of group communication that the things discussed revolve around a particular theme or topic that concerns common interests, there are common interests among the members of the group, including some of the participants who already know each other or all of them know each other. Referring to the conditions in the field, then the communication strategy in the leadership of the Village Head in Bone-Bone Village in the socialization of smoke-free rules so as to implement a group communication strategy.

Interpersonal Communication (Interpersonal)

Referring to the theory of communication science, socialization in the leadership of the Village Head in implementing smoke-free, using interpersonal communication strategies, what is meant in this case is face-to-face communication between two or more people by bringing messages, so that each can understand one each other and interact effectively. The communication strategy in the Village Head's leadership uses various strategies and approaches, regardless of the number of community members present to receive development messages or outreach including the smoke-free rule promoted by the Bone-Bone Village government. As

²⁹Romli, Khomsahrial, *Complete Organizational Communication*, (Jakarta: PT Grasindo, 2011)

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the recipient of the mandate, the village government is engaged in socialization and maintaining what has been well received by the community. The leadership system in Bone-Bone Village utilizes various approaches including approaching the community, even though the number is relatively small, only a few people are sincere in conveying the smoke-free regulations. The communication strategy in the leadership of the Village Head, both the Village Head who was in office at the time the rule was enforced and the Village Head who served until this research took place, all used an approach strategy that adjusted to the conditions of the residents they faced even though the residents were found alone. Even in these conditions a family atmosphere was built so that the socialization of village regulations was well received by residents. The awareness of some residents not to smoke after the implementation of the smoke-free rule in Bone-Bone Village was largely non-coercive and unaffected by the existence of sanctions on the regulation, however, residents were born with their own awareness not to smoke due to the Village Head's communication method or strategy. Looking at what has been stated, it is in accordance with the communication theory put forward by Kathleen S. Verderber (2007), interpersonal communication is a process through which people create and cultivate their relationships, carry out reciprocal responsibilities in creating meaning.³⁰ Thus it can be understood that the leadership communication strategy in conveying village regulations regarding smoking-free was actually an interpersonal communication strategy that was quite arousing the feelings of residents to reduce their smoking habit and even stop altogether. Supporting factors so that the smoke-free community in Bone-Bone Village certainly accompanies every activity.

The habit of mutual cooperation that the residents of Bone-Bone Village encourage as their habit turns out to make it easier for the Village Head and his officials to convey important things to his residents, including the dissemination of smoke-free rules. This is in line with communication theory, especially small group communication theory which states that small group communication takes place face to face because the communicator and communicant are in a situation of facing each other and looking at each other. Its members interact with each other, this is socialized under the following conditions:

Crowds of Jama'ah in the Mosque

Due to the habituation of the people of Bone-Bone Village in carrying out congregational prayers both Friday prayers and other prayer services, it is understandable that this has become one of the supporting factors in facilitating the implementation of the communication strategy for the village government. Therefore the village government conveys information after the implementation of the Friday prayer and often this information is also conveyed after the implementation of other congregational prayers. The Village Head in conveying information as a group communication strategy in socializing matters that are considered important, including the socialization of smoke-free rules.

Cohesiveness of Institutions or Organizations in the Village

The presence of institutions and organizational groups in the village such as farmer groups, taklim assemblies, village and hamlet level PKK groups, youth organizations, youth mosques, etc. These institutions or organizations, after the researchers confirmed with several parties or the managers of the institutions and organizations in question, it turned out that they had built togetherness and cohesiveness under the coordination and guidance of the Village Head. The presence of institutions and organizations in Bone-Bone Village accompanied by the cohesiveness of the organization turned out to be a supporting factor in the implementation of a communication strategy with residents. The existence of a number of these organizations will make it easier to convey information to residents or village communities. This is in line with organizational communication theory which states that organizational communication is the sending and receiving of various organizational messages within formal and informal groups of an organization. In organizations, communication is very important, because communication is an integral part of the organization, both internal communication and external communication.

There is Awareness of the Residents Themselves.

As previously stated, prior to the smoke-free socialization in Bone-Bone Village, community leaders, religious leaders and educational leaders were invited to attend to discuss the former together with the government, this was a socialization strategy. Among the community leaders who attended, it turned out that there was awareness of its own relation to the smoke-free rule. There are community leaders who first understand the presence of smoke-free rules, so after returning to their environment they immediately convey it to anyone they meet, including their own close family.

CONCLUSION

Based on the results of the discussion on village government strategies and supporters so that the community is smoke-free in the study of rural management sociology analysis, it can be disseminated in the following ways: a). Organizational Communication Strategy; The socialization strategy regarding smoke-free is explained through communication interaction channels socialized by

³⁰Muhammad Budyatna, *Interpersonal Communication Theory: An Introduction*, (Ed. 2, Cet. 1, Jakarta: Kencana, 2011)

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community leaders, religious leaders, b) Group communication (interaction between groups); characteristics of group communication that revolves around certain topics that concern common interests, c) Interpersonal Communication (Interpersonal); The communication strategy in the Village Head's leadership uses various strategies and approaches, to receive development messages or smoke-free outreach.

There are also supporting factors for smoke-free society, namely 1). Crowds of Jama'ah at the Mosque; the village government conveys information after the implementation of Friday prayers and often this information is also conveyed after the implementation of other congregational prayers, 2). Cohesiveness of institutions or organizations in the village; The existence of a number of these organizations will make it easier to convey information to residents or village communities. 3). There is awareness of the residents themselves; before the smoke-free socialization, religious leaders and educational leaders were invited to attend to discuss beforehand with the government, this is a socialization strategy.

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